

## Website Subcommittee Report – May 2018

Nancy Guldberg (Chair)

Subcommittee Members: Sam Muldoon, Mimi Keating, Kathy Coward

In anticipation of The Lake Minnetonka Garden Club one day going paperless, the LMGC Website Committee began a two-year strategic plan in the fall of 2016 with the goal of making our website more fluid, more user-friendly and more interesting to our members and our community. Our first task was to get input from the LMGC membership. A group of members with laptops in tow met in the fall to identify website best practices of other GCA Clubs. The following spring our Committee engaged the services of website consultant, BustOut Solutions, for further assessment and recommendations. Our priorities included an online google calendar, an interactive directory, digital photos of all members, fewer tabs and a more engaging, more visual public page. During the following 2018-19 fiscal year, led by our technology guru, Nancy Guldberg, we designed and launched our new website (target date: June 1st). My extreme gratitude to Nancy for giving so generously of her time and expertise without which a project of this quality would not have been possible. Thanks also to Mimi Keating for enthusiastically chairing the project research phase in our first year and Sam Muldoon for lending her invaluable communications and marketing know-how to this process.

Respectfully submitted,

Kathy Coward