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

**Executive Committee**

**Tuesday, Sept. 1, 2020**

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

**Minutes**

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

Old Business:

1. Approve August minutes – DONE
2. New job descriptions for council chairs – more discussion and decision (Ellen)
Councils originally conceived as an idea generating group – the Council Chair position would connect with a Committee Chair in order to incorporate ideas/needs from the Council into their workflow. Once work complete, Committee Chairs were to pass back to Council Chairs to distribute/disseminate/communicate to a broad audience. Does this still fit with our organizational needs?
Ideas:
* Could Councils work to build our community (e.g., Non-Profit Council)? What is the compelling reason for non-profits to join our effort? It has to be more than marketing tools. Is it Farm Bill? A lot of non-profits don’t see their role in consumer horticulture.
* How do we spread the message of what that greater goal is? Vision for the future? Do people know what we do? How do we message that?
* Do we engage each of our industry segments and ask, ‘what can we do for you’?

Heather coming up with a template/universal NICH Ppt.

We need to use our newsletter to get the word out about what we are doing.
Sylvia, Mason, and Ellen have worked to develop R&Rs for Council Chairs – *voted and adopted*.

New Business:

1. Who is the chair of the Farm Bill Committee? Members: Heather, Sylvia, Cammie, Mary Kay, Cara’s volunteer, Debbie Hamrick.
Missy would also like to join the Committee and reach out to government relations professionals to provide some consultation. Lauren also suggested members of the American Hort advocacy group (Jill Calabro, Craig Regelbrugge, Tristan Daedalus). Cammie will serve in an interim chair capacity.
2. Community and Health Benefits – Can you create Garden/Exercise information for Infographic?
Pam and Committee will compile needed info within the next two weeks and get it over to the Marketing Committee.
3. Questions for Interviews (Cammie)
NICH ‘short-takes’ – Ellen and Cammie came up with a list of simple questions:
	* Tell us about yourself and what you do.
	* Tell us about your interest in plants.
	* What is consumer horticulture to you?
	* What drew you to NICH?
	* Why did you want to become involved?
	* What do you think is the potential impact of NICH?
	* Follow-up on anything interesting.

Ellen will put the questions in Box, folder labelled ‘short takes’.

Coming Soon:

1. Succession Planning- Mason, elections are your job (From Bylaws: The Elections coordinator shall be the Executive Committee Co-Chair not currently standing for election. While any person who has served the Initiative as a committee/council member or Chair for more than one year may be nominated for election to Executive Committee Chair, those with previous Executive Committee experience shall be encouraged...)
Sylvia and Missy’s positions are up for election. Mason will present a plan for the election in October, election vote will take place in November.
2. Annual Reports due in October– from all committee chairs.
Each Committee Chair (not Council Chair) will write down what they did this year (in as short as one paragraph!!!) and send to Ellen by October. Ellen will compile into an annual report for distribution in January.
3. Our two-year plan will end December 2021 – we need to think about next year’s planning committee and the next two -year plan.
Candidates for the next chair need to be on this committee. Please consider your participation in this important planning effort.

Committee/Council Updates:

1. Web Re-design Committee (Rich and Lauren) – *tabled for next meeting*
2. Outreach Committee Plan (Sylvia)
Working on putting this committee together. Sylvia will be sending an outline to Ellen, Mason and Missy, hopefully by the end of this week.
3. Economic Committee (Casey)
Nothing to report but Casey hopes to have a better update next month.
4. Academic Council (Natalie) – *tabled for next meeting*

Other:

1. Missy will re-send the action items between meetings – two weeks after meeting.

**Next Meeting:** Oct. 6, 2020

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

**ACTION ITEMS:**

* 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.
* Heather will start development of a template/universal NICH Ppt.
* Community Health Benefits Committee will compile garden/exercise information for a new infographic. Will send to Marketing Committee.
* Ellen will put short takes question set into Box.
* All will work on NICH short takes!
* Each Committee Chair will send a short paragraph about that their Committee did/accomplished this year and send to Ellen by October.
* Sylvia will send outline of outreach committee plan to executive team.
* Missy will re-send action items between meetings.
* Missy will include the login info for Slack with the meeting notes.

NICH Committees:

Health and Community-Pam

Economic- Casey

Environmental-Lauren

Marketing – Mary Kay

Webinar-Mason

Web Re-design- Rich and Lauren

Social Media-Heather

Outreach- Sylvia

Farm Bill-???