

Village of Lena
117 E. Main St., Lena, WI 54139
Promotion Committee Minutes
March 3, 2025, 4:30 p.m.

Meeting was called to order.

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

Excused: Bob Borchert

Also Present: Jodi Marquardt

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

Approval of the Minutes from October 2, 2024: Motion was made by L Hinds/A Marquardt to approve the minutes from October 2, 2024. Motion was voted and carried.

Open Forum: None.

Easter Egg Hunt: Plans are under way for the April 19 Easter Event, presented by Promotions, held at St Anne's Parish Hall, 10 am -Noon. Egg Hunt, cookie decorating, scavenger hunt. St Anne's donated the Hall for use. Need volunteers and an Easter Bunny.

Flowerpots- About half of the current pots need replacement. Discussion with options of hanging plants or replacing them with taller pots for better visibility. S. Marquardt looking into hanging pots placed at the intersection. L Hinds looking into taller planters to line Main St. Flowers for 2025 have been ordered.

Thunder on Main/Dirt City: Feedback was great on the race flags and banners throughout Village on race weekend. Will use again. Suggestion made to extend road closure by 4-10 and event from 5-9. This should be discussed with Public Safety. The Promotions Committee will again participate in the event, with better Village exposure.

Dairyfest: A Marquardt talked with Lions Club to consider a craft show. After discussion in Promotions, it was decided not to proceed. L Hinds will still spearhead a parade entry promoting the Village of Lights and the Village.

Library: We will check with April, the librarian regarding the license fee for the outdoor license.

Member Recruitment: Will consider a Business Association.

Car Show: DeHeck presented a car show opportunity on Main Street, with road closures, for 1 night in June/July/August. She will confirm the dates. The Wooden Shoe will serve food and play music. Clarification is needed for times, car count and exact dates. Also, is this show open to any car club to join? Village could grow with vendors/food/etc. Porta Pottys, road closures, and garbage cans will be needed. More planning is needed.

Financials: Informational

Village of Lights: Great attendance. Horses are booked for 2025.

Miscellaneous: A Marquardt suggested a change to name of the Promotions group to Events. A business association should be developed, by the area businesses.

Adjournment: Next meeting TBD. Motion was made by L. Hinds/A Marquardt to adjourn at 6:49 pm. Motion was voted and carried.

Respectfully submitted,

Jodi Marquardt
Clerk/Treasurer