



Lakes Advisory Committee Meeting Minutes
Wednesday, July 31, 2024 – 4:30 pm
Cravath Lakefront Room
312 W. Whitewater Street
Whitewater, WI 53190
Hybrid Meeting

1. Call to Order and Roll Call

Present: Carol McCormick, Kurt Zipp, Ginny Coburn and Elvira Kau.

Absent: Geoff Hale and Gayle Stettler

Staff: Michelle Dujardin

Guests: Judy Wildermuth (online)

2. Approval of Agenda

McCormick moved to approve agenda seconded by Kau. . Ayes: Carol McCormick, Elvira Kau, Kurt Zipp, Ginny Coburn . Absent: Geoff Hale and Gayle Stettler

3. Staff Reports

Dujardin showed drone video of both Trippe & Cravath Lake submitted to SEWRPC for shoreline survey.

4. Hearing of Citizen Comments

No Citizens Comments

5. Considerations/Discussions/Reports

a. Discussion and possible action regarding Lake District Marketing Campaign Event

Is Lakes Marketing Campaign

- Location: Whitewater Brewhouse 841
- Date: Options: October 2, 2024
- Time: Evening Hours 5:00pm-7:00pm (Spot reserved 3:30pm-8:00pm)
- Invitation to the Public:
 - Social Media: Whitewaterbanner.com, Whitewater Paper (Kim), Facebook Pages (City of Whitewater, Whitewater Parks & Recreation), Playing on City Hall TV's (Testimonials)

- Printed versions in English & Spanish,
- Home mailings, Water Bills
- Street Banner
- Invitations for table groups:
 - SEWRPC
 - DNR
 - UW-Whitewater- Dale Splinter & Wes Enterline
 - Whitewater Creek Coalition
 - Park & Rec
 - City of Whitewater Storm Water
 - Eric Olson from UW-Extension Office,
 - Rotary Club
 - Tallgrass
 - RLP Diversified Inc.
 - Whitewater & Rice Lake District, Area for larger photo prints (Dale Maas & Steve Watson) Before & After Pictures
 - Area for canvas pictures
- Topics to have brochures available on:
 - Lakes District's
 - Shoreline Restoration info for residents
 - DNR Grants for residents
 - Q & A:
 - Top 10 benefits of forming a Lakes District
 - Why do I want to back a Lakes District?
 - What is this going to cost me?
- Thank you for attending ideas: Raffle for Rain Barrel
 - Give out Raffle Tickets, keep other half to keep track of numbers
- Name Ideas:
 - Yes for Lakes District, Come to 841 Brewhouse

- Together For Healthy Lakes
- Slogan Ideas:
 - The most valuable gem right beneath our feet

1.

6. Considerations/Discussions/Reports

a. Discussion and possible action regarding creation of a Lakes District Resolution.

Dujardin presented sample resolution obtained by Eric Olson. The committee directed Dujardin to create resolution and send to City Attorney for review

7. Future Agenda Items

- a. Storm Water Updates
- b. Lake District Creation Discussion
- c. Lake District Marketing Campaign
- d. Geese Concerns

8. Adjournment

- e. Motioned by Kau to adjourn, seconded by McCormick. Unanimous voice vote.
Adjournment at 6:00pm.

Respectfully Submitted,

Michelle Dujardin