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

**Executive Committee**

<https://ucanr.zoom.us/j/772646634>

**Tuesday, Oct. 6, 2020**

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

**Minutes**

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

Old Business:

1. Approve September minutes   
   Update to minutes: delete bi-weekly meeting from notes. Approved with update.
2. Please send public gardens & cemeteries to Sylvia
3. Community and Health Benefits – Progress on garden/exercise infographic- Pam  
   Sheri will move into Chair position, Pam is moving off the Committee for 1 year.
4. Farm Bill Committee Report (Cammie)  
   Debbie Hamrick agreed to serve on the committee. Cammie connecting with Suzie McCoy this week. Next step is likely education – what is the Farm Bill?
5. Election Plan (Mason)  
   Nominations will take place in the November meeting for Missy and Sylvia’s current positions. Vote will be held via Google Forms.
6. Annual Reports due in **October** (Ellen)   
   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. So far I have Heather’s. **New due date is NOVEMBER.**

New Business:

1. New process for reporting out – Committees/Councils will be assigned for meetings to report out. Growing number of Committees/Councils precludes everyone from sharing. We will follow the order in the list posted below as much as is possible.
2. Outreach Committee Plan (Lauren)  
   Purpose of Committee is to get NICH exposure at conferences, trade shows and other events. Committee discussed that having a booth or a table may not be the best way to get the NICH name out. Committee feels having NICH representatives gives presentations at these events would be the best use of our time. Created a series of deliverables – informational video about NICH, 60 second hype video, 1 page consumer horticulture infographic (markets us to the tent group). Would like to see NICH website get to a more finalized product before advancing to Outreach Committee’s 3 deliverables. Planning to use other Committees to get three deliverables done.
3. Committee/Council Chairs
   1. Community & Health Benefits – Sheri Dorn will be new Chair.
   2. Economic Committee – No chair as of 2021.  
      Casey will not stand for re-election of the Committee Chair for 2021. Unsure about future of Economic Committee – Committee primarily responsible for the PlantsDoThat fact sheet. NICH doesn’t currently have another group doing dollars/cents analysis. Could this just be a call with Charlie or one of the key economists?
   3. Environmental Committee – Lauren will continue as Chair.
   4. Marketing Committee – Seeking new Chair, Mary Kay will stay on Committee.
   5. Webinar Committee – Mason will continue as Chair.
   6. Web Re-Design – Lauren will continue to serve as Chair, web-redesign should be done in the next month. Lauren is doing some aesthetic work on the new site and Ellen is loading documents.
   7. Outreach – Sylvia will continue to serve as Chair.
   8. Farm Bill – Cammie will continue to serve as Chair.
4. Document storage  
   Please post files to Box. Box needs to be cleaned out and Missy/Ellen will connect about that.

Committee/Council Updates:

1. Marketing Committee (Mary Kay)  
   Helen Lawson and Diane Blasek setting list of topics for 2021. Will share 2021 ideas with Heather post-Marketing Committee meeting.
2. Webinar Committee (Mason)  
   By end of October – what is consumer horticulture? Four speakers – this is what consumer horticulture is to me? How does NICH function within consumer horticulture? Second webinar towards the end of the year on multi-generational marketing and how we use what we know to keep going as an industry.
3. Web Re-design Committee (Lauren)  
   Hoping to have a final product in the near future!
4. Social Media (Heather)  
   Current focus is breast cancer and health awareness. Remainder of 2020 is planned out thanks to the Marketing Committee. Discussing doing more scheduling using Haute Suite. 2021 strategy is to enhance presence on Instagram, Twitter and LinkedIn. Considering some social media takeovers.

**Next Meeting:** Nov. 3, 2020

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

**November ACTION ITEMS:**

* Heather will start development of a template/universal NICH Ppt.
* Mary Kay will approach Marketing Committee for chair nominations  
    
  Missy and Ellen will connect about cleaning up the NICH Box folder
* Will work on NICH short takes! Cammie, Pam, Lauren ( youtube channel: https://www.youtube.com/channel/UCEoiWoKIWX45UQA8t6ob6dg?view\_as=subscriber
* Community Health Benefits Committee will compile garden/exercise

information for a new infographic. Will send to Marketing Committee by next NICH excom meeting

* Each Committee Chair will send a short paragraph about that their

Committee did/accomplished this year and send to Ellen by November.

Complleted: Heather

NICH Committees:

1) Health and Community-Pam

2) Economic- Casey

3) Environmental-Lauren

4) Marketing – Mary Kay

5) Webinar-Mason

6) Web Re-design- Rich and Lauren

7) Outreach- Sylvia

8) Farm Bill-Cammie

9) Social Media - Heather

Definition of CH developed in 2015 by the original NICH steering committee:

*Consumer horticulture is the cultivation, use and enjoyment of plants, gardens, landscapes and related horticultural items to the benefit of individuals, communities and the environment. These activities rely on the understanding and application of the art and science of horticulture.*