

APRIL 2, 2025

board meeting



1. Call meeting to order
 - a. Present
2. Secretary & Treasurer Report
 - a. Questions/Corrections
3. Old Business
 - a. Downtown Sound System
 - b. Annual Dinner
 - i. Section Delegation
 - c. Neighbors in Bloom
 - i. Launch 4/4
 1. email
 2. facebook
 - d. Raffle Tickets
 - i. Qty.
 - ii. Small Business Saturday - gift cards
 - e. Awards
 - i. Business of the Year
 - ii. Community Impact
 - iii. Trailblazer
 - f.
4. New Business
 - a. Community Clean Up
 - i. Sandbox inquiry
 - b. CWS
 - i. volunteer sign up
 - ii. food stand
 - c. Next Board Meeting April 30th?
5. Other Business
6. Motion to Adjourn

Events

- 4/19 Easter Egg Hunt
- 4/22 Park Clean Up
- 5/1 - 5/3 City Wide Sales
- 5/15 SMS
- 6/19 SMS
- 7/17 SMS
- 8/14 - 8/16 Beef & Dairy Days
- 12/5 Festival of Trees

2024 AWARD *nominees*

Business of the Year

- Emplify x IIIII
- Whitehall Library
- Sweet Temptations
- Ritters Hardware
- RCU

When thinking of a trailblazer, one name immediately comes to mind—Brandi Berg. Though not originally from Whitehall, Brandi has wholeheartedly embraced this community as her own, making a lasting impact through her dedication, innovation, and entrepreneurial spirit. A true champion for others, Brandi has established herself as a forward-thinking businesswoman, creating housing opportunities for both locals and visitors. Most recently, she expanded her expertise to include real estate, providing a much-needed service in an area with limited options. In addition, she offers haircare services, filling another essential gap in our town where choices are few. Beyond her business ventures, Brandi is an active member of the Chamber of Commerce, where she has played a key role in streamlining communication and keeping the community informed and engaged. She is always looking for ways to do more—seeking out new ideas, listening to others, and then making things happen. Her inquisitive nature, determination, and commitment to Whitehall's success make her an exceptional leader and role model. Brandi Berg truly embodies the spirit of a trailblazer, and for her unwavering dedication to our community, we should all be proud.

Trailblazer

- Emplify x II
- Whitehall Library
- Whitehall Golf & Pub
- River Valley Mutal
- Ritter's Hardware
- RCU
- Whitehall School
- Brandi Berg

Trempealeau County ADRC has made a profound impact on our community, demonstrating unwavering dedication to the well-being of local residents, particularly those aged 60 and older. Over the past year, they collaborated with Western Dairyland's RSVP program and Whitehall Schools to successfully secure a grant, leading to the establishment of the much-needed WOW Fitness Center. This facility not only promotes health and wellness for seniors but also welcomes individuals of all ages to experience the benefits of fitness. Beyond this achievement, the agency remains deeply committed to serving older adults in our community. They partnered with Sweet Temptations to launch Café 60, offering seniors a welcoming space to gather for meals each Wednesday. Additionally, they provide home-delivered meals to those unable to leave their homes and go the extra mile by ensuring that individuals who might not otherwise have the opportunity can celebrate their birthdays with a cake. Their transportation services offer essential access across Trempealeau County, connecting residents to Eau Claire, La Crosse, and beyond for medical appointments, errands, and social outings. The agency also organizes engaging trips to movies, pizza barns, museums, and other community activities, ensuring seniors remain active and socially connected. A cornerstone of their services is their dementia care team, which plays a vital role in guiding families through the difficult conversations and decisions that come with a dementia diagnosis. Additionally, they provide Farmer's Market vouchers, allowing seniors access to fresh, locally grown food during the summer months. Trempealeau County ADRC embodies the spirit of community support and enrichment, making them truly deserving of the Community Impact Award.

Community Impact

- WHTL
- Chasity Huismann
- Emplify x III
- Randy's
- Ritters
- RCU
- ADRC