

LMGC PR COMMITTEE REPORT 2016/17*

**During the fiscal year PR was renamed Communications to align with the GCA national committee.*

PR goals for 2016/17 were;

*Write & submit articles about our club for the GCA bulletin.

*Contact local media re. club events with local interest

*Bring attention to GCA about our club programs & events with a National interest.

In regards to the goals for PR this year, I had a little success. Two articles were published in the GCA bulletin;

Fall 2016 article about our meeting with Dr. John Anfinson of the Mississippi National River and Recreation Area in conjunction of the celebration of the 100th anniversary of the National Parks.

Winter 2016 article highlighting our meeting in Wayzata at the newly renovated Wayzata Depot Garden.

I made several attempts throughout the year to reach out to local media. The year started off with a bang when an editor from the local Sun Sailor joined us at the meeting about the Mississippi national River

and Recreation area and wrote a wonderful article published in the local paper.

I finally heard from an editor at the Lake Minnetonka Magazine (I attempted on a couple of occasions) when she replied enthusiastically to an email I sent her out the efforts of the LMGC and the partnership with the Minnesota DNR in the efforts to eradicate Garlic Mustard in Wolsfeld Woods. I forwarded that information to next year's chair, Sam Muldoon in hopes of connecting with them next year.

Unfortunately, my work schedule prohibited me from attending several of the meetings so some opportunities were missed. And regarding the goal of bringing attention to the GCA of our club programs with a national interest, it never came to fruition.

It was an interesting opportunity to serve on the board and being a relatively new member of the LMGC, I certainly learned a LOT!

Thanks

Submitted by Holly Adams

July, 2017