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

**Executive Committee**

**Tuesday June 2, 2020**

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

**Minutes**

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

Old Business:

1. Approve May minutes – approved

New Business:

1. Webinar Wrap up (Mason) – Just over 50 live attendees (100 registered)! Mason will share attendees email addresses with Lauren and Sylvia. Well received, appreciated that Mason compiled and shared knowledge that is out there in a useful way. Lauren will add emails to contact list and Sylvia will add to tent list. Webinar Committee will re-convene before July meeting to determine next steps.
2. Solicitation of Stakeholder Input for Urban, Indoor, and Other Emerging Agricultural Production Research, Education, and Extension Initiative (Ellen)  
   Update on current effort: *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).*

Team convened and created a letter to be sent out via NICH listserve. The letter includes a statement that NICH supporters are encouraged to use in their comments to NICH. Also includes a link to where comments can be submitted and who to address comments to. All Executive Committee members should share the template language with NIFA. Goal for sending call to action is mid-week, June 3rd.

1. Research Gaps in Consumer Horticulture Survey (Heather & Lauren)

<http://lsu.qualtrics.com/jfe/form/SV_eG8DVk1buZtaJSZ> Survey developed and is currently waiting on IRB approval. Please preview survey and send recommendations for changes/edits out to Heather.

Committee/Council Updates:

1. Web Re-design Committee (Rich)  
   Moving forward with draft plan to redesign public facing NICH site. Will include a revamp of home page for a more simplified design that emphasizes mission and asks audience ‘who are you and what do you need’? Navigation will be reduced down to 4 primary categories. New site will have social media livestream. Greater maintenance of the site so it doesn’t feel/become static. Suggestion has been made – is there an opportunity to have an Executive Committee log-in secure portion of the website where we can post minutes, presentations, etc? Rich believes this is possible and recommends considering a single password model. Visual draft version of the new landing page will be presented at the July meeting.
2. Community & Health Benefits (Pam)  
   Next meeting in June will be looking at data from social media efforts to see where we started and where we are now.
3. Environmental (Lauren)   
   Moved forward with developing some tools to guide consumer engagement. Five surveys developed – being water savvy in your landscape; how to support healthy soils; vegetable gardening; pests in your landscapes; pollinators. Each survey is between 8-10 questions and are in the final refinement phase. Perhaps by next meeting Lauren will have these consumer surveys ready to review. Long term goal is to go for a grant and turn the surveys into a NICH App that will connect people with local (zip code based) extension resources.

**Topics for July meeting:**

* Website preview!
* Academic/LGU (Natalie)
* Webinar Committee update (Mason)
* Short Takes Update/Review of Scripted Questions (Ellen)
* Non-Profit Council (Cammie)
* Community & Health Benefits (Pam)
* Environmental (Lauren)

**ACTION ITEMS:**

* Mason will share webinar attendees names and email addresses with Lauren and Sylvia. Lauren will put in listserve and Sylvia will put in tent list.
* Webinar committee will re-convene.
* NIFA letter will be sent to NICH listserve (Lauren), a link will be posted to social media (Heather), and posted to the NICH website (Lauren). Goal for posting the call to action is mid-week (June 3rd).
* All Executive Committee members will share the template language with NICH.
* Review the ‘Research Gaps in Consumer Horticulture Survey’ and send feedback to Heather.
* Post NICH social media on your personal web pages
* Missy will set up meeting with Ellen, Missy, Mason & Sylvia
* 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:** July 7, 2020

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