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

**Executive Committee**

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

**Tuesday, April 6, 2021**

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

**Minutes**

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

Old Business:

* Approve March Meeting minutes. Approved
* Mason and Missy were nominated to Vilsack’s Urban Ag and Innovative Production Committee. Ronald Harris acknowledged receipt. Letter is on Notion.

New Business:

* *Monthly Marketing Topics:* Kids Gardening – Heather & Lauren*;* National Volunteer Week – Missy
* *Points and Speakers* for CH contribution to adapting/battling/mitigating climate change. High USDA OSC priority. We need a plan…fast…and really good.
Related to work with USDA Office of the Chief Scientist and Vilsack’s priority around climate change. We need to propose some speakers – with a focus on industry and academic researchers. Topics suggested include climate change and trees (urban heat islands), pollinators, fire, green infrastructure, urban greening. J Frank Schmidt, American Hort, Charlie Hall, and iTree all have resources/info relevant to a tree track presentation. What is our ask?
We will have 1 hour total, 45 minutes to present and 15 for QA. Plan is to have a NICH person drive the presentation with info/input from a tree researcher (Janet Hartin from UC?) and an industry rep from Cherry Lake/J Frank Schmidt, Davey Tree (Dan Herms). We will wrap up with the NICH person (Ellen) presenting our ask. Cammie, Missy, Ellen, Mason will meet to flesh out a proposal.
* *Elevator Speech for Consumer Horticulture:*

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.*

We’d like to develop a more concise/easy to share/simplified elevator speech. Current version is overly academic. Please email your suggested catchy phrases/edits to Ellen. NIFA has suggested we do a better job of bounding consumer horticulture. Our elevator speech will be the kick off of the presentation to the Office of the Chief Scientist.

Committee/Council Reports:

* Environmental – Lauren
Working on finishing the consumer toolbox. Lauren will present about this project at the next NICH meeting, if you want to check it out before hand, go to Notion, Environmental Committee -> Resources -> Consumer Toolbox
* Webinar Report – Mason
Committee hasn’t met recently but will re-convene in the upcoming week to support the NIFA Office of the Chief Scientist presentation.

**Next Meeting:** May 4, 2021

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

**April ACTION ITEMS:**

* Heather, Lauren and Missy will contribute to marketing in April – finalize materials and put under e-blast section in Notion, notify Helen & Heather. (Heather, Lauren, Missy)
* Cammie, Missy, Ellen, Mason will meet to flesh out a proposal for NIFA’s Office of the Chief Scientist. (Cammie, Missy, Ellen, Mason)
* Send consumer hort catchy phrases to Ellen! (ALL)
* Committee/Council Chairs will start to populate their Committee/Council Homepage in Notion (ALL)
* New Infographic on gardening /exercise
* Proposal for re-organization (Ellen, Rick, Casey, Helen, Missy, Heather, Sylvia)
* Request a short video from Mary Kay, Cammie, and Gail about their experiences with SCRI focusing on impact and value of participation (Missy) Cammie is doing it so. This is a future activity (not imminently needed).

Active NICH Committees:

1) Health and Community – Sheri

2) Environmental – Lauren

3) Marketing – Helen

4) Webinar – Mason

5) Outreach – Sylvia

6) Farm Bill – Cammie

7) Industry Relations and Social Media Development Committee – Heather

NICH Councils:

8) Academic Council (AKA SCC85) – Rick

Ad Hoc

10) Restructure Committee