

**Lake Minnetonka Garden Club
Communications Report
2020-2021**

Goals:

- Continue to promote LMGC through the GCA Bulletin and local media outlets.
- Explore additional resources and opportunities to support LMGC through the GCA, including the GCA website and other print publications. Provide guidance to LMGC members on the resources available and how to participate.
- Support the LMGC President and Webmaster to provide information and photos to distribute to the LMGC membership.
- Explore a communications strategy with social media. Potential outlets include Facebook and Instagram. Goal needs to include not just a starting a presence but also ongoing maintenance.

Results:

- Two Newsworthy items published in GCA Bulletin: The Great Garlic Mustard Pull of 2020 (fall 2020) and July Garden Stoll (winter 2021). Six items in all submitted (still waiting for potential placement in summer 2021). Two items not published in GCA Bulletin but published on GCA Zone XI web page: LMGC Annual Meeting COVID Style and LMGC Virtual Flower Show. This year the Bulletin seemed specifically interested in items that illustrated club's community impact, perhaps because of COVID.
- Did not have any success with other print publications. General feedback was interest in items LMGC was specifically spearheading vs. just participating. Tried to pursue how the Minnesota Lawns to Legumes program was an excellent example of legislation can positively impact our environment. Unfortunately, since LMGC was not directly involved, neither the Bulletin nor outside publications were interested in my submission.
- Took photos and solicited photos as needed for articles.
- LMGC Instagram was started and maintained by Melissa Johnson.
- Collected GCA Photo Release forms from new members.