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

**Executive Committee**

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

**Tuesday, May 4, 2021**

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

**Minutes**

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

Old Business:

* Approve April Meeting minutes – minutes approved.
* Update on nominations to Vilsack’s Urban Ag and Innovative Production Committee. Ronald Harris acknowledged receipt, letter is on Notion.
Ellen continues with followup, no new news.
* *Exercise Infographic:* Where are we on?
Helen connected with Natalie about Resources/factoids. Currently stuck at graphics. SCC85 group also challenged with graphics for additional resources but are looking for solution. Project will be delayed for a couple months (August) until graphics are resolved so we can have a cohesive/professional experience.
* *Request a short video* from Mary Kay, Cammie, and Gail about their experiences with SCRI focusing on impact and value of participation.
Will accomplish over the summer! Missy will coordinate.

New Business:

* *Monthly Marketing Topics:* Helen
Re-working e-blast schedule to make it workable with current resources. June will be turf topics and American flowers, July will be ‘plants at work’ (Ellen, due June 18) and GoPublic Gardens Week (Casey and Lauren).
* *Points and Speakers* USDA OSC on CH contribution to adapting/battling/mitigating climate change: Cammie
Presentation is how trees mitigate climate change with speakers Mason Day, Janet Hartin (CA), Natalie Bumgarner, Ellen Bauske. Presentation has been put together and practiced. Speakers are recording their presentations this week to package and send to OCS. Webinar committee will also use video for a webinar event.
* *Elevator Speech for Consumer Horticulture:* Ellen
Ellen’s Version:

It is the Agriculture virtually every American knows. Anyone who has enjoyed a park, yard, commercial landscape, garden or office plant has participated in consumer horticulture.   The consumer hort. industry is huge with plant material serving as a living connector that integrates diverse businesses.  Our customers purchase plants, pots, fertilizer, hardscapes, turf and tree care products, landscape services and designs, the list is almost endless, yet it is driven by plants purchased for beauty, utility and health considerations.  These plant choices affect ~~effect of~~ our health, well-being, and our environment in ways we understand and in ways we do not.

Casey’s Version:

It is the Agriculture that 98% of Americans experience everyday. The consumer hort. industry is a $200B per yr., 2 Million Job industry. We integrate diverse businesses - everything from tree care to houseplants, landscape services, as well as parks and public gardens - with the people who use them. Our world is powered by plants. Every human being's health, well-being, and our environment are impacted by them.
Discussion:
This is intended for the people who say ‘what is consumer horticulture’. Are we missing a piece here about what NICH is doing? Maybe not if this is an elevator speech about consumer horticulture. Casey clarified that the first line should be ‘agriculture people see everyday’. Need to make sure we go beyond plants and products when we talk about consumer horticulture – it’s an experience. Need to make sure we retain ‘purchase’ to connect to ‘consumer’. Is it a deliberate choice not to use ‘garden’ front and center? Yes – gardening is the ‘old lady’ activity. Suggestion to have a tagline like ‘plants power the planet’ or ‘#PlantsDoThat’. Cara will socialize this statement with some folks at Ball and request feedback.

* Bylaws, Potential Structure of NICH: Ellen
**Excom:** President, 2 Vice Presidents, Secretary, Past President

**Board of Directors:** up to 12 delegates – 3 non-profits, 3 industry, 3 academic – encouraged to chair committees.

**Standing Committees**

**Ad Hoc Committees**

**Advisory Council:** Wise people, well-known in consumer horticulture.

Committee/Council Reports – *Tabled for next meeting*

* Environmental – Lauren
* Outreach – Sylvia
* Industry Relations and Social Media Development Committee – Heather

**Next Meeting:** June 1, 2021

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

**June Marketing Focus:** turf and American flowers

**ACTION ITEMS:**

* Send minutes out with mid-month action items and with agenda for upcoming meeting (Missy)
* Send Ellen agenda items (ALL)
* ~~New Infographic on gardening /exercise~~ (tabled until August)
* Request a short video from Mary Kay, Cammie, and Gail about their experiences with SCRI focusing on impact and value of participation (Missy)
* Contribute to monthly marketing topics (Ellen, Casey, Lauren)
* Seek feedback on elevator speech (Cara)

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

9) Restructure Committee