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

**Executive Committee**

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

**Tuesday, June 1, 2021**

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

**Minutes**

**Attendees: Missy, Ellen, Rich, Sylvia, Helen, Sheri, Mason, Heather, Casey**

Old Business:

* Approve May Meeting minutes – approved
* Urban Ag Committee – Ellen continues to follow-up

New Business:

* *Monthly Marketing Topics:* Helen  
  Reminder - June will be turf topics and American flowers, July will be ‘plants at work’ (Ellen, due June 18), blueberries, and natives (Cammie). Committee is scaling back to one e-blast per month. Continuing to use guest contributors, that is going well and serves as a good outreach tool. Will work with Ellen to include a tickler about submitting an article to Horticulturae, special issue due date is approaching.
* *Consumer Hort Journals:* Sheri
  + Extension Master Gardener is approaching 50th anniversary. Sheri and Natalie developing a call for papers for a special edition to ASHS Hort Technology. Will include an article about NICH.
  + Special edition of Horticulturae, Helen will include tickler in e-blast and Sheri will reach out to writers.
* *USDA Climate Change Presentation:* Cammie  
  Presentation has gone to USDA – link is in Notion under ‘New Business’. Committee will convene to check in about next steps.
* *Elevator Speech for Consumer Horticulture:* Cara  
  No feedback received to date. Tabled.
* *Bylaws, Potential Structure of NICH:* Ellen   
  Tabled for next meeting.
* *NICH 2-year Plan:* Ellen & Mason  
  Congrats to all – we have been diligently pursuing our 2 year plan with the exception of fundraising (with the goal of hiring an Exec Director). This will roll over for consideration during the next planning process. Mason has volunteered to be in charge of our next planning process. Ellen is sending the materials Mason will need this week. Mason may be reaching out to individuals to participate on the planning committee.

Committee/Council Reports

* Environmental – Lauren  
  Tabled for next meeting.
* Outreach – Sylvia   
  No update. Target list sent to Lauren, first note will be a summer project.
* Industry Relations and Social Media Development Committee – Heather  
  Summer plan is to run analytics to determine how we have grown, where we need/want to focus our efforts. Good focus and cooperation with Marketing Committee.
* Academic Council/SCC 85 – Rick

Two presentations coming up at professional meetings, ASHS in Denver in August and International People Plant virtual conference in October. Both presentations will highlight consumer hort publications that are hosted on the NICH website. ASHS presentation more about publication development process, People Plant presentation is about content of publications. Continuing to work on grant from International Horticulture Research Institute - working on Qualtrics survey for national distribution to gauge interest in consumer horticulture, buying habits, etc. Will survey public, Extension Master Gardeners, and students. Hope to finalize survey by the end of the summer. Lastly, have formed a sub-group to contribute to #plantsdothat infographics. There is a list of proposed topics in Notion.

* Marketing Committee – Helen

Want to work on a template for infographics so that we have some uniformity – not necessarily with previous infographics but want to have a consistent look/feel at least for 2021. This will allow multiple Committees to contribute to the next generation of infographics. Please bring Helen into conversations about infographics.

**Next Meeting:** July 6, 2021

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

**July Marketing Focus:**

**ACTION ITEMS:**

* Send minutes out with mid-month action items and with agenda for upcoming meeting (Missy)
* Send Ellen agenda items (ALL)
* Marketing Committee will include a tickler about submitting an article to Horticulturae in the next e-blast (Helen)
* Reach out to/remind contributing authors of approaching Horticulturae deadlines (Sheri)
* Engage participants in new 2-year plan development (Mason)
* Loop Marketing Committee/Helen into conversations about new infographics (ALL)

SUMMER Action Items (check in August):

* Missy will request a short video from Mary Kay, Cammie, and Gail about their experiences with SCRI focusing on impact and value of participation (Missy)
* Exercise infographic 🡪 AUGUST (Natalie)

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