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

**Executive Committee**

**Tuesday April 7, 2020**

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

**Minutes**

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

1. Round the table update.   
   How are you doing? Where are you working?
2. New Business
   1. Ellen spoke with Amy Enfield of Scotts   
      Ellen told Amy Mason would contact her about joining the Commercial Council.
   2. Funds through CARES Act for specialty crops   
      <https://farmdocdaily.illinois.edu/2020/04/reviewing-usda-funding-in-the-cares-act.html>

International year of plant health – may be opportunities here to improve outreach. Unsure how COVID-19 will affect funds available through NIFA. General language for this funding opportunity is specific to specialty crops. Casey is trying to contact Tom Bewick.

* 1. Any updates from Cammie RE: Non-Profit Council or Casey RE: Economic Committee?  
     No updates from Cammie or Casey. Please continue

1. Work Flow Issues:
   1. Mary Kay – ask for help with the press releases and e-blasts  
      Memes were released 4.7. Goal as of last meeting was to have everyone complete the development of the memes for the year. Intent is to save them all in one spot so they are easily accessible. Need more input/help with the press releases that go along with the memes. Next release will be around Mother’s Day, after that is Public Gardens Week. Hannah transitioning away from e-blasts and Lauren is going to be helping to push these out in the future. Lauren will write a press release about victory gardens. A lot of digital consumers right now – need to push online content. Missy will write a blurb about the EMG program and connecting with it.
   2. Heather – Introduce Social Media Team and latest activities (<https://www.consumerhort.org/resources-you-can-use-in-these-unusual-times/>) Leadership Shifts: Natalie Bumgarner - Academic Council. Heather Kirk-Ballard - Social Media Committee. Motion/second/unanimous vote to establish a Social Media Committee with Heather as the chair. Please engage/participate on NICH interactive posts – this will engage the garden communicators you know. Missy will connect with the EMG social media managers to post/share NICH materials. Facebook and Instagram are our focus areas.
2. Web Re-design Committee (Rich)  
   Teams are working to organize useful sharing tools/solutions and also ramping up distance learning efforts.
3. Webinar Committee (Mason)   
   Switch focus to make first webinar about social media engagement? Mason concerned this isn’t sexy. “How to take your business onto social media” Re-shift focus into something about helping businesses thrive online.

**ACTION ITEMS:**

* Post NICH social media on your personal web pages.
* E-blast wasn’t received by many, talk to Lauren (moving back into that position in the near future). Cammie will share the current e-blast with everyone on the executive committee.
* Check ExCom email list – Richie and Natalie B need to be on the listserve.
* Commercial Coucil leadership shifting in the near future.
* Heather will help Sylvia and Ellen with a Facebook tutorial.
* Mason will engage webinar team + Heather this week to get plans in place.

**Next Meeting:** May 5, 2020

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