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

**Executive Committee**

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

**Tuesday, Dec. 1, 2020**

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

**Minutes**

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

Old Business:

1. Approve November minutes – minutes approved
2. Webinar Committee progress  
   Presented second webinar in November on what is NICH/various roles in NICH/call to action, 144 registrants, 85 attendees. Team needs to request more info from webinar attendees – specifically, affiliation, company, phone, and email.
3. Web Re-Design Committee (headshots)  
   Website draft is being reviewed by the Web Re-Design Committee. Changes will be put into effect next week. Target date for go-live remains January 2021.
4. Progress on exercise infographic  
   Community and Heath Benefits curated factoids and passed over to Lauren.

New Business:

1. Infographics and Social Media posts  
   Want to consider creating cover images for the infographics – a mini media toolkit. Ongoing discussion will include/tie into Marketing Committee, Social Media Committee, and Web Re-Design Committee.
2. Election Results  
   Sylvia and Missy will both be completing one additional (and final) term.
3. Coordinate activities of marketing committee, social media, webinar committee, and outreach committee. Who expects what from whom?   
   Ellen and Rich have access to a tool through UGA – we could adopt it for all Committees and Councils and adopt as our singular tool for sharing communications and resources. Ellen will have to create each page and select NICH administers who can modify each page. Tool is called ‘Notion’.
4. Review Annual Report  
   Please review and edit your paragraph in the annual report and share back with Ellen. Please send feedback by end of next week.

Committee/Council Updates:

1) Health and Community (Pam will be replaced by Sheri Dorn)  
Continuing with social media effort next year under Sheri’s leadership. Will be using strategic plan to guide additional efforts for 2021.

2) Economic (Casey)  
Tied to Farm Bill Committee in some way. Casey feels the core functionality of the Economic Committee might be incorporated into the Farm Bill Committee. We may also need a Fundraising/Development Committee down the road to pursue funding from orgs like HRI (Academic team also put a proposal into HRI in 2020).

**Next Meeting:** January 5, 2020

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

**November ACTION ITEMS:**

* Heather will start development of a template/universal NICH Ppt.
* All will work on NICH short takes! (Cammie, Pam)
* ALL – review and edit the annual report and give feedback to Ellen. If you submitted a paragraph, please specifically review that paragraph.
* Missy will make sure all Committee/Council Chairs (Helen and Sheri specifically) have access to the NICH Box.

NICH Committees:

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

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) Industry Relations and Social Media Development Committee – Heather

Counsels

10) Academic Council SCC85

11) Non-profit – Cammie

12) Industry - Cara

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.*