

**Potatoes USA**  
**Executive Committee Meeting Minutes**  
**Monday, December 6 2021**  
**Potatoes USA Office**  
**Denver, CO**

**Welcome, Roll Call and Introductions**

Chairperson Jaren Raybould called the meeting to order at 1:01PM

Committee members present included Steve Streich, Mike Pink, Jason Davenport, Steve Elfering, Jaren Raybould, Shelley Olsen, Jennifer Gogan, Mike Carter, Jeff Jennings and Jared Smith. Leah Halverson was in attendance via Zoom. Staff members Blair Richardson, John Toaspern, Monica Heath, and Chelsea Gray with Potatoes USA were present. John Lundeen from staff, Alexandra Caryl and Katie Cook with USDA/AMS were in attendance via Zoom.

**Antitrust Statement**

The Antitrust Policy Statement was acknowledged and accepted by all attendees. Zoom attendees are required to accept the Antitrust Policy Statement when logging into the meeting platform. A copy of the Antitrust Policy Statement is also provided to meeting attendees in advance of meetings.

**Minutes Approval**

A **MOTION** was made by Jason Davenport and seconded by Steve Elfering to approve the minutes from the Executive Committee Meeting on October 26, 2021. A copy of the meeting minutes is provided to meeting attendees in advance of meetings.

**Agenda Change**

A **MOTION** was made by Mike Carter and seconded by Steve Streich to adjust the meeting agenda moving Committee Updates to follow Regional Reports.

**Regional Reports**

Each member of the Executive Committee gave an update on their region to the group.

**Department Updates**

**International Marketing:** John Toaspern reported the latest export numbers. Mr. Toaspern reported Potatoes USA received an increase in MAP funds for the 2023 fiscal year totaling \$738,000 more than the previous year.

**Domestic Marketing:** John Toaspern gave an update on Consumer, Nutrition and Foodservice programs. This included the Rock n' Roll Marathon, Potatoes USA's new ghost kitchen Nextbite, and an introduction of the newest marketing team member, Jane.

**Industry Outreach:** John Toaspern gave an update on Reputation Management and Hillenby's efforts to change articles related to potatoes.

Mr. Toaspern also shared updates on Potatoes USA's various Communications programs: Potato-Cast, new social media channels, and Keeping it Current video series. The recent grower survey showed industry outreach communications have been effective.

**Research:** John Lundeen gave an update on the 3 major Research programs; NFPT, NCP and PRAC including upcoming meeting dates for each. Mr. Lundeen reported an award of \$250,000 from USDA to match funds from the NFPT program for a research study on starch.

**Finance and Policy:** Monica Heath shared the results of the FAS audit, USDA Management review and KC&E audit. Ms. Heath also shared the current new building budget and spend.

### **CEO Report**

Blair Richardson reviewed the meeting schedules for the December Planning meetings taking place 12/6/2021-12/7/2021

Mr. Richardson also shared some of the upcoming Industry meetings and events:

#### **Previous and Recent Industry Events:**

Nov 1-4	Washington/Oregon Grower Outreach
Nov 8	PMANA – Virtual
Nov 9-11	Montana Seed Seminar – Missoula, MT
Nov 26-30	Interpom/Belgapom – Belgium
Dec 6-8	Board Meetings – Denver

#### **Future Industry Meetings and Events:**

Jan 2-7	POTATO EXPO – Anaheim, CA	
Jan 18-20	Idaho Potato School	Pocatello, ID
Jan 25-27	WA/OR Annual Conf	Pasco, WA
Feb 1-3	So. Rocky Mtn Conf	Monte Vista, CO
Feb 1-3	Mid-Atlantic F&V Conf	Hershey, PA
Feb 2-4	Michigan Winter Conf	Grand Rapids, MI
Feb 8-10	Wisconsin Grower Ed	Stephens Point, WI
Feb 15-17	NPPGA Conf	Grand Forks, ND
Feb 28-Mar 3	NPC Fly-In	Washington, DC
Feb 28	Minnesota Area 2 Mtg	
Mar 7-10	Potatoes USA Mtg	Denver

#### **Tentative**

- Southeast Outreach
  - North Carolina Annual Meeting – May 15-16 Elizabeth City, VA
  - Executive Committee Meeting Thursday, May 12
    - Attend NC Grower Events
    - Host Dinner for growers in Virginia
    - Field/Farm Tour

**New Office Building Update** – Mr. Richardson provided an update on the new Potatoes USA office and noted the project is under budget.

**Potatoes USA Board Structure** – Blair Richardson provided a summary of the suggested board restructure plan to the Executive Committee. A **MOTION** was made by Shelley Olsen and seconded by

Jeff Jennings to present the board restructure plan to the Administrative Committee at the 2022 Winter Meeting.

**Staff Travel-** Mr. Richardson reported staff travel schedules are slowly returning back to normal as more events are held in-person.

**2022 Board Nominations-** Alex Caryl with USDA/AMS was unavailable to give an update on the status of the 2022 Board Nominations.

**Annual Meeting Host Hotel Presentation:** Chelsea Gray provided an update on the status of the 3 contracts for Annual Meeting in 2023, 2024 and 2025.

**USDA Update**

Katie Cook had nothing to report from the USDA.

**New Business**

Jaren Raybould had no new business to discuss with the Committee.

**Executive Session**

At 3:33PM a **MOTION** was made by Jaren Raybould and seconded by Shelley Olsen to go into Executive Session.

At 3:41PM Chairman Raybould ended the closed session and returned the meeting to open session. No actions were taken during closed session.

**Other Business**

Jaren Raybould had no other business to discuss with the Committee.

**Adjourn**

Chairperson Jaren Raybould adjourned the meeting at 3:42pm.

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Approved by:

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Secretary/Treasurer

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Date