



**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*