



Lakes Advisory Committee Item

Meeting Date: July 31st, 2024

Agenda Item: Lakes District Marketing Campaign

Staff Contact (name, email, phone): Michelle Dujardin, mdujardin@whitewater-wi.gov 262-473-0121

BACKGROUND

(Enter the who, what when, where, why)

The Lakes Advisory Committee is putting together a Community Summit to promote and help educate those interested on Cravath & Trippe Lake. The following are planning items for discussion:

- Location: Whitewater Brewhouse 841
- Date: Options: October 2, 2024 *Confirmed
- Time: Event time 5pm-7pm (Set up 3-5, clean up 7-8)
- Invitation to the Public: Social Media (whitewaterbanner.com, Fort Paper, Facebook Pages- City of Whitewater & Park /Rec, Printed versions in English & Spanish, Home mailings, playing on City Hall TV's, Video's of testimonials
- Invitations for table groups: Ideas: SEWRPC, DNR, UW-Whitewater, Whitewater Creek Coalition, Park & Rec, City of Whitewater Storm Water, Eric Olson from UW-Extension Office, Whitewater & Rice Lake District, Tallgrass, RLP Diversified * Vendors will each get a 6ft table and chairs in the event space.
- Area for larger photo prints from Dale Maas.
- Topics to have brochures available on? (Lakes District's , Shoreline Restoration, DNR Grants)
- Thank you for attending ideas: Raffle for Rain Barrel
- Need Event Name: Ideas: Yes for the Lakes District- Come to 841 Brewhouse, Together for Healthy Lakes
- Slogan Ideas: The most valuable gem right beneath our feet,

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

FINANCIAL IMPACT

(If none, state N/A)

STAFF RECOMMENDATION

ATTACHMENT(S) INCLUDED

(If none, state N/A)

