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

**Executive Committee**

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

**Tuesday, Nov 3, 2020**

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

**Minutes**

**Attendees:** Cara, Pam, Missy, Lauren, Natalie, Heather, Casey, Mason, Mary Kay

Old Business:

1. Approve October minutes - approved
2. Community and Health Benefits – Progress on garden/exercise infographic (Pam)  
   Garden/exercise infographics are in Marketing Committee’s hands.
3. Webinar Committee progress (Mason)  
   Scheduling for next Friday, 11/13, ‘What is NICH’. We will have 4 panelists (Mason, Missy, Allen Owings, Lauren) discussing what consumer horticulture is to them.
4. Annual Reports due (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 ASAP**. Ellen will compile into an annual report for distribution in January.

New Business:

1. Nominations for Executive Committee, Secretary & Co-Chair (Mason)  
   Missy & Sylvia’s positions are up for election this year. Missy nominated for Secretary, Sylvia for Co-Chair. Election will take place in mid-November – Mason will send notification on how to participate in the election.

Committee/Council Updates:

1. Social Media (Heather)  
   Theme for November is trees. Looking into a social media takeover in December.
2. Web Re-design Committee (Lauren)  
   Still a work in progress. Please send Lauren any websites that they like (with info about WHY you like it). Lauren shared a preview of the new site (in development). Please send your headshot to Lauren.
3. Outreach Committee (Lauren)  
   Working on hype video (<60 seconds) – going to show different people from different sectors across the UC. Backdrop will be each person’s area of work and they will state, ‘I am consumer horticulture’. This will flow into a final ‘NICH – we are consumer horticulture’. If you or someone you know would be willing to create a video, please connect them with Lauren.

**Next Meeting:** Dec 1, 2020

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

**November ACTION ITEMS:**

* Committee Chairs will send a short paragraph about that their

Committee did/accomplished this year. Send to Ellen ASAP!

* ALL will participate in the election in mid-November.
* ALL will send head shot to Lauren for new website.
* You or someone you know can make a ‘I am consumer horticulture’ video? Please connect with Lauren.
* Heather will start development of a template/universal NICH Ppt.
* ALL will work on NICH short takes!

NICH Committees:

1) Health and Community-Pam will be replaced by Sheri Dorn

2) Economic- Casey (leaving committee)

3) Environmental-Lauren

4) Marketing – Mary Kay (leaving chair, staying on committee)

5) Webinar-Mason

6) Web Re-design- Rich and Lauren

7) Outreach- Sylvia

8) Farm Bill-Cammie

9) Social Media Committee - 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.*