

Village of Lena
117 E. Main St., Lena, WI 54139
Promotion Committee Minutes
February 2, 2022 6:30 p.m.

Meeting was called to order.

Roll call: Carissa DeHeck, Pauline Borchert, Robert Borchert, Lukas DeCleene, Steve Marquardt, Amy Marquardt and Linda Hinds.

Also Present: Charlene Meier, Jodi Marquardt

Approval of Agenda: Motion was made by L. Hinds/S. Marquardt to approve the agenda as presented, and limit meeting to one hour. Motion was voted and carried.

Approval of the Minutes from July 22, 2021: Motion was made by L. Hinds/P. Borchert to approve the minutes from July 22, 2021. Motion was voted and carried.

Open Forum: None.

Annual Rummage Sales Update: Rummage Sales have been successful. Map of sales at local businesses worked well. Rummage Sales will be planned for July 15/16, 2022.

Thunder on Main: It was determined through general discussion that the Event will be run by C.DeHeck/Wooden Shoe. Dirt City will encourage participation of race vehicles downtown for the event but have no other participation in planning. The Promotions Committee will fill 300 Welcome Bags to be handed out at the racetrack to the campers.

Taste of Fall: General discussion followed. We will hold on this event this year. L. Hinds offered to continue to decorate community for fall. General agreement was to offer local businesses to promote and organize.

Movie Night Update: L. Hinds will work with Library and Police Department to continue this event. Plan to host Movie night with one movie each month in June, July and August.

Village of Lights: General discussion and census is that Village of Lights is a great event for our community. Event scheduled for December 3, 2022. Decorating will be done by L. Hinds and Public Works part-time employee. Wagon rides to resume with J. Marquardt to confirm and book 2 teams of horses. Santa will be at the Village Hall. Bingo card will continue this year. Elf on the Shelf had great participation with 47 responses in 2021. Our normal giveaway's such a "Night Before Christmas" box, boy & girl give away will continue.

Ice Rink: General discussion followed. There are skates and hockey sticks that have been donated and are available to the Village Hall for check out with a FB post made to offer to anyone who wants to stop in and "borrow" them. A thank you will be sent to KES excavating for their assistance in groundwork to prep the rink. Motion be S. Marquardt/P. Borchert to purchase 3 Skate Trainers form Dicks Sporting Goods for rink use. Motion was voted and carried. Old-Fashioned Ice-Skating Party Event scheduled for Sunday, February 27 from 1-3pm with alternate date March 13 at the rink. S. Marquardt will provide a bonfire and L. Hinds will provide the hot cocoa and cups. Cookies will be purchased.

100 Year Celebration: General information provided. Motion by P. Borchert/L. Hinds to purchase \$300 in gift certificates to local businesses to make 3 baskets for the bowling tournament raffle. Motion was

voted and carried. A. Marquardt volunteered to purchase and arrange the baskets. Lions Club have agreed to take the lead on the Centennial Banners.

Revise Mission Statement: Tabled

Miscellaneous: Discussion to continue at next meeting on advertising on back of Lena signs on the highway.

Adjournment: Discussion on meeting schedule with plan for second Wednesday of every month. Next meeting Wednesday, March 9 at 6:30pm. Motion was made by L. Hinds/L. DeCleene to adjourn. Motion was voted and carried.

Respectfully submitted,

Jodi Marquardt
Clerk/Treasurer