

Potatoes USA
2024 Spring Meeting Minutes
March 12, 2024
The Four Seasons Hotel, Denver, Colorado
Recorded by: Chelsea Gray

Welcome

Chairman Mike Carter called the meeting to order at 7:49 AM MT.

Antitrust Statement

Mr. Carter acknowledged the antitrust policy statement, which Zoom attendees must accept when logging into the meeting platform. A copy of the Antitrust Policy Statement was also provided to attendees before meetings on BoardEffect.

Roll Call

Board Members present in person include Les Alderete, James Baker, Steven Barrett, Trever Belnap, Nathan Bender, Jess Blatchford, Norbert Bomm, Jennifer Bunger, Mike Carter, Sander Dagen, Jason Davenport, Aron Derbidge, Wendy Dykstra, Jennifer Gogan, Taylor Grant, Leah Halverson, Kory Hansen, Charlie Husnick, Andrew Hyer, Jeff Irving, Jace Jensen, Jordan Johns, Ben Josephson, Martin Kimm, Braden Lake, Matthew Linehan, Brian Mahany, Juan Martinez, Dave Masser, Ryan Moss, Shelley Olsen, Mike Pink, Bruce Richardson, Kevin Schleicher, Camburn Shephard, Alison Sklarczyk, Clifton Smith, Ed Staunton, Jason Tillman, Blake Underwood, Levi Underwood, Jeff VanOrden, Marvin Wollman, Dennis Wright, Ben Zechmann, Jeff Jennings, Mike Larsen, Kyle Michael, Eric Searle, Ryan Christensen, and Mitch Bitter. Board members Kim Cupelli, Kathy deVries-Ruehs, Pete Ewing, Dan Gundersen, Rhonda Kleyn, Kamren Koopin, Bevan Lenz, Tom Nilson, and Andrew Porath, were present online.

2024 Potatoes USA board member applicants present included Daniel Corey, Adam DeGroot, Danny Deprey, Steve Elfering, Hunter Gibbs, Jaclyn Green, John Halverson, Sanjiv Kakkar, Tara May, Nathan McBride, Travis Meacham, Andrew Moquist, Jaren Raybould, Bradley Reed, Trever Searle, Cliff Shaw, Kathy Sponheim, Jonathon Springstead, and Jordan Thomas. Robert Boldt was present online.

Deanna Bakken and Harrison Hodges from USDA were present.

A proxy form was submitted for Jeff Blanksma. With over 50% of the board in attendance, a quorum was present.

2024 Board Appointments

Because the 2024 Board member appointments were stalled, the nominating committee chair, Jason Davenport, made a **MOTION** to create the Temporary Illustrious Potato Committee of Eloquent Advisors (TIPCEA) and to appoint Steve Elfering as the TIPCEA Chair. The motion was seconded, there was no discussion, and the motion passed.

A **MOTION** was made and seconded to appoint the following 2024 Board Applicants as members of the 2024 TIPCEA Committee until Secretary Vilsack finalizes nominations.

- Robert Boldt, ID
- Daniel Corey, FL
- Jason Davenport, OR
- Adam DeGroot, IL
- Danny Deprey, ME
- Steve Elfering, ID

- Hunter Gibbs, NC
- Jaclyn Green, CA
- John Halverson, MO
- Sanjiv Kakkar, Importer
- Tara May, NE
- Nathan McBride, ID
- Travis Meacham, WA
- Andrew Moquist, ND
- Derek Peterson, ID
- Jaren Raybould, ID
- Bradley Reed, ID
- Trever Searle, ID
- Cliff Shaw, CO
- Kathy Sponheim, OH
- Jonathon Springstead, OR
- Jordan Thomas, ID

There was no discussion, and the motion passed.

Minutes Approval

Copies of the meeting minutes were emailed to attendees before the meeting and made available for everyone to view via BoardEffect.

A **MOTION** was made and seconded to approve the minutes from the Administrative Committee Meeting held on **January 9, 2024**. There was no discussion, and the motion passed.

A **MOTION** was made and seconded to approve the minutes from the Administrative Committee Meeting held on **February 6, 2024**. There was no discussion, and the motion passed.

Strategic Plan

Blair Richardson provided a summary of the current strategic plan to the board. A **MOTION** was made and seconded to approve the current strategic plan; understanding revisions will be made and submitted for consideration and discussion at the Summer Meeting. There was no discussion, and the motion passed.

Executive Committee Report

Mike Carter shared a report from the past year as board chairman.

Domestic Marketing Committee

The Domestic Marketing Committee made and seconded a **MOTION** to approve the minutes from the Domestic Marketing Committee Meeting held in January 2024. There was no discussion, and the motion passed.

The Potatoes USA team covered a market update on domestic sales, consumer insights, and program updates on Retail, Foodservice, Culinary, Consumer, and Nutrition.

International Marketing Committee

The International Marketing Committee made and seconded a **MOTION** to approve the minutes from the International Marketing Committee Meeting held in January 2024. There was no discussion, and the motion passed.

The Potatoes USA team covered a market update on international sales, program updates, and the RAPP Grant application.

The 2024 Spring Meeting was recessed for lunch at 11:30 AM, and Chairman Mike Carter reconvened it at 12:51 PM

Industry Outreach Committee

The Industry Outreach Committee made and seconded a **MOTION** to approve the minutes from the Industry Outreach Committee Meeting held in January 2024. There was no discussion, and the motion passed.

The Potatoes USA team covered industry updates on meetings and events, communications, culinary, reputation management, and results from a recent grower survey.

Research Committee

The Research Committee made and seconded a **MOTION** to approve the minutes from the Research Committee Meeting held in January 2024. There was no discussion, and the motion passed.

Michelle Kijek and Tricia Psota from Nutrition in Demand gave an APRE update. The Potatoes USA team covered program updates, FY25 Goals, and Budget. Some of the Research Committee members shared highlights from the past year.

Finance and Policy Committee

The Finance and Policy Committee made and seconded a **MOTION** to approve the minutes from the January 2024 meeting. There was no discussion, and the motion to approve the minutes passed.

The Finance and Policy Committee made and seconded a **MOTION** to approve the FY23 Audited Financials as presented by Steve Corder and Emma Bodine of Kunding, Corder & Montoya, P.C. There was no discussion, and the motion passed.

Monica Heath shared the FY24 Budget Review and FY24 Financials. The Finance and Policy Committee made and seconded a **MOTION** to keep the assessment rate for FY25 at \$0.03. There was no discussion, and the motion passed.

Ms. Heath also presented the FY25 Budget. The Finance and Policy Committee made and seconded a **MOTION** to approve the FY25 Budget as presented. There was no discussion, and the motion passed.

Budget Approval and Board Business

Jeff Jennings, Chair of the Finance and Policy Committee, made a **MOTION** to approve the FY23 Audited Financials presented by Steve Corder and Emma Bodine of Kunding, Corder & Montoya, P.C. The motion was seconded. There was no discussion, and the motion passed.

Jeff Jennings made a **MOTION** to keep the assessment rate for FY25 at \$0.03. The motion was seconded, there was no discussion, and the motion passed.

Jeff Jennings made a **MOTION** to approve the FY25 Budget as presented. The motion was seconded, there was no discussion, and the motion passed.

USDA Update

Deanna Bakken shared the USDA is working hard to approve the 2024 nomination packet.

The meeting recessed at 3:23 PM.

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Chairman Mike Carter called the Spring Meeting to order at 9:26 AM on Wednesday, March 13th.

Understanding Culinary Medicine

Sabrina Falquier of Sensations Salud shared the concept of Culinary Medicine from a nutritionist's perspective.

Generative AI for Potatoes USA:

Curtis Cummings from Kungfu.AI shared an implementation demo of the AI system developed to combat negative social media posts about potatoes on the X social media platform, previously known as Twitter.

Nominations and Elections

Jason Davenport shared the Nomination Committee report for board Chairman. Shelley Olsen was nominated as Chairperson of the board for the 2024-2025 year. There were no other nominations. A **MOTION** was made and seconded to elect Shelley Olsen as board chairperson. There was no discussion, and the motion passed.

Jason Davenport shared the Nomination Committee report for the board officers. The slate included Les Alderete, Trever Belnap, Mike Carter, Wendy Dykstra, Jeff Jennings, Mike Larsen, Leah Halverson, Dave Masser, Shelley Olsen, Ed Staunton, and Dennis Wright. TIPCEA Advisors to the Executive Committee include Steve Elfering and Hunter Gibbs. There were no other nominations for officers. A **MOTION** was made and seconded to elect the Executive Committee slate as presented. There was no discussion, and the motion passed.

Jason Davenport shared the Nomination Committee report for the ex-officio role of the past chairman, who will act as chairman of the Nominating Committee for the 2024-2025 Board of Directors. The Committee nominated Mike Carter to fill the role. There were no other nominations. A **MOTION** was made and seconded to elect Mike Carter as Ex-officio member of the Executive Committee and Chairman of the Nominating Committee. There was no discussion, and the motion passed.

Board members were assigned to the eight Operating Committees. Stars indicate a non-voting TIPCEA member.

Finance & Policy: Chair: Wendy Dykstra. Members: Jess Blatchford, Jim Corneillie, Taylor Grant, Jaclyn Green*, Charlie Husnick, Rhonda Kleyn, Braden Lake, Rick Miller, Dave Mundt

Communications: Chair: Mike Larsen. Members: Steve Elfering*, Jon Gay, Kory Hansen, Juan Martinez, Tara May*, Jaren Raybould*, Alison Sklarczyk, Levi Underwood, Marvin Wollman

Production Research: Co-Chairs: Trever Belnap and Dave Masser. Members: Danny Deprey*, Jennifer Gogan, Andrew Hyer, Kamren Koopin, Brian Mahany, Nate McBride*, Camburn Shephard, Jordan Thomas*, Ben Zechmann

Market Development, Retail: Chair: Leah Halverson. Members: Aron Derbidge, Sander Dagen, Dan Gundersen, Ben Josephson, Bevan Lenz, Matthew Linehan, Jeff Irving, Derek Peterson*, Jocelyn Schlichting, Ryan Tucker, Jeff VanOrden

Market Development, Foodservice: Chair: Dennis Wright. Members: James Baker, Kathy DeVries Ruehs, Jason Davenport*, Peter Ewing, Jordan Johns, Sanjiv Kakkar*, Ryan Moss, Luke Robison, Erwin Styma, Trevor Searle*, Blake Underwood

Market Development, Consumer: Chair: Les Alderete. Members: Daniel Corey*, Adam DeGroot*, David Fedje, Eric Jensen, Martin Kimm, Tom Nilson, Kevin Schleicher, Sammy Stahl, Colin Szawlowski, Troy Sorensen, Jason Tillman

Culinary: Chair: Ed Staunton. Members: Norbert Bomm, Casey Folson, Tyson Funk, John Halverson*, Jace Jensen, Travis Meacham*, Andrew Moquist*, Mike Pink, Bruce Richardson, Cliff Shaw*

Nutrition & Health: Chair: Jeff Jennings. Members: Hunter Gibbs*, Steve Barrett, Jen Bunger, Gabe Boldt*, Eric Makarewicz, Andrew Porath, Bradley Reed*, Jonathon Springstead*, JD Schroeder, Clifton Smith, Kathy Sponheim*

Caucus Reports

The seven caucuses provided reports on regional challenges, Potatoes USA’s Mission Statement, Board Diversity, and the recent committee structure changes.

CEO Report

Blair Richardson shared an overview of recent Potato Industry wins and future focus areas.

Closed Session

At 12:24 PM, a **MOTION** was made and seconded to go into a closed session. The motion passed, and the board went into closed session.

The committee returned to open session. No action was taken during the closed session.

Adjourn

Chairperson Shelley Olsen adjourned the meeting at 12:27 PM.

Approved by:

Signed by:

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Chairperson

8/12/2024
Date

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Secretary/Treasurer

8/12/2024
Date