



The Idaho Potato Commission met at the Hilton Garden Inn, located in Eagle, ID on Tuesday May 18, 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: Dennis Hardy, Laura Martin, Doug Jones, Sean Ellis and Mark Klompien.

CALL TO ORDER:

The meeting convened at 2:10 p.m., with Chairman Cornelison presiding. He welcomed everyone.

Ed-ventures: Sue Kennedy presented about a program that was a collaborative effort to work with PCS Ed-ventures an educational handout for kids to learn about agriculture in Idaho.

Foodservice: Mr. Kahn presented on the following: A) Surveys and statistics on restaurants; B) Foodservice Employment and finding people ready to work; C) Promotional Directors and Distributors; D) Jason's Deli Opportunities; E) Houlihan's; F) Quality Checks; G) Idahoan Training; H) Latino Base Magazine.

Recruiting Firm Options for President/CEO: Process of hiring a firm has started to evaluate the best options for commissioners.

BYU Sponsorship: Mr. Muir recommends 11/6/21 game vs. Idaho State and to agree to a one-year contract at \$19,750 then see if happy with results and resume sponsorship for three years at \$18.5K.

TV advertising: Mr. Hardy presented possible options for IPC TV advertising.



PGI: Doug Jones, presented on the 20th annual Legislative Agricultural Chairs Summit, which is May 20-22, 2022, and would like Idaho Potato Commission to sponsor. Will provide more information regarding details.

Meeting adjourned at 4:40 p.m.



The Idaho Potato Commission met at the Hilton Garden Inn located in Eagle, ID on Wednesday, May 19, 2021. This meeting was also held by video conference.

Todd Cornelison, Chairman

MEMBERS PRESENT:

Brett Jensen

Bryan Wada

Eric Jemmett

Paul Saito

Ron Ambrose

Dan Nakamura

Julie Van Orden

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Frank Muir, President/CEO

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OTHERS PRESENT: Laura Martin, Dennis Hardy, Sean Ellis, Doug Jones and Mark Klompien.

Video Conference Visitors: Bruce Huffaker, Sue Kennedy, Lily Katz-Smolenske, Candice Nyholt, Mike Thornton, Randy Welk, Rick Shawver, Sean Ellis, Dirk Mendive, and Mike Wenkel.

CALL TO ORDER:

The meeting convened at 8:35 a.m., with Chairman Cornelison presiding. He welcomed everyone.

MINUTES

MOTION: Commissioner Jemmett made a motion to approve the April minutes. Commissioner Wada seconded the motion. The motion carried unanimously.

FINANCIAL REPORT:

Mr. Muir discussed receipts and expenditures for April. For the month of March, revenue is at \$363k for fresh potatoes, which is up \$58k compared to last year. YTD for fresh, we are up \$257k. Processed is at \$732k for the month, which is down \$94k. YTD for processed we are down \$217k. For the month of fresh and processed total is \$1.1 mil., which is down \$36k. YTD is up \$40k compared to last year for fresh and processed. Expenditures for the month, \$813k., versus \$1.3 mil, underspent by \$479k this is all due to timing of paid advertising and checks going out. Expenditures YTD are \$9.3 mil., versus \$10.3 mil. budget; underspent by nearly 1 mil. Currently the reserve is at \$5.5



mil, which is a solid reserve. Mr. Muir asked for a motion to approve the April financials, if there were no further questions.

MOTION: Commissioner Ambrose made a motion to accept the April financials. Commissioner Darrington seconded the motion. The motion carried unanimously.

OFFICE PROCEDURES:

Chairman Cornelison called upon Mr. Kole, who presented the following: A) Division of Financial Management set forth a timeline for agencies who want to introduce legislation. B) Workforce Bill was passed in house and is now in Senate; C) U.S. Patent & Trademark office wants IPC to do a video on showing the process, which is a big deal; D) Mr. Kole passes time over to Mr. Eaton, who provided a brief update on the House/Senate in Idaho, admin rules, and staff turnover in legislative staffing.

PRESIDENT'S REPORT: Chairman Cornelison called upon Mr. Muir, who reported on the following: A) COVID-19 impacts and improvements for industry; B) Big Idaho Potato Truck; C) Advertising/PR; D) BYU motion; E) RootChips; F) Recruitment Firm Approval of Funding; G) Social Media.

MOTION: Motion was made by Commissioner Wada and seconded by Commissioner Jemmett to approve funding of \$50k for a recruitment firm to start hiring process. The motion carried unanimously.

RETAIL: Commissioner Jensen called upon Mr. Pemsler who reported on the following: A) Idaho Volume Dominates Industry; B) PLM finished 4881; C) Jumbo Bin Promotion update; D) Quality Project Completed; E) New Wine Tie-In for 2021; F) Retail Dietitians Business Alliance.

EXPORT: Commissioner Wada turned time over to Mr. Johnson who reported on the following: A) Mexico plans for exportation every 20lb of potatoes will be sampled by Con Papa, however APHIS to challenge but U.S trade working with Mexico; B) Malaysia update with Tan Boon and Chef Fly; C) Taipei Show in June.



FOODSERVICE: Presented at Agenda.

RESEARCH AND EDUCATION: Commissioner Saito turned time over to Mr. Blacker who reminded everyone of the Consortium meeting on June 24th.

INDUSTRY RELATIONS: Mr. Blacker reported on the following: A) UI Tour of Seed Facility-September; B) Crop year questions; C) Mexico – testing requirements to ship to Mexico; D) Adjustment to Marketing Order for varieties.

LIASON REPORTS:

NPC: Commissioner Cornelison turned time over to Mike Winkel from NPC who reported on the following: A) Mexico update; C) Ag Labor Reform and Ag Workforce Reform Act; D) Infrastructure Bill; E) July 26th NPC meeting to be virtual only; F) Alumni Summit July 15-17th.

POTUS: Commissioner Van Orden reported on the following: A) August 2-4 Summer Meeting/virtual option; B) POTUS meeting August 10th 10-2:30pm MT.

IGSA: Commissioner Wada turned time over to Shawn Boyle who reported an update on the following: A) Annual Convention Sep 1-3, Sun Valley ID; B) Idaho's First Intermodal Rail Terminal.

SIPCO: No report.

IACI: Commissioner Saito turned time over to John Eaton who reported on the following: A) Legislative Update, B) Income Tax Cut & Rebate; C) Transportation Bill; D) Job Fair, 80% women in Idaho not working; E) Role of Legislation and key legislative issues.

United: Commissioner Jensen turned time over to Mark Klompfen who reported on the supply and demand meeting last week: nationally, shipping potatoes are at 91 mil. hwt., up 1 mil. from last year. For Idaho, acre count will be finished in the next few weeks.

USDA: Randy Welk reported the new acreage survey will be on June 30.



ISDA: No report.

Other Items: Doug Jones reminded everyone about the Legislative Agricultural Chairs Summit sponsorship.

MOTION: Commissioner Van Orden moved to go into Executive Session pursuant to I. C. Section 74-206 (1) (f): (f) To communicate with legal counsel for the public agency to discuss the legal ramifications of and legal options for pending litigation, or controversies not yet being litigated but imminently likely to be litigated. The mere presence of legal counsel at an executive session does not satisfy this requirement. Commissioner Jemmett seconded. The motion carried unanimously. Roll call was given, and all commissioners were accounted for at 11:45 a.m. Executive session ended at 12:40 p.m.

Meeting adjourned at 12:42 pm.