

Lake Business Outreach Follow-up

I wanted to follow up on the Lake Business Outreach program. At your meeting on Monday I would like to **propose a budget expense item of \$250 to be used for Lake Business Outreach Program marketing materials**. The exact type would depend on business preferences. I have in mind window clings, certificate frames, counter mats, stickers, or outdoor signs. We would want to more/less evenly divide the money between the 9 businesses Celeste, Emily, and I will be working with in Vilas County. My hope is that OCLRA will also donate for Steph's outreach materials for her 3 businesses, but they have not yet approved an amount. However, they have approved joining the program at their meeting on Oct 12. I will be bringing a draft list of business we will outreach to for your Monday meeting. As we work with business that own shoreline frontage, I may come back on a case by case basis to ask if VCLRA may be interested in providing a portion of match for Healthy Lakes, DATCP cost share, or other shoreline restoration projects businesses may be interested in.

Tom, you had also mentioned supporting youth education at the last meeting. I had suggested partnering with the Vilas County Land & Water Conservation Poster & Speaking Contests. This year's poster theme is "Healthy Forests, Healthy Communities". The speaking contest is open to grades 5-12 and topics must be on locally relevant soil and water issues. I typically partner with interested classrooms, the Olson Memorial Library, and individual professionals to pull off the education, venue, judging, and awards reception. **I am wondering if VCLRA would have interest in sponsoring the 2021 Poster & Speaking contest**. This could entail paying for some more motivating prizes for 1st place winners (we give trophies with our current budget). We have several categories where students could win 1st place (5 categories for poster; and 3 for speeches). Some ideas of motivating prizes might be: family ride on Pirate ship on Eagle River Chain; a 1 night stay at the Waters in Minocqua; a gift card to Glicks; accessories for phones; etc. I think this could be a point open for discussion – perhaps sponsoring 8 1st place prizes is a little much, and maybe you'd like to focus your efforts on high schoolers? We could certainly use more motivation from them. If there is interest in sponsorship, perhaps targeting a certain age group and offering a nice prize would be most helpful. I am suggesting a budget of \$200, but I am very open to moving that number around. Another way to support this effort if you would prefer to volunteer time is to offer to be a judge – we are always in need of judges. I'm looking forward to thoughts from VCLRA on this.

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