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

**Executive Committee**

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

**Tuesday, Feb. 2, 2021**

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

**Minutes**

Attendees: Cammie, Missy, Ellen, Cara, Sheri, Mason, Helen, Heather, Lauren, Casey

Old Business:

* Approve January Meeting minutes.
* Notion Progress – System has capacity to edit documents, can upload video, share meeting notes, and more. Please check Notion ExCom for these meeting minutes and review them prior to the next meeting.

New Business:

* Discussion of potential nominee for Advisory Committee on Urban Ag.

USDA is seeking new advisory committee including 4 ag producers, 2 academics, 1 non-profit, and more. Casey will reach out to Tom Bewick to inquire about what they are looking for and or if they already have a slate. If needed, Missy will bring up to Tom during CARET meeting, first week of March.

* Potential re-organization: Pres, Co-VPs, Secretary, Immediate Past President. Board of Delegates made of Critical Committee chairs, council chairs, etc. We need some sort of coordination of marketing. Need an ad hoc committee to help with this.
Ellen connected with Rick Durham, Casey, Debbie Hamrick, and ExCom about recommending some structural changes to the organization. Ellen would like help/support to develop a plan to make a recommendation on these changes including a revision of the By-Laws. Team will include Ellen, Rick Durham, Helen, Casey. Missy and Heather will support proof-reading.
* Can we advertise our Special Issue “Consumer Horticulture Advancement” in Hoticulturae in our social media and eblast?
Horticulturae is a research journal putting together a special issue on consumer horticulture. Ellen, Sheri and Lauren are editors. We will promote the special issue on social media and will send an e-blast to the NICH membership as a call for submissions. Deadline for manuscript submissions is Sept 30th, 2021. <https://www.mdpi.com/journal/horticulturae/special_issues/Consumer_Horticulture_Advancement>
* Monthly Marketing Topics: Valentine’s Day, National Bird Feeding

Committee/Council Reports:

* Marketing/Communications (Helen)

On track for 2 social media promotions/month.

* Industry Relations and Social Media (Heather)
Carrying out what Marketing Committee puts forward.
* Farm Bill Report (Cammie)
Cammie, Missy, Heather, and Sylvia met with 4 USDA representatives including Kate Lewis (Director NAREEE Advisory Board), USDA Program Staffer, Paul Zankowski (Office of Chief Scientist), Bill Goldner (Office of Chief Scientist). Big takeaways: NICH is invited to make a special presentation to NAREEE board, conduct webinars through OCS, better define and market consumer horticulture in general, and should consider pivoting from listening session concept to stakeholder meeting concept. Finally, NICH should be recruiting relevancy reviewers for the Specialty Crop Research Initiative Proposal. Missy will contact Mary Kay and Gail about making short videos about the impact of their roles as an Industry Relevancy Reviewer and or experience with SCRI grant applications.
* Health and Community Benefits (Sheri) – tabled for next meeting.

**Next Meeting:** March 2, 2021

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

**February ACTION ITEMS:**

* Start development of a NICH template/universal Ppt (Heather)
* All will work on NICH short takes! (ALL, Cammie, Pam)
* Committee/Council Chairs will start to populate their Committee/Council Homepage in Notion (ALL)
* New Infographic on gardening /exercise
* Populate Notion (Committee/Council Chairs)
* Reach out to Tom Bewick to inquire about Urban Ag Advisory Committee (Casey)
* Proposal for re-organization (Ellen, Rick, Casey, Helen, Missy, Heather)
* Request a short video from Mary Kay and Gail about their experiences with SCRI focusing on impact and value of participation (Missy)

NICH Committees:

1) Health and Community – Sheri

2) Economic – Casey

3) Environmental – Lauren

4) Marketing – Helen

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