

Village of Lena
117 E. Main St., Lena, WI 54139
Promotion Committee Minutes
October 2, 2024, 6:00 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 Meier/L. Hinds to approve the agenda as presented. Motion was voted and carried.

Approval of the Minutes from May 6, 2024: Motion was made by L Hinds/A Marquardt to approve the minutes from May 6, 2024. Motion was voted and carried.

Open Forum: None.

Mission Statement: Discussion was held on the mission of our committee.

Thoughts included:

- Involving family and business to promote an improved community
- Separating and forming a Business Association and “go to them” if they are not coming to us.
- Spotlight a business and meeting for a brief presentation by a spotlighted business followed by networking
- Collaboration for use of tech services, economic development, etc.

Budget: No changes for the 2025 Budget

Marquis Sign: Idea to have an LED marquis sign installed at the Village Hall to improve community awareness. More details are required and will refer to the Village Board.

Flowerpots- Some of our current pots need replacement. Consider replacing them with taller pots for better visibility. Flowers were beautiful this year with many compliments. Flowers for 2025 have been ordered.

Thunder on Main/Dirt City: The event was very successful with a large crowd. It is recommended to have the event run from 5-8 with the truck parade at 6pm. With that, crowd control will need to be enforced for safety. The Promotions Committee will participate in the event, with better Village exposure.

Village of Lights: Event is slated for Dec 7, 4-7 pm.

Dairyfest: Consider a craft show for Sept 6, 2025. Amy and Linda will look into this and discuss it more at the next meeting

Santa Con: This adult event would be a great event for the local taverns to spearhead. Lukas and Carissa to spearhead and plan.

Library: Nothing

Member Recruitment: Discussed with Mission statement. Will consider a Business Association.

Financials: Informational

Porta Potties/Wash Stations: Discussion on the Village purchasing 1 or 2 more potties and a few wash stations. Expense split between Promotions, Park and Recs and the Village.

Miscellaneous: Lukas inquired about business and Veteran's banners on the street poles. Further research is needed.

Adjournment: Next meeting Monday, November 4 at 4pm at The Shoe. Motion was made by L. Hinds/S Marquardt to adjourn at 8:25 pm. Motion was voted and carried.

Respectfully submitted,

Jodi Marquardt
Clerk/Treasurer