



Lakes Advisory Committee Item

Meeting Date: August 28, 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)

Together for Healthy Lakes Summit- Wednesday, Oct 2nd , 841 Brewhouse 5pm-7pm

- Location: Whitewater Brewhouse 841 * **Confirmed**
- 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, sandwich board outside City Hall
 - * Banner across the Street was booked
- Invitations for table groups:
 - * **Confirmed:** SEWRPC, City of Whitewater/Storm Water, Tallgrass, UW-Whitewater Sustainability Wes Enterline, UW- Whitewater Associate Professor of Marketing & Students, RLP Diversified
 - * **Have not responded:** Eric Olson from UW-Extension, WW Creek Coalition
 - * **Maybe:** Ecowater Way
 - * **Not Available:** DNR. Whitewater & Rice Lake District (I have reached out to a different member to attend, waiting response.
- 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

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)