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

**Executive Committee**

**Bi-Weekly Conference Call**

**Tuesday January 7, 2020**

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

**Minutes**

**Attendees:** Ellen, Richie, Missy, Heather, Pam, Mary Kay, Mason**,** Casey, Sylvia, Lauren

1. EXCOM meeting requirements (Ellen)  
   Motion seconded and passed – *ExCom members may be replaced if they miss more than 3 ExCom meetings without finding a suitable alternate or excuse for non-attendance.* Ellen/Rich will update the bylaws on the website.
2. NICH Infographic Editorial & Promotion Planner (see attached) and e-blast schedule (Ellen)  
   ‘NICH eblast topics 2020 Infographic Editorial & Promotion Planner’ document coalesces multiple marketing and communication efforts for 2020. Gray are memes, white is e-blasts. ‘Promote To’ column are being supported by MarCom Committee through their networks. Heather Kirk-Ballard will be taking over NICH social media channels. MarCom Committee will meet on Thursday and will discuss the following:
   1. Development of memes
   2. Deadline for all materials to be submitted to MarCom
   3. Release dates for both memes and e-blasts (some existing discussion around e-blasts being pushed the first Tuesday of each month and memes being pushed the second/third Tuesday of each month)

Once discussed by MarCom, Mary Kay will circulate discussion to ExCom. January will be an e-blast ONLY on the release of all new NICH infographics. Lauren will develop January e-blast and send to Mary Kay by Friday. Ellen will get communication template modified with updated mission.

1. Community & Health Benefits social media campaign (Pam)  
   Effort to raise awareness about community & health benefits of consumer horticulture. Pushing content starting in February – posting three times a week at different times of the day, every week. Heather, NICH; Sheri Dorn, Georgia; Pam, Ohio; Natalie, Tennessee; Terri James, Nebraska; Helen Lawson, Oregon; Missy, California; Heather Kirk-Ballard, LSU; seeking someone for EMG social channels. Will pilot prior to broader launch.
2. Committee/Council leadership and membership (Ellen)  
   1. Web Re-design Committee membership (Rich Braman)  
      Rich Braman and Susan Yoder are co-chairing the website re-design committee. Working to build team of 5 to support this 3-5 month effort. Rich and Susan will develop ‘change’ for distribution to Committees and Councils. Committee and Council representatives, please engage your membership for interested participants.
   2. Webinar Committee leadership & membership  
      *Tabled for next meeting.*
   3. Commercial Council leadership  
      Mason is recruiting a new chair from existing membership of 5. Will provide update on new leadership at March ExCom meeting.
   4. Farm Bill Committee   
      *Tabled for next meeting.*
3. Call for February 4 agenda items (Missy)  
   1. Committee/Council reports  
      1. Web Re-design Committee
      2. Academic/LGU Council
      3. Non-Profit Council
      4. Economic Committee

**ACTION ITEMS**

* Ellen/Rich will update the bylaws to include meeting participation requirements for the ExCom.
* MarCom will discuss meme and e-blast items listed above on Thursday; Mary Kay will circulate recommendations to ExCom via email.
* Lauren will develop January e-blast and send to Mary Kay by Friday.
* Ellen will update e-blast template.
* Committee and Council Chairs will engage membership for folks interested in supporting the Web Re-Design Committee.
* Mason will recruit new chair for Commercial Council.
* Committee chair will ask committee members for additions to the association target list.