**National Initiative for Consumer Horticulture (NICH)**

**Executive Committee**

**Bi-Weekly Conference Call**

**Tuesday January 22, 2019**

**10am ET / 9am CT / 8am MT / 7am PT**

**Minutes**

Attendees: Ellen, Casey, Gail, Missy, Sylvia, Debbie, Mary Kay, Mason

1. Strategic Tactics *continued* (Casey, Ellen)

Compiled list is being reviewed by officers and will be distributed to the committee this week. The Committee will assign roles/responsibilities for teams and leaders before the end of February. Ultimately, we will communicate what we are working on now into the future with Atlanta meeting participants.

2. Year-End Report

Ellen will share draft at end of this week. Will distribute to the committee. Ellen and Mary Kay will work together to come up with an e-blast version of the year-end report.

3. Committee Updates (new, Emergent Info to Share)

* Economic (Debbie)

No update, haven’t met in a couple of months. Do not have a future meeting on the books but Debbie will be setting up a recurring meeting with the committee. Currently in the midst of an uncharacteristically busy season.

* Community Health Benefits (Pam) – N/A

Committee is very supportive of “Did you Know” communications. Recommendation for monthly “Did you Know” communications to NICH community (see discussion from January 9). Start with monthly – ensure infrastructure to support it and increase frequency if and when able.

* Marketing (Mary Kay) –

Committee working to schedule their next meeting. Mary Kay and Pam have connected over needs for landing page and auto response. This is the topic of convo for the upcoming MarCom meeting. Mary Kay and Sylvia connected over what MarCom committee has been working on. Still waiting on flash drive from Suzie. Gary Bachman leaving the committee due to other commitments.

Sylvia, Mary Kay and MarCom committee are working on target list to share NICH message and will share that in the future.

MarCom committee has revised the definition of consumer horticulture to make it more user friendly and inclusive of all the groups/categories we are going to be targeting. Mary Kay, Sylvia and Ellen will connect to talk about history of messaging.

The **definition for Consumer Horticulture** approved by NICH Exec Committee to be used for NICH marketing materials.

* Consumer Horticulture encompasses a dynamic network of businesses, institutions and organizations that connect people with ornamental and edible plants, gardens, managed landscapes and nature.  Encouraging the indoor and outdoor use of plants in our homes, workplaces, schools, communities, and public spaces, Consumer Horticulture combines beauty and functionality to enhance the environment and our quality of life.

**NICH tagline** approved by NICH ExCom:

* Consumer Horticulture connects people and plants.

5. Council Updates (new, Emergent Info to Share)

* Non-Profit (Shannon) – N/A
* Academic/LGU (Rick) – N/A, Rick will not be available for meetings, looking for replacement for this semester.
* Commercial (Mason) – Mason has been sharing NICH messaging and info with tradeshow attendees.

6. New Business

**ACTION ITEMS:**

* Relevancy reviewers – Always potentially needed please continue to have potential relevancy reviewers contact Tom Bewick @ NIFA (TBEWICK@nifa.usda.gov).
* Missy will share compiled list of strategic tactics with the committee.
* Ellen will share draft year-end report.
* Community Health Benefits as well as MarCom Committees continuing to follow up on their 1/9 action items.