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

**Executive Committee**

**Tuesday August 4, 2020**

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

**DRAFT Minutes**

Attendees: Sylvia, Pam, Natalie, Heather, Ellen, Casey, Mary Kay, Mason, Lauren, Cara and Cammie. Casey had to leave mid-meeting.

Old Business:

1. July meeting minutes approved.
2. Roles/Responsibilities of Council Chairs (Ellen)

Ellen presented a list of proposed roles & responsibilities for councils, which she, Sylvia, Missy and Mason had developed, to help councils feel more structured. Committees have had clear tasking; councils less so. Lots of discussion to be continued at next meeting, including Casey, who was interrupted by Isaias.

1. Progress on our Annual Plan (Ellen)

Ellen reviewed our plan and described progress we are making in all areas except development. Ellen identified that we need to form a committee now to begin thinking about the Farm Bill 2023 “ask” for consumer horticulture.

* 1. Farm Bill focus

Heather, Sylvia, Cammie and Mary Kay volunteered to be on the Farm Bill Committee. Cara will put this before her council to recruit volunteers. Ellen will ask Debbie Hamrick to join the first meeting of this committee because Debbie has good ideas of how to proceed. Debbie also suggested we start with Charles Hall GA (not Charlie Hall UTA). Committee would meet late August at earliest.

New Business:

1. Guidelines for social media (Heather)

Heather presented draft policy previously emailed to ExComm members. ExComm discussion determined that Social Media Committee Chair can review and decide on posts, no need to involve ExComm Chair, and that organizations submitting information can simply refer to the NICH mission and goals generally, not to specific portions of our strategic plan. Eblast topics should be included in policy in addition to website and social media posts.

Approved unanimously. Heather will update and put in Box.

1. Outreach Committee creation (Sylvia).

Sylvia has volunteered to chair a committee focused on identifying and participating in events where we can showcase and share NICH mission and recruit supporters. Councils can suggest volunteers from their members. This committee can probably work mostly via email.

Mason, Natalie, Lauren, Pam, Cara and Cammie volunteered to be on the Outreach Committee.

1. Short Takes progress (Ellen).

Heather has done a short takes interview and is working on editing. Ellen showed the committee a great short takes video in which she interviewed Natalie and added the “intro” and “outro.” Ellen suggested that during videotaping, we mimic the physical film clapper using our hands, clapping and pausing afterward to create clear visual cues of where scenes start and stop to assist editing. Ellen would like everyone to send a rough edit if possible plus still photos. Her short take was videotaped entirely in Zoom. Ellen recommends saving the recording to the Zoom cloud for maximum flexibility. She is using Screenflow to edit.

1. Website Preview (Rich) – not reported

Committee/Council Updates:

1. Economic Committee (Casey) – not reported

Meeting adjourned 11:07.

**Topics for September meeting:**

* Council roles & responsibilities

**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.
* Heather will post Missy’s survey link to NICH social media and Lauren will see that it goes into email blast.
* We will send the Social media policy out in an eblast this month.

**Next Meeting:** September 1, 2020

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