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

**Executive Committee**

**Tuesday July 7, 2020**

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

**Minutes**

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

Old Business:

1. June minutes approved.

New Business:

1. Webinar Next Steps (Mason)
Sylvia requested more information on the people who attend the webinars – this will help us target them for future campaigns. Possible methods for collecting this information is through Eventbrite or Zoom. Next webinar target date mid to end of August (week of August 24) – topic will be research on effect of COVID on gardening practices (lasting impact on consumers). Heather happy to support webinar effort.
2. Short Takes Update/Review of Scripted Questions (Ellen)
Ellen and Cammie produced a list of questions for the NICH short takes. Desire to reach out to Committees for short takes and also use this as a recruitment tool. Ellen has created an intro and will be developing an outro – she is working to identify imagery that celebrates diversity. Want to drill down on how to keep people engaged – suggest connecting to Extension programming on NICH website re-vamp. Market extension and connect at national level – great resources for both the public and the industry. Ellen will send the questions out in the notes. Please record interviews in Zoom (shoot for no more than 7 minutes) and send to Ellen.
3. New job for councils – Memes, e-blasts? (Ellen)
Lauren requesting a sentence or blurb from each Committee/Council about needs/wants/interests from the Committee/Council that they want to see reflected in a meme. Lauren/Angela/Heather will then create the meme. Please send sentence/blurb to Heather.

Committee/Council Updates:

1. Web Re-design Committee (Rich)
Need a way to integrate social media in a way that is prominent but not repetitive. In addition to the design/visual elements, need to figure out how to push content/information. Don’t want to use the website to answer questions – this is not the goal with NICH. For questions, we want to push people off to Extension. Could we create an interactive map where you click on your state and get re-directed? Public could navigate to the NICH website to access resources – not currently doing this. Rich will send a poll out to all to see who is interested in participating in a future conversation about the website.
2. Community & Health Benefits – Social Media Efforts (Pam)
Looking into numbers and what to collect w.r.t. analytics so we understand what we should be tracking. Pam sent call to action for all Executive Committee member track, see and share Instagram and Facebook posts from NICH. Pam completed two NICH presentations – one for national EMG coordinators and one for Clark County, Nevada Extension Master Gardener volunteers. Request for PowerPoint presentations to talk about the effort and share out to others. Committee would like to move forward with the development of some PowerPoint slides that emphasize infographics and call to action.
3. Academic Council (Natalie)
Of the six collaborative extension publications, 2 released and in circulation, 3 are approved and ready for circulation, 1 has been reviewed and is ready for layout. Put in an HRI grant request focused on how we keep interest among our new gardening audience and turn that into actual spending to support the consumer horticulture industry. Will have news on the funding in 6 or 7 months.

**Topics for August meeting:**

* Progress on our annual plan (Ellen)
* Social Media Report (Heather)
* Web Site Preview
* Economic Committee Report (Casey)

**ACTION ITEMS:**

* Mason and webinar team will consider ways of collecting more information from attendees (through Eventbrite or Zoom survey).
* Ellen and Cammie will share questions for the NICH short takes. Once in hand, we ask that Committee and Council leads participate by recording an interview (of themselves or others). Recordings should be shared with Ellen.
* Each Committee/Council will share a thought/sentence/blurb about needs/wants/interests they want to see reflected in a meme. Please send these to Heather.
* Rich will send a poll out to all to see who is interested in participating in a future conversation about the website.
* Pam will start development of a new NICH slide deck.
* Missy will include the login info for Slack with the meeting notes.

**Next Meeting:** August 4, 2020

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