

Village of Lena
117 E. Main St., Lena, WI 54139
Promotion Committee Minutes
May 6, 2024, 6:00 p.m.

Meeting was called to order.

Roll call: Steve Marquardt, Amy Marquardt, Linda Hinds, Bob Borchert, Lukas DeCleene, Carissa DeHeck, Char Meier

Also Present: Jodi Marquardt

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

Approval of the Minutes from November 2, 2023: Motion was made by Meier/DeHeck to approve the minutes from November 2, 2023. Motion was voted and carried.

Open Forum: None.

Member Recruitment: The Lena school PTO has dissolved. They have agreed to help Promotions with the Easter Egg hunt and Santa's Workshop.

The Easter Egg Hunt will be held in the St Anne gym next year, and Linda Hinds has spent about \$230 to purchase prizes for next years event and will be held 2 weeks before Easter. Santa's Secret Workshop is held at the public school with outside vendor items. It was discussed and decided this does not fit the scope of the Village Promotions Committee and will not proceed without further research.

The Committee is looking for increased recruitment with discussion on a considering an annual/semi-annual "get together" to promote business and the Promotions Committee. DeHeck agreed to lead a committee to proceed.

Thunder on Main: Motion by L Hinds/Meier to approve payment for Porta Potty's for Thunder on Main at an expense up to \$1000. Motion voted and carried. The Promotions Committee will purchase banners, decorations, giveaways and a booth advertising the Village. Motion by L Hinds/A Marquardt to purchase 1000 checkered flags for the Village Promotions giveaway at Thunder on Main. Motion voted and carried. The Promotions Committee will again distribute Welcome bags to all campers and races at the racetrack, and consider a welcome letter and promotions added to the bag. DeHeck to contact the property owners on Main Street about the road closure for Thunder on Main. There is a Dirt City Race on May 18/19. Motion by S Marquardt/L Hinds to order 30 checkered flags for the street poles to display on Main Street on race weekend. Motion voted and carried.

Flowerpots on Main Street: Pots are planted and waiting for Main St placement.

Easter Egg Hunt: Fair turnout at this year's event of about 25 kids.

Village of Lights: Great turnout in 2023. Continue the same plan for 2024.

Financials: Informational

Miscellaneous: 1. Rummage Sales July 18-20. Need to establish time for Village of Lights. Idea for Flea market, Fall Festival. Christmas decorations at Linda's building need to be taken to the Village shop.

Adjournment: Next meeting to be determined. Motion was made by L. Hinds/A Marquardt to adjourn at 7:22 pm. Motion was voted and carried.

Respectfully submitted,

Jodi Marquardt
Clerk/Treasurer