

## BCMGA Annual Committee Report

**Committee:** Outreach Committee **Year:** 2022-23

**\*Number of Active Members:** 8 **\*Number of Public Contacts:** 183 (a)

**\*Number of volunteer hours (estimates are fine):** 137

### **Purpose of Committee:**

The purpose of the Outreach Committee is to promote BCMGA events and activities to the public.

### **Goals for the year:**

Inform the public of the various events and activities sponsored by BCMGA.

### **Events/Activities:**

- Maintain the BCMGA website with new items as they become available. The website provides information for association members and the public.
- Developed a new logo for BCMGA when Extension decommissioned use of the traditional flower logo by associations.
- Provide information for the Neighborhood Planter Kiosk. This is a joint venture between BCMGA, Corvallis Evening Garden Club, Corvallis Sustainability Coalition, and Corvallis Civic Beautification and Urban Forestry. It includes 24 kiosks installed around the city and a blog page which began in 2016.
- Promote educational events such as Gearing Up for Gardening and Insights into Gardening through flyers, bookmarks, community calendars, "Growing", and social media. We also contact local organizations and other Master Gardener associations to help us promote events to their membership. New this year were bookmarks for Insights into Gardening.
- Promote the annual Plant Sale through all the ways mentioned above as well as placing banners along the approaches to Corvallis and lawn signs around town. We added two new banners this year. New this year was placing an item about the sale in "OSU Today" and in the Spring Family Weekend (Mom's Weekend) events list. We also recruited four high school students to survey people at the plant sale to help us determine how effective our promotional efforts were. Three-quarters of the respondents have attended before. Word of mouth—either friend, neighbor or community group are the most effective, yard signs/banners and social media were the next, followed by local news sources. Based on this feedback, we cut down the number of flyers we post.

*(a) The committee did not hold any events with direct public contact. We promote and support the activities of others. It is not possible to even estimate how many people we reach through our efforts. However, our survey takers at the Plant Sale talked with 183 people.*

\*Information needed by Treasurer for annual IRS filing

**How have your goals and events met the educational mission of BCMGA?**

By promoting the activities and events sponsored by BCMGA we hope to keep the public informed of opportunities to learn more about sustainable gardening practices.

**Has your committee had opportunities to meet the needs of underserved populations?**

Unknown.

**How might your committee extend events/activities to underserved populations in the future?**

We might try contacting groups with connections to underserved populations and ask that they share the information about BCMGA events and activities.

**Other information you would like to share that is unique to your committee:**

Our committee meets sporadically on an "as needed" basis. We had five trainees join us this year. Two subsequently dropped out of the training program. One of those remains in contact and helped us secure display space at Footwise shoe store to promote the Plant Sale in 2025. That space was not available for 2024. We have been selected to hang the large banner promoting Plant Sale on Harrison Blvd. in 2024. This is a lottery process. We have a few folks that helped with flyer and bookmark distribution, including two Master Gardeners from Linn County who handled distribution in their local communities. We very much appreciate the extra help.