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

**Executive Committee**

**Tuesday May 5, 2020**

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

**Agenda**

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

New Business:

1. Welcome to Cara Goch, Chair of the Commercial Council
2. Today’s Webinar! (Mason)  
   Shifted webinar strategy from pre-COVID to something more relevant to the current climate. Today’s event will be a resources webinar – COVID-19 and how businesses in our industry can function. Used EventBrite for registration and Zoom for hosting. Slide deck is a multitude of links and resources on different relevant topics – segmented out by retailer, grower and supplier. Webinar has been pre-recorded, links and slides have been collected and will be shared in a folder post-webinar. 85 registered attendees. Using first webinar as a gauge for next steps that best meets the needs of our current and or future audience.
3. Solicitation of Stakeholder Input for Urban, Indoor, and Other Emerging Agricultural Production Research, Education, and Extension Initiative  
     
   *On April 21, 2020, the Federal Register published a notice entitled, " Solicitation of Stakeholder Input for Urban, Indoor, and Other Emerging Agricultural Production Research, Education, and Extension Initiative.”  
     
   The National Institute of Food and Agriculture is requesting written stakeholder input to assist NIFA in developing the fiscal year 2020 Request for Applications for the Urban, Indoor and other Emerging Agricultural Production Research, Education, and Extension Initiative.  
     
   Written comments on this Notice must be received by June 22, 2020, to be assured of consideration. For more information read the full*[*federal register notice*](https://lnks.gd/l/eyJhbGciOiJIUzI1NiJ9.eyJidWxsZXRpbl9saW5rX2lkIjoxMTAsInVyaSI6ImJwMjpjbGljayIsImJ1bGxldGluX2lkIjoiMjAyMDA0MjIuMjA1MTc5NjEiLCJ1cmwiOiJodHRwczovL3d3dy5mZWRlcmFscmVnaXN0ZXIuZ292L2RvY3VtZW50cy8yMDIwLzA0LzIxLzIwMjAtMDg0MDIvc29saWNpdGF0aW9uLW9mLXN0YWtlaG9sZGVyLWlucHV0LWZvci11cmJhbi1pbmRvb3ItYW5kLW90aGVyLWVtZXJnaW5nLWFncmljdWx0dXJhbC1wcm9kdWN0aW9uP3V0bV9jb250ZW50PSZ1dG1fbWVkaXVtPWVtYWlsJnV0bV9uYW1lPSZ1dG1fc291cmNlPWdvdmRlbGl2ZXJ5JnV0bV90ZXJtPSJ9.uqgqO0VfpISEhU1aJdup9VLGH1Hry6C4ReXPDCVyg5A/br/77729336743-l)*.*

Relevant issues that NICH members may address:

* + Inclusion of local and community-based agriculture including private gardens, community, school and other public gardens (consumer hort).
  + Emphasis on extension and outreach programming
  + Inclusion of diverse clientele

Ad hock committee chaired by Ellen will formulate talking points for NICHers and e-blasts. Sylvia, Dave Close (via Lauren), Bowie Kenise (via Lauren), Kirk Brown (via Cammie), Casey, Bill Calkins (via Mason), Rick Durham (via Pam).

1. UAC Short Takes  
   Series of videos where UAC-member business owners discuss how they are identifying and solving the challenges posed as we work through these "Covid-19 weeks." <https://urbanagcouncil.com/>

Mary Kay has developed short videos that feature companies talking about their COVID-19 related transitions. Short, 3-4 minute videos with logos and photos from their businesses sliced in. Focus is on connection, engagement and mentoring.

Great personal interest piece. Ellen will spearhead the creation of intro and outro, set of scripted questions. Each Committee/Council will create one recording, lead is Committee/Council lead unless otherwise delegated. **Goal: internal awareness**.

1. Discussion
   1. Using NICH materials without recognition  
      Seeing some or all of #plantsdothat infographics chopped up and used in various places on the internet. If goal is to promote consumer horticulture and this is accomplishing that goal without damaging it (with or without NICH credit) then we are good with it.
   2. Any updates from Cammie RE: Non-Profit Council or Casey RE: Economic Committee?
2. Web Re-design Committee (Rich) – *tabled for next meeting*

**Next Meeting:**

* Academic Council (Natalie)  
  Two of the 6 Extension publications have been releases, 2 are through layout and ready for final edits, and 2 are through internal review and are in line for layout. Additionally, a grant to HRI is in development for the June 1 application deadline. Grant proposes a survey-based product to look at extension’s influence on consumer trends.

**ACTION ITEMS:**

* Post NICH social media on your personal web pages
* Update your Tuesday Meeting email lists (Rich Braman, Natalie Bumgarner, Cara Gosh)
* Missy will set up meeting with Ellen, Missy, Mason & Sylvia
* Ellen will formulate talking points for NIFA by convening Sylvia, Dave Close (via Lauren), Bowie Kenise (via Lauren), Kirk Brown (via Cammie), Casey, Bill Calkins (via Mason), Rick Durham (via Pam)
* Each Committee/Council will create one video similar to the UAC ‘Short Takes’
* Ellen will lead development of intro/outro and scripted questions

**Next Meeting:** June 2, 2020

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