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

**Executive Committee**

**Tuesday March 3, 2020**

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

**Minutes**

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

1. New Business
   1. Memes
      1. Press releases: Monthly meme releases need to go out with a press release or other communication. Heather has March, April does not have an owner.
      2. Guidelines: Ellen and Mary Kay will connect later today about a procedure for meme development and review/approval.
   2. Social media: Heather is posting daily. Thank you, Heather! NICH Facebook page following is growing exponentially.
   3. NGA/EMG/NICH collaboration opportunity (Pam)  
      Scotts reached out to collaborate. They recently hosted a board meeting for Seed Your Future. Amy from Scotts would like to be the ‘Brian Birrenkott for NICH’. Amy is very social media savvy and well connected in the industry. Her research at Scotts is on consumer horticulture. She has offered some insights about paying for engagement/advertisement on Facebook. We need/want to move to get her involved. She is interested in being involved in the Marketing Committee. She may be a good fit for the Commercial Council as well. Mary Kay and Ellen will discuss when they connect later today!
2. Committee/Council Reports
   1. Web Re-design Committee (Rich)  
      Have 9 volunteers and assignments for this effort. Focus is on how to rebuild the website and create a document sharing/editing/storage component. Working with everyone to determine who will take on what component of the effort. Web team will be reaching out to Committee chairs this month!
   2. Webinar Committee (Mason)   
      Lauren, Missy and Mason met to develop a quarterly webinar schedule. Have topics, speakers and backup speakers identified. Missy will embed schedule in notes. Will use Zoom to host webinars. Still need to discuss/determine where recorded webinars will be hosted (website/YouTube?). Want webinars to be informative/of value to industry partners AS WELL AS give NICH message and info and have a Q&A. Need to discuss a marketing plan – perhaps host in EventBrite, LinkedIn, e-blast?

**Webinar Plan**

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| --- | --- | --- | --- | --- |
|  | **Topic** | **Speaker Ideas** | **Organization** | **Backup Speaker** |
| **Q1** | social media & how to use it in 2020 to boost your business | Mason Day | JP Morgan | Ryan Macadany (Bailey Nursery) |
| **Q2** | EMG volunteers and partnering to create added value for your organization | Missy Gable | Extension Master Gardener Program | Pam Bennett (EMG), Natalie Bumgarner (EMG) |
| **Q3** | state of the industry | Charlie Hall | Texas A&M | Marvin Miller (Ball) |
| **Q4** | generational values and marketing to them/generational marketing | Katie Bubow | Garden Media Group | 2018 or 19 APGA Speaker (Lauren can follow up) |

* 1. Health and Community Committee (Pam)  
     Month two of the social media campaign – working on engagement.
  2. Environmental Committee (Lauren)  
     Have had a couple of meetings, finished putting out infographic releases at end of 2019. Idea early on was to create an interactive infographic that included embedded hyperlinks that takes the reader to research-based information at different universities. Committee is circling back to this idea in a slightly different way. Want to create ability for consumer to take a ‘quiz’ on through our website. They may answer questions on water/irrigation and would get a score on water savviness. They would get a list of resources to help shore up any deficits in knowledge/info they may have. Run this through Qualtrics on a variety of topics. Down the road will pursue grant funding to develop an App that matches consumers with University resources. Hope to have a few of these surveys done by July.

1. Topics for next meeting:
2. Non-Profit Council (Cammie)
3. Economic Committee (Casey)

**ACTION ITEMS:**

* Post NICH stuff on your personal web pages.
* Mary Kay and Ellen connect TODAY about memes and Amy from Scotts

**Next Meeting:** April 7, 2020

**Box folder:** <https://app.box.com/s/rdb4wihilpi0j4fousyj97r11u4yllyk>