

LCMGA PLANNING SESSION 1/12/2015

About 20 members participated in a planning session for our local chapter of Master Gardeners; it was facilitated by Chris Waugh. We started with a review of our official purpose as stated in the bylaws and then brainstormed about what we would like to have happen in the next three to five years. In the list below the number following each item reflects the priority choices of the members participating.

Three to Five Year Goals

- Membership retention: social opportunities, travel, hands-on and fun events (13)
- Plant sale: provide training, explore relocation (8)
- Increase local visibility and relevance, horticulture focus (8)
- Education for members: public speaking, power point, training of trainers, on-line options (7)
- Prioritize events and programs (6)
- Monthly general meetings (6)
- Demo Gardens: possible central greenhouse, Toledo garden/orchard, (5)
- Alternative pay-back options for apprentices (1)
- Annual educational event (0)
- Financial support for Extension Service (0)

In the next session we discussed what actions we would need to incorporate into our ongoing work in order to make some progress toward our 3-5 year goals, and again prioritized these ideas.

PRIORITIES FOR 2015

1. Membership development, education
2. Publicity plan, branding
3. Plant sale training, relocation
4. Freshen up meetings
5. Plan and execute office move
6. Prioritize events

The majority of LMGA activities will focus on membership support and development, along with marketing/publicity. We will continue to maintain required and on-going activities and events.

2015 MEMBERSHIP ACTIVITIES

- Introduce vets at classes; vets interact with students
- Promote vets attending classes, include 2014 apprentices
- Photo and 1 page on each student
- Lunchtime walks
- Member meetings with speaker

2015 MARKETING ACTIVITIES

- Develop form for publicity news
- Prepare annual (quarterly?) calendar
- Update list of media outlets and contacts
- MG garden column for newspaper
- Explore plant clinics at hardware store or alternate site to farmers markets
- Develop and train speakers bureau, then promote to community