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

**Executive Committee**

**Bi-Weekly Conference Call**

**Tuesday November 12, 2019**

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

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

**Minutes**

1. Election – call for nominations (Casey)  
   Positions are all 2 year appointments and run January-December. Please send Missy your names for nominees for the different positions.
   1. Open positions:
      1. Economic Committee Chair
      2. Chair
      3. Co-Chair
   2. Election ballot will include:
      1. Economic Committee Chair nominees
      2. Chair nominees
      3. Co-Chair nominees
      4. Non-profit Council – Cammie
      5. Environmental Committee – Lauren
   3. Election process:
      1. November 26 meeting – Everyone asks for a SHORT meeting, elections only due to the holiday week. Casey will be late to call and may not make it.
   4. Reminder: All positions are 2 years. If your position isn’t up for election in 2019, it will be in 2020. Approximately half of our positions should turn over each year.
2. Presentation & discussion of new NICH plan from Planning Committee (Ellen)   
   Team of people representing all committees and councils of NICH met regularly to develop the two-year plan. Items to vote on:
   1. Changes to definition of consumer horticulture (added business) – moved by
   2. Changes to mission statement (added business)
   3. Changes to vision to be more aspirational and less focused on data/metrics, “Every household participates in consumer horticulture”
   4. Identified 6 projects over 2 years

Casey motion/Missy second to move to approve the changes to the definition of consumer horticulture, changes to the mission statement of NICH, changes to the vision of NICH (as captured in the plan edits), and adoption of the 6 identified projects to complete over 2 years.

Vote – pass unanimously

1. New infographics! (Casey)  
   New infographics sent on the Environmental Committee, no response/changes. Turning over now to the Marketing Committee. Illustrator files have been requested from Jennifer Gray. Will upload to website once have the final files and begin distribution.
2. Procedures/Guidelines for letters of support (Ellen & Casey)   
   Ellen and Casey have a final or near final draft of internal/external guidance for letters of support. Letter will live both in Box folder and on our website (on external portion).   
   Ellen motion/Sylvia second that we move to approve this policy.

Vote – pass unanimously

1. Tent list (Sylvia)  
   Engaging with tent list next week (letter). Adding these folks to listserve and would be great to follow up with e-blast followup. Letter has been drafted and will be shared with both Executive Committee, Mason, and Cammie for final review.
2. Other
   1. Request was received from a San Diego to use a NICH infographic in her publication. NICH would receive credit. Sylvia, Mary Kay, Cammie, Pam will connect to determine how we can provide author with the graphic and appropriate credit.   
      If we are re-using these pieces, we need to invest in ownership/rights for iconography. Casey will go to Garden Media Group and inquire about this investment.

**ACTION ITEMS:**

* Send Missy your nominees for the open positions BY FRIDAY 11/15.
* Marketing Committee will get Illustrator files for new infographics from Jennifer Gray and have the new infographics uploaded to the website.
* Sylvia and Mary Kay will share Association letter with Executive Committee, Mason and Cammie to get OK to send out by end of next week.
* Sylvia, Mary Kay, Cammie, Pam will connect to discuss and support San Diego author’s request.
* Casey will ask Garden Media Group about ownership/rights to NICH iconography.