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

**Executive Committee**

**Bi-Weekly Conference Call**

<https://ucanr.zoom.us/j/772646634>

**Tuesday February 4, 2020**

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

**Minutes**

**Attendees:** Cammie, Ellen, Missy, Sylvia, Sheri Dorn, Mason, Lauren, Heather, Mary Kay

1. February memes (Ellen)
Congratulations to all involved! NICH e-blast has gone out and it included February memes. Timeline/getting ahead of the holiday was great. Heather will be posting the memes for NICH – woman, hydrangea, man. Will use one at a time but will use each multiple times.
2. Update: NICH Infographic Editorial & Promotion Planner and e-blast schedule (Helen, Mary Kay)
	1. Social media campaign – Pam will write about social media campaign effort for newsletter. Any updates?
	Community and Health Benefits social media campaign began February 3 – already seeing engagement on social channels. Looking forward to sharing more progress and celebrating engagement in the future. States piloting the social media campaign will provide analytics back to the Community & Health Benefits Committee.
3. Committee/Council leadership and membership (Ellen)
	1. Webinar Committee – Mason, Missy, Lauren will lead committee to ID topics of interest and value to NICH members.
	2. Commercial Council – Mason looking for new members to join the Council as well as working to identify an existing member who can step into a leadership position.
4. National Gardening Association & Scott’s (Pam)
NGA reached out about potential partnership and shared goals. Pam is communicating with them about the Extension Master Gardener Program and NICH.
5. Committee/Council reports
	* 1. Web Re-design Committee (Rich) – *tabled for next meeting*
		2. Academic/LGU Council (Heather) – publications are in review and waiting print!
		3. Economic Committee (Casey) – *tabled for next meeting*
6. Other
	1. Association Tent List (Sylvia) – All Committee/Council leadership should have your members review the Association Tent List for omissions/additions and communicate with Sylvia. The list is available in Box.
7. Call for March 3 agenda items (Missy)

	1. Web Re-design Committee
	2. Health and Community Committee
	3. Non-Profit Council
	4. NGA/EMG/NICH collaboration opportunity (Pam)
	5. Webinar Committee (Mason)

ACTION ITEMS:

* Mason will share new email address
* Ellen and Missy will look into administrative rights for BOX folder
* Heather will post memes to NICH social channels
* Mason, Missy and Lauren will meet to discuss webinar ideas
* Mason will ID new members and leader for Commercial Council
* Heather and Ellen will engage Natalie B. for an update on the progress of new publications
* All Committee/Council leadership should have your members review the Association Tent List for omissions/additions and communicate with Sylvia.

**Next Meeting:** March 3, 2020