



For Immediate Release
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Laura Scholl Appointed President and Executive Director of Metro Blooms

Minneapolis, MN — The [Metro Blooms](#) Board of Directors is proud to announce the appointment of Laura Scholl as Metro Blooms President and Executive Director, effective May 9, 2022. Scholl takes this position after 10 years with the organization, most recently as Associate Director and Director of Development.

Scholl has an intimate knowledge of the organization, its mission, organizational structure and entities, staff, community partners and finances. Joining as a GreenCorps member in 2012, Scholl has been preparing for this role with intention, wisdom, care and commitment to mission. She has been a vital partner in the growth of the staff and programming at Metro Blooms and clearly models a passionate resolve for community-led initiatives, protecting the environment, and prioritizing environmental justice through partnership and co-creation.

“We are confident that Laura’s calm demeanor, ability to see both the big picture and the details needed to move from vision to action, and her commitment to both our environment and the communities with which we partner will build on our mission work and foster our growth into the future”, said Carol Kuechler, Chair of the Metro Blooms Board of Directors. “On behalf of the Board of Directors, I want to extend our welcome and commitment to an enduring partnership as we build on our work and implement our new strategic plan.”

Scholl combines a deep understanding of green infrastructure design and implementation with a focus on community. As Associate Director since 2017, she has guided development of community engagement across multiple settings — including city neighborhoods and multi-family affordable housing projects — that emphasizes the priorities of the people who live there. Scholl’s business acumen and understanding of complex systems has helped to increase support from local governments, community organizations, foundations, individuals, and businesses. During her time as Director of Development, Metro Blooms began to focus again on donor relationships and saw an increase in donations, sponsorship revenue and volunteer engagement. Today Metro Blooms is better positioned than ever before to carry out its mission.

“Healing our earth through community partnership: this is the work I've been privileged to pursue at Metro Blooms for the past 10 years,” Scholl said. “Honoring my experiences, the leadership that came before me and the communities we serve, I hold such passion

and vision for our work. Moving into this next phase, I am thrilled to continue supporting our staff, Board, and communities, and to live our commitment to collaboration, equity and resilience together.”

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