

The Idaho Potato Commission met at the Hilton Garden Inn, located in Eagle, ID on Tuesday March 23, 2021 at 2:00 p.m. The meeting was also held by video conference.

Todd Cornelison, Chairman

MEMBERS PRESENT:

Bryan Wada

Paul Saito

Brett Jensen

Julie Van Orden

Ron Ambrose

Eric Jemmett

Mark Darrington

Dan Nakamura

Frank Muir, President/CEO

Patrick Kole, VP Legal/Government Affairs

Seth Pemsler, VP Retail

Alan Kahn, VP Foodservice

Joanna Hiller, Finance Director

Ross Johnson, International/Category Management Director

Travis Blacker, Industry Relations Director

Jamie Bowen, Domestic Marketing Director

Dusti Zimmerman, Legal/Finance Assistant

Jeweldean Hull, Administrative/Social Media Director

OTHERS PRESENT: Roll call not taken

CALL TO ORDER:

4/19/2021

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The meeting convened at 2:00 p.m., with Chairman Cornelison presiding. He welcomed everyone.

BYU Sponsorship: Proposal and discussion to possibly sponsor BYU football versus Idaho state game on 11/6/21. All the commissioners agreed to have President/CEO Frank Muir explore the options available.

International Update: Provided by Ross Johnson and Laura Thomas from ISDA.

Big Idaho Potato Truck: Video and presentation on budget for truck. 3 options were provided for the truck tour to run in May, July or September 2021. Discussion followed and Mr. Muir proposed the truck tour to be launched in July and use extra savings for advertising.

Website/Social Media: Presentation by Jamie Bowen for the website update and Jeweldean Hull for social media.

Mr. Johnson and Mrs. Bowen provided handouts to the commissioners as “Talking Points” for the industry or anyone who wants to know what the IPC does with Advertising, Food Service, Retail, Industry, Legal and Consumer programs.

Meeting adjourned at 5:05 pm.

The Idaho Potato Commission met at the Hilton Garden Inn located in Eagle, ID on Wednesday, March 24, 2021. This meeting was also held by video conference.

Todd Cornelison, Chairman

MEMBERS PRESENT:

Brett Jensen

Bryan Wada

Eric Jemmett

Paul Saito

Ron Ambrose- online

Dan Nakamura

Julie Van Orden

Mark Darrington

Frank Muir, President/CEO

Patrick Kole, VP Legal/Government Affairs

Seth Pemsler, VP Retail

Alan Kahn, VP Foodservice

Travis Blacker, Industry Relations Director

Joanna Hiller, Finance Director

Jamie Bowen, Domestic Marketing Director

Ross Johnson, International/Category Management Director

Dusti Zimmerman, Legal/Finance Assistant

Jeweldean Hull, Administrative/Social Media Director

OTHERS PRESENT: Mark Klompfen, Randy Hardy, Nick Blanksma.

CALL TO ORDER:

4/20/2021

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The meeting convened at 8:31 a.m., with Chairman Cornelison presiding. He welcomed everyone.

MOTION: Commissioner Van Orden made a motion to amend the sub-section *K* under President's Report (I.C. §74-206) from (F) to letter (A). Commissioner Darrington seconded the motion. The motion carried unanimously.

MINUTES

MOTION: Commissioner Jemmett made a motion to approve the minutes of the January 27, 2021 meeting. Commissioner Saito seconded the motion. Motion carried unanimously.

FINANCIAL REPORT:

Mr. Muir discussed receipts and expenditures for February. For the month of February, revenue is at \$423k for fresh potatoes, which is up \$117k compared to last year. YTD for fresh, we are up \$237k. Processed is at \$763k for the month, which is up \$52k. YTD for processed we are down \$358k. For the month of fresh and processed total is \$1.2 mil., which is up \$170k. YTD is down \$121k compared to last year for fresh and processed. Expenditures for the month, \$1.1 mil., versus \$1.3 mil, underspent by \$200k this is all due to timing of invoicing and checks going out. Expenditures YTD are \$7 mil., versus \$7.7 mil. budget; underspent by \$700k. Currently the reserve is at \$5.4 mil, which is a solid reserve. Mr. Muir asked for a motion to approve the February financials, if there were no further questions.

MOTION: Commissioner Jensen made a motion to accept the February financials. Commissioner Van Orden seconded the motion. The motion carried unanimously.

OFFICE PROCEDURES:

Chairman Cornelison called upon Mr. Kole, who presented the following: A) Legislative update on federal/state levels by John Eaton. B) Regulatory Matters; C) Food Producers meeting on impacts on agriculture; C) Nomination meetings.

PRESIDENT'S REPORT: Chairman Cornelison called upon Mr. Muir, who reported on the following: A) COVID-19 impact on the industry; B) FIPB report/update by Kevin McDonald; C) UI Football/BSU football; D) Talking Points; E) Big Idaho Potato Truck, launch date; F) Advertising/PR/Consumer; G) Taysom Hill; H) Social Media/Website; I)

Historical Farmgate Revenue; J) Mr. Muir announcement to retire at end of fiscal year 2021; K) Executive Session, I.C. §74-206 (a) at end of meeting .

MOTION: Motion was made by Commissioner Jensen and seconded by Commissioner Wada to approve launching the Big Idaho Potato Truck Tour for July 1, 2021 and shift remaining funds leftover for TV advertising.

MOTION: Commissioner Van Orden amended motion to shift remaining funds from the truck tour be shifted to “Advertising” not only for TV Advertising. Commissioner Darrington seconded the motion. The motion carried unanimously.

RETAIL: Commissioner Jensen called upon Mr. Pemsler who reported on the following: A) Potatoes Remain Strong at Retail; B) Demand for Idaho; C) PLM Update; D) Displays; E) Jumbo Bin Promotion Update.

EXPORT: Presented at AGENDA.

RESEARCH AND EDUCATION: Commissioner Saito turned time over to Mr. Blacker who presented the budget proposals for R&E.

MOTION: Commissioner Jemmett moved to approve R&E proposed funding: Idaho Projects \$258,934, and Consortium Projects \$649,638, total budget approved \$908,572, motion seconded by Commissioner Ambrose. The motion carried unanimously.

INDUSTRY RELATIONS: Mr. Blacker reported on the following: A) NPC Board January and February announcement of latest board members; B) Admin Committee; C) Farm Bureau presentation; D) UI Seed Facility; E) Storage Advisory Position to be announced.

LIASON REPORTS:

NPC: Commissioner Cornelison reported on a follow up of the NPC board. The Mexican Supreme Court is still has not made a decision regarding fresh potatoes.

POTUS: Commissioner Jensen reported on the following: A) Dirty Dozen list released on vegetables that are “tainted”; B) Frozen Sales; C) Quotient back to school seminar; d) Back to school lunches; E) Retailers receiving education so can impact store.

IGSA: Commissioner Wada turned time over to Shawn Boyle who reported an update on the following: A) Idaho’s first intermodal rail terminal; B) Association Health Care Plan; C) WATCO Tariff Program.

SIPCO: Commissioner Jemmett reported Simplot and Heinz asked for a 10% cut on contract acres, some farmers completely cut out.

IACI: Commissioner Saito did not have anything to report.

United: Commissioner Jensen turned time over to Mark Klompien who reported Idaho had great yields.

USDA: No report.

ISDA: No report.

MOTION for Executive Session: Commissioner Jensen moved to go into Executive Session according to I.C. §74-206 (a) and Commissioner Saito seconded. The motion carried unanimously.

The motion to go into executive session shall identify the specific subsections of this section that authorize the executive session. There shall be a roll call vote on the motion and the vote shall be recorded in the minutes. An executive session shall be authorized by a two-thirds (2/3) vote of the governing body.

I.C. §74-206 (a): To consider hiring a public officer, employee, staff member or individual agent, wherein the respective qualities of individuals are to be evaluated in order to fill a particular vacancy or need. This paragraph does not apply to filling a vacancy in an elective office or deliberations about staffing needs in general.

Entered Executive Session at 1:22 p.m. and roll was taken with all commissioners accounted for and present.

Adjourned Executive Session at 2:05 p.m.

Discussion resumed regarding Mr. Muir's retirement and plans to have a search committee for the replacement of his position and transition plan. Commissioners concluded they will plan to finish discussion on search committee next month and have a vote.

Meeting adjourned at 3:15 pm.