

**Potatoes USA;
Executive Committee Meeting Minutes
Wednesday, March 9th 2022
The Brown Palace Hotel and Spa
Denver, CO**

Welcome, Roll Call and Introductions

Chairperson Jason Davenport called the meeting to order at 1:40PM.

Committee members present included Jason Davenport, Travis Meacham, Leah Halverson, Shelley Olsen, Steve Elfering, Jennifer Gogan, Mike Carter, Jaren Raybould, Jared Smith, Mike Larsen

Staff members Blair Richardson, Monica Heath, and Chelsea Gray with Potatoes USA and Alex Caryl from USDA/ AMS were present.

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

No minutes were voted on as there was insufficient time to prepare and distribute minutes from the previous meeting. They will be presented for approval at the next Executive Committee meeting.

Regional Reports

Regional reports were just shared on Monday, March 7th and no Executive Committee members had any new information to share.

CEO Report

Blair Richardson reviewed some of the recent and upcoming industry events attended or to be attended by himself and/or other staff members.

Recent Industry Events:

Jan 2-7	POTATO EXPO	Anaheim, CA
Jan 18-20	Idaho Potato School	Pocatello, ID
Jan 25-27	WA/OR Annual Conf	Kennewick, 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

Upcoming Industry Events:

May 11-12	All Agency Meetings	Denver, CO
May 18	APRE Board Meeting	Chicago, IL
May 15-19	Southeast Grower Outreach/ExCom Mtg	
May 29-Jun 2	World Potato Congress	Dublin, Ireland

Jun 14	Int'l Rep Meeting	Denver, CO
Jun 17	PILI Alumni Summit	Nashville, TN
Jun 20-24*	NPC Summer Meeting	Nashville, TN
Jul 18	PAA Meeting	Missoula, MT
Aug 1-3	Potatoes USA Summer Meeting	
Aug 24-26	IGSA Annual Conf	Sun Valley, ID
Sep	State/Nat'l Workshop	
Oct 15-19	SIAL	Paris, France
Oct 22-27	Northeast Grower Outreach/ExCom Mtg	
Oct 25	NFPT Field Day	Grand Forks, ND
Oct 25	ExCom Meeting	Orlando, FL
Oct 27-29	Global Produce & Floral	Orlando, FL
Nov 16	APRE Board Meeting	Denver, CO
Nov 16	IPC Harvest Meeting	
Nov 27-29	Interpom	Kortrijk, Belgium
Dec 5	ExCom Meeting	Denver, CO
Dec 6-7	Planning Meetings	Denver, CO
Dec 6-7	NCP Variety Selections	Chicago, IL

Potatoes USA Executive Committee Orientation

Blair Richardson reviewed with the Committee some of their roles while serving on the Committee. The responsibilities include:

- Hiring and/or firing of the CEO.
- Support staff efforts to develop and implement the Strategic Plan. The current plan is designed to continually evolve and adapt. USDA has indicated this format does not necessitate a completely new strategic plan every fifth year.
- Provide information, advice and feedback throughout the year on such items and regional issues, industry challenges, potential problems and perception to what information we are sending to the industry.
- Represent and provide communication back to the industry at state and regional meetings, Potato EXPO, grower outreach events and Board meetings.
- Provide direct and indirect feedback throughout the year. Informing Mr. Richardson of concerns.
- Approve and recommend to the appropriate committee or the Administrative Committee any Special Projects presented by Potatoes USA staff. All funding for Special Projects must be approved by the Administrative Committee.

Mr. Richardson covered the overall budget process with the Committee. This included the timeline of the budget being developed and all appropriate committees and approval processes which need to occur while the budget is being developed and finalized. The preliminary budget is developed by the Finance Committee in December and presented to the Executive Committee in December. It is then reviewed by the Executive Committee in January and then recommended to the Administrative Committee in January in draft form. Revisions are recommended by the Executive Committee or working committees in March and the Finance Committee recommends the final budget to the Administrative Committee in March. Blair informed the Committee they have authority over a \$25,000 contingency fund. All other budget decisions must be approved by the Administrative Committee.

Blair Richardson also shared the organizations Potatoes USA supports or are an active member of including:

- Alliance for Potato Research and Education (APRE)
- International Fresh Produce Association (IFPA)
- Potato Research Advisory Committee (PRAC)
- National Chip Program (NCP)
- National Restaurant Association (NRA)
- Produce for Better Health (PBH)
- National Fry Potato Trials (NFPT)
- Food Marketing Institute (FMI)
- Fresh Working Group
- Processors Working Group
- Potato Chef Advisory Council

Department Updates

Department updates were not given as these were just shared at the March 7th Executive Committee Meeting.

USDA Update

Alex Caryl reminded everyone that Potatoes USA Executive Committee members are not allowed to lobby in their role as an ExComm member.

Legal Guidance

Cara Lawrence, Potatoes USA legal counsel went over the responsibilities of the Executive Committee with the group.

Other Business

A **MOTION** was made by Shelley Olsen and seconded by Travis Meacham to appoint Mike Carter as the next Vice-Chair.

Jason Davenport communicated that he is hopeful for a vibrant and active year with all new members of the Executive Committee. He encouraged them to be active, participate in local meetings and communicate Potatoes USA goals and objectives back to their individual regions.

Executive Session

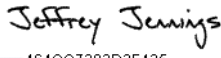
At 2:55PM a **MOTION** was made by Jason Davenport and seconded by Mike Carter to go into Executive Session.

At 3:18PM Chairperson Jason Davenport ended the closed session and returned the meeting to open session. No actions were taken during closed session.

Adjourn

Chairperson Jason Davenport adjourned the meeting at 3:19PM.

Approved by:

DocuSigned by:

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Secretary/Treasurer

5/23/2022

Date