

2009/2010 Communications Committee Annual Report

The Communications Committee consists of three subcommittees – Newsletter, Public Relations, and Website. The goal of the committee is to support the mission of the Glen Lake Association (GLA) by educating its members and the general public about watershed management uses and practices via its newsletter, website, group Email blasts, brochures, press releases, radio interviews, informal gatherings and the annual meeting.

The newsletter is produced and mailed three times each year with articles written by the board and chair of the standing committees and GLA biologist, Rob Karner. Sue Meserve edits the material and prepares the layout for printing. The Auxiliary Committee, chaired by Ann Davey, mails the newsletter and all other written material to the GLA membership.

The goal of the public relations subcommittee is to develop and distribute information to select audiences regarding activities and accomplishments of the GLA. This year a subcommittee consisting of Bob Boles, Ann Davey, Mike Litch, and Shirley Hoagland worked with Dee Smith from the Traverse City firm, Lawton & Gallagher, to design a brochure targeted to solicit donations from outside the GLA membership and for use by GLA members to engage and inform neighbors and friends about our programs. The brochure states the GLA mission and is beautifully designed with full color pictures illustrating the importance of our programs and why we do it. It includes a tear off envelope offering a choice of making a straight donation or to join as a GLA member. Payment options include dropping the envelope off in a locked box at the Glen Lake Chamber space located within the Dune Wear retail business in Glen Arbor, return mailing, or secure online donation via the GLA website. Brochures were placed in the public garden kiosk, distributed to the Glen Lake Chamber and business community, and are being distributed at the boat wash. Over 300 brochures were also placed in the registration packet of this years M-22 Challenge entrants. Brochures are restocked as needed and data entered to track consumption at the various drop sites.

The website was redesigned and launched in August 2008. The home page of the website features news items, current water level, local weather and links, committee directories, and a popular web camera located on the North shore of big Glen Lake. A new Donate category was added in 2010 on the home page taking the viewer to a secure payment option to join as a member or make a one-time donation to help support the GLA programs. A new aerial photo was also added to the header of the home page giving a stunning view of the Glen Lakes and its watershed

Shirley Hoagland updates the website each month with news of interest and Jack Laitala updates the daily water level given to him by the Water Level Committee members. In 2009 there was an average of 48 views per day with a total of 17,626 views for the year. The viewing trend statistics for 2010 look very similar to 2009.

Comments made by viewers on the website are handled by Shirley Hoagland as are the communications sent to the GLA mail account listed on the website page at glenlakeassociation@gmail.com and those sent by GLA via a group Email blast to those who have requested to be alerted about important news.

Shirley Hoagland - Chair, Communications Committee

