

**Potatoes USA**  
**Executive Committee Meeting Minutes**  
**Tuesday, June 12<sup>th</sup>, 2025**  
**Hotel Indigo, Traverse City, MI**  
**Recorded by: Chelsea Gray**

**Welcome**

Chairman Steve Elfering called the meeting to order at 9:00 AM EDT and thanked everyone for joining.

**Antitrust Statement**

All attendees acknowledged and accepted the antitrust policy statement. 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, Kathy Sponheim, Cliff Shaw, Jess Blatchford, Wendy Dykstra, David Masser, Nathan Bender, Travis Meacham, and Trever Belnap. Hunter Gibbs was present via Zoom.

Steve Elfering acknowledged that a quorum was present.

Staff members Blair Richardson, Chelsea Gray, Kim Breshears, Megan Mulcahy, Monica Heath, Marisa Stein, Kayla Vogel, Tim Rendall, John Lundeen, Caitlin Roberts, and RJ Harvey were present. Katie Cook from USDA-AMS was present.

**Minutes Approval**

A **MOTION** was made by Travis Meacham and was seconded to approve the minutes from the Executive Committee Meeting held on March 10, 2025, and March 12, 2025. There was no discussion, and the motion to approve the minutes 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 Reports**

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

**CEO Report**

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

**Program Reports**

The following staff members provided reports to the Executive Committee:

Tim Rendall and John Lundeen- Production Research

Monica Heath- Finance and Policy

Marisa Stein/ Kim Breshears- Market Development

Kayla Vogel- Market Development, Consumer  
Meg Mulcahy- Communications  
RJ Harvey-Culinary

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

**Admin Update**

Caitlin Roberts shared a cost comparison for two hotel options in Grapevine, Texas, for Winter Meeting 2026. The Executive Committee agreed that the Gaylord Texan was the best option and requested that Caitlin proceed with all arrangements at the resort.

**USDA Update**

Katie Cook introduced herself to the group.

**Other Business**

There was no other business to discuss.

**Closed Session**

At 11:20 PM a **MOTION** was made by Travis Meacham and seconded to go into closed session. The motion passed, and the Executive Committee went into a closed session. At 11:49 PM the committee returned to open session. No action was taken during the closed session.

**Adjourn**

Chairman Steve Elfering adjourned the meeting at 11:50 PM.

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Approved by:

Signed by:

*Steve Elfering*

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Chairman

8/21/2025

Date

DocuSigned by:

*Wendy Dykstra*

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Secretary/Treasurer

8/21/2025

Date