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

**Executive Committee**

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

**Tuesday, Jan. 5, 2021**

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

**Minutes**

**Attendees:** Ellen, Missy, Cara, Sheri, Heather, Casey, Cammie, Natalie, Sylvia, Helen, Lauren

Old Business:

1. Approve December minutes – approved
2. Web Re-Design – completed, launch pending
3. Adoption of ‘Notion’ tool – approved; Committee/Council chairs will all receive a Committee/Council Homepage in Notion, please add mission, members, meeting notes
4. 2020 Annual Report – approved with addition of hyperlinks (added once new website live); request to share in e-blast

New Business:

1. Newsletter schedule (Helen) – moving to 2 e-blasts per month, topics/themes have been identified for the calendar year in the ‘NICH Marketing Plan’; marketing topic(s) will be included in meeting notes moving forward
2. Academic Council Plans for 2021 (Natalie) – 2021 tactics are to build a team that will facilitate collaborative research, Extension, and teaching activities which will connect with broader NICH activities and expand awareness of the human benefits of plants across new and existing audiences.

* Develop teaching resources that promote consumer horticulture in undergraduate and secondary settings.
* Compile outreach resources for Extension staff and volunteers that promote consumer horticulture.
* Conduct applied research that is integrated with Extension outreach to expand the understanding of the human value of CH in addition to both the economic and environmental impact.

Committee/Council Reports:

* Farm Bill Committee (Cammie) – First meeting has taken place, end goal is to get language in Farm Bill legislation that mention consumer horticulture and direct funding; NIFA has encouraged listening sessions by the end of March (put on agenda for February meeting); Sylvia suggests call to action for Associations (and their members) to become a part of these listening sessions, also include announcement via tent list and industry/association magazines; messaging should be signed by Exec Team or all of Exec Committee and then distributed through our lists
* Industry Relations and Social Media – tabled for next meeting

**Monthly Marketing Topic(s):** plants beat the winter blues/seed starting

[2021 Marketing Calendar](https://docs.google.com/spreadsheets/d/1kOsVjTb5z-FRFsOEpbvaa6AM3IMQb8UR4R5FxWBd7Mc/edit?usp=sharing)

**Next Meeting:** February 2, 2021

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

**January ACTION ITEMS:**

* Start development of a NICH template/universal Ppt (Heather)
* All will work on NICH short takes! (ALL, Cammie, Pam)
* Launch new website (Rich)
* Committee/Council Chairs will start to populate their Committee/Council Homepage in Notion (ALL)
* Update hyperlinks in 2020 Annual Report once new website launches and share for distribution in e-blast (Ellen)
* Include monthly marketing topics in meeting notes (Missy)
* Explore listening sessions (Farm Bill Committee, ALL)

NICH Committees:

1) Health and Community – Sheri

2) Economic – Casey

3) Environmental – Lauren

4) Marketing – Mary Kay

5) Webinar – Mason

6) Web Re-design – Rich & Lauren

7) Outreach – Sylvia

8) Farm Bill – Cammie

9) Industry Relations and Social Media Development Committee – Heather

NICH Councils:

10) Academic Council (AKA SCC85) – Natalie

11) Non-profit – Cammie

12) Industry – Cara