

Potatoes USA
Executive Committee Meeting Minutes
Monday, March 10, 2025
Potatoes USA Office
Recorded by: Chelsea Gray

Welcome

Chairwoman Shelley Olsen called the meeting to order at 9:00 AM MT and thanked everyone for joining.

Antitrust Statement

All attendees acknowledged and accepted 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 and Introductions

Executive Committee members present included Shelley Olsen, Steve Elfering, Wendy Dykstra, David Masser, Trever Belnap, Mike Carter, Hunter Gibbs, Dennis Wright, Leah Halverson, Ed Staunton, and Les Alderete. Shelley Olsen acknowledged a quorum was present.

Staff members Blair Richardson, Chelsea Gray, Kim Breshears, and Monica Heath were present, as was Harrison Hodges from USDA.

Minutes Approval

A **MOTION** was made by Steve Elfering and seconded to approve the minutes from the Executive Committee Meeting held on **February 25, 2025**. There was no discussion, and the motion to approve the minutes from the meeting passed.

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

Regional Updates

The Executive Committee members shared reports from their regions related to the potato crop.

CEO Report

Blair Richardson provided a report on recent potato Industry meetings and events.

Blair Richardson shared his recent and upcoming meeting schedule. A **MOTION** was made by Ed Staunton and seconded to approve Blair's travel schedule as presented. There was no discussion, and the motion passed.

During the full board spring meeting, the board will vote to approve a change to the RESPECT value definition to read, per USDA recommendation, "We are committed to equal dignity and respect, and we appreciate the contributions made by everyone involved in the potato industry."

Program Reports

The following staff members provided reports to the Executive Committee:

John Lundeen- Production Research

Monica Heath- Finance and Policy, included budget projections for FY25 and FY26. The Executive Committee approved the FY26 budget as presented.

Marisa Stein- Market Development, included results of consumer attitudes and usage study

Kayla Vogel- Market Development, Consumer

Kim Breshears- Communications

RJ Harvey-Culinary

No action was taken during these reports, except as noted above.

Administrative Report:

Chelsea Gray shared open seats for board member nominations for the term beginning in 2026.

USDA Report:

Harrison Hodges shared that there have been many changes since the new administration took over. However, all USDA AMS staff remain employed.

Other Business

There was no other business.

Closed Session

At 11:25 AM a **MOTION** was made by Trever Belnap and seconded to go into closed session. The motion passed, and the Executive Committee went into closed session.

At 11:57 AM the committee returned to open session.

Chairwoman Chelley Olsen gave notice that no actions or decisions were made during the closed session. The only topic of discussion was a staffing update.

Adjourn

Chairwoman Shelley Olsen adjourned the meeting at 11:57 AM.

Approved by:

Signed by:

Steve Elfering

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Chairperson

6/24/2025

Date

DocuSigned by:

Wendy Dykstra

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Secretary/Treasurer

6/25/2025

Date