

Village of Lena
117 E. Main St., Lena, WI 54139
Promotion Committee Minutes
May 11, 2022, 6:00 p.m.

Meeting was called to order.

Pledge of Allegiance was recited

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

Also Present: Charlene Meier (7pm), Jodi Marquardt

Approval of Agenda: Motion was made by J. Patenaude/L. Hinds to approve the agenda as presented. Motion was voted and carried.

Approval of the Minutes from February 2, 2022: Motion was made by L. Hinds/J. Patenaude to approve the minutes from February 2, 2022. Motion was voted and carried.

Open Forum: None.

Easter Scavenger Hunt: First year was a great success. There were 42 entrants turned in their scavenger hunt cards. Motion made by P. Borchert/A. Marquardt to approve reimbursement to Linda Hinds in the amount of \$703.87 for expenses for 2022/2023 events. Motion voted and carried. DeCleene requested the coupon on the scavenger hunt cards are good for 1 week following the event.

Birthday Sign for Lena Sign: Motion by J. Patenaude/L. Hinds to purchase a banner for the Lena Sign to exceed \$200. Patenaude and S. Marquardt to complete this project.

Annual Rummage Sales Update: Rummage Sales are scheduled for July 15/16, 2022. Info for business advertising will be sent.

Flowers on Main Street: Planters will be planted in June. Motion by P. Borchert/S. Marquardt to increase spending up to \$1000 to fill all 52 planters. Motion voted and carried.

Movie Night: Motion by P. Borchert/J. Patenaude for the Promotions Committee to begin planning on hosting Move Night, at the Lena Library Grounds, in June, July and August. Motion carried. Will work with the Librarian on planning and copyright requirements.

Taste of Fall: Discussion in planning of future "flea market" type Village wide events. Each business would promote and organize the vendors for their establishment on one shared advertised day. The Promotions Committee and/or Village organizations would be included in organizing their own event in the Village Hall parking lot. May include FD booyah, crafters, ice cream, etc. this will be a 2023 event.

Fundraising for Promotions Committee: It was thought, through general discussion, that during this time leading up to Thunder on Main, each business will be invited to host a cooler filled with items representing their business. Each business will sell tickets toward their cooler/basket at their own establishment. The business will first reimburse their cost in the cooler, and the remaining profits will go to Promotions Budget for further event expenses. The drawing for each location raffle will be at 5pm on July 30. A letter will be sent to invite businesses to participate.

Dirt City/Thunder on Main: Race July 30/31, 2022. S. Marquardt will look at the painted tires to see if they could be used to decorate Main Street for the event. The Wooden Shoe is running the Thunder on Main events. The Promotions Committee will fill 300 Welcome Bags to be handed out at the racetrack to the campers. Char Meier will work on give aways, brochures and water for the bags. It is recommended that area businesses include advertising for the bags.

Village of Lights: Horse Drawn carriage rides have been booked. We will resume with pre-covid events.

100 Year Celebration: Centennial Committee is hosting an Ice Cream Social (1:30-4:30pm), live music (3-6pm) on Museum grounds, and Horse Drawn Tour of Lena Landmarks on Saturday, June 4. Remember When Series is going well.

Revise Mission Statement: Tabled

Adjournment: Motion was made by A. Marquardt/L. Hinds to adjourn meeting. Motion was voted and carried.

Respectfully submitted,

Jodi Marquardt
Clerk/Treasurer