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The Idaho Potato Commission met at the Idaho Potato Commission, Eagle office, located in Eagle, ID on Tuesday, July 20, 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  
Travis Blacker, Industry Relations Director  
Dusti Zimmerman, Legal/Finance Assistant  
Jeweldean Hull, Administrative/Social Media Director

**OTHERS PRESENT:** Sue Kennedy, Laura Martin, Mark Klompien, Shawn Boyle, Doug Jones, Mike Telford, Doug Hanks.

**CALL TO ORDER:**

The meeting convened at 2:00 p.m., with Chairman Cornelison presiding. He welcomed everyone. Chairman Cornelison passed the time over to Doug Jones who gave an intro of Idaho Potato Growers Association (IPGA) and introduced Mike Telford and Doug Hanks. They went over IPGA goals and the hope to represent IPGA for the growers. Chairman Cornelison thanked them for their time, and IPC would look into what we legally could do for IPGA.



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**Foodservice:** Mr. Nakamura passed the time over to Mr. Kahn who went over the following: A) Statistics in Food Service; B) Restaurants with Idaho Potatoes; C) Photo shoot of digital ads; D) Mooya's and the truck tour; E) Catersource in Miami.

Discussion then took place about the various programs and Commissioner Darrington spoke about some of his concerns, however Mr. Muir responded about the 5-year average, the budget and plan to go over everything in detail.

**Meeting adjourned at 5:00 p.m.**



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The Idaho Potato Commission met at the Idaho Potato Commission Eagle office, located in Eagle, ID on Wednesday, July 21, 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  
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  
Dusti Zimmerman, Legal/Finance Assistant  
Jeweldean Hull, Administrative/Social Media Director

**OTHERS PRESENT:** Laura Martin, Doug Jones, Sue Kennedy, Casey Attebery, Shawn Boyle, and Mark Klompfen.

**CALL TO ORDER:**

The meeting convened at 8:30 a.m., with Chairman Cornelison presiding. He welcomed everyone.



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## **MINUTES**

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

## **FINANCIAL REPORT:**

Mr. Muir discussed receipts and expenditures for June. For the month of June, revenue is at \$432K for fresh potatoes, which is down \$138K compared to last year. YTD for fresh, we are up \$211K. Processed is at \$839K for the month, which is up \$138K. YTD for processed we are up \$191K. For the month of fresh and processed total is \$1.3M., which is down \$50K. YTD is up \$402K compared to last year for fresh and processed. Expenditures for the month, \$887K, versus \$1.2M, underspent by \$313K this is all due to timing of payments on R&E and checks going out. Expenditures YTD are \$11.7M, versus \$12.9M, budget; underspent by \$1.2M. Currently the reserve is at \$5.8M, which is a solid reserve. Mr. Muir asked for a motion to approve the June financials, if there were no further questions.

**MOTION:** Commissioner Jensen made a motion to accept the June financials. Commissioner Wada seconded the motion. The motion carried unanimously.

## **OFFICE PROCEDURES:**

Chairman Cornelison called upon Mr. Kole, who presented the following: A) Legislative update on federal modernization; B) Conference in September for D.C Fly In on 19-23<sup>rd</sup>; C) The Idaho Senate has not returned after COVID; D) Regulatory matters on nutrition, pesticide, worker safety; E) There are applications for Trademark certification from Malaysia, Singapore, Brazil, Indonesia, and Uruguay. A video was made on educating the importance of trademarks and used Idaho Potatoes as an example; F) United Fresh Historical Overview.

**PRESIDENT'S REPORT:** Chairman Cornelison called upon Mr. Muir, who reported on the following: A) 2021-2022 Marketing Plan & Budget; B) IGSA Convention update; C) Big Idaho Potato Truck; D) Advertising/PR, Lily Katz retirement and Justin Poe hiring; E)



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Transition Plan for President/CEO; F) Key Research Findings; G) Retail Ads & impact of ad campaigns handout.

**MOTION:** Motion was made by Commissioner Jensen and seconded by Commissioner Nakamura to approve the 2021-2022 Budget & Marketing Plan and set the budget at \$16.65M and the tax rate at 12.5¢. Motion carried unanimously.

**MOTION:** Commissioner Saito made a motion to nominate Vice Chairman Jensen as Chairman of IPC for 2021-2022. Commissioner Jemmett seconded the motion. The motion carried unanimously.

**MOTION:** Commissioner Jensen made a motion to nominate Commissioner Wada as Vice Chairman of IPC for 2021-2022. Commissioner Saito seconded the motion. The motion carried unanimously.

**RETAIL:** Commissioner Jensen called upon Mr. Pemsler who reported on the following: A) 150 promotional agreements; B) digital ads; C) Idaho packaging on new bin.

**EXPORT:** No report

**RESEARCH AND EDUCATION:** Mr. Blacker reported on Parma Research Facility that will have a Ground Breaking in 2022 and will be finished by 2023 where 4 additional researchers will be hired.

**INDUSTRY RELATIONS:** Mr. Blacker reported on the following: A) Chuckars game; B) October meeting; C) Harvest photo contest; D) National Meetings August 1-October 31<sup>st</sup>; E) POTUS Meetings update.

**LIASON REPORTS:**

**NPC:** Commissioner Cornelison turned time over to Mike Wenkel from NPC who reported on the following: A) Mexico Status and court ruling; B) USDA-APHIS continue progress; C) Potato Expo is the first week of January; D) Increase on assessments.



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**POTUS:** Commissioner Van Orden reported on the research request and reviewing proposals sent to UI. Also, the annual meeting will be August 2<sup>nd</sup>.

**IGSA:** Commissioner Wada turned time over to Shawn Boyle who reported on the Annual Convention Sep 1-3 in Sun Valley ID that will have more activities this year and covered the registrations and reservations.

**SIPCO:** Commissioner Jemmett turned time over to Mr. Waitley who reported on a Historical overview of SIPCO and the update of leadership with Waitley now taking over for Dan Hargraves and handed out info on Southern Idaho Potato Cooperative.

**IACI:** Commissioner Saito reported there will be an annual IACI meeting held up at the IGSA convention in Sun Valley.

**United:** Commissioner Jensen turned time over to Mark Klompien who reported on the national acreage count and also thanked Mr. Muir for everything he has done for the industry.

**USDA:** Randy Welk reported on the hot conditions we are having and how that looks for the acreage.

**ISDA:** No report.

**Other Items:** Doug Jones reminded everyone about the Legislative Agricultural Chairs Summit sponsorship and the info on SARL.

**MOTION:** Commissioner Darrington made a motion to approve sponsoring the Legislative Agricultural Chairs Summit in May of 2022 along with 100 spuddies and IPC will look into having the Truck and Spuddy Buddy, depending on availability with the truck tour. Commissioner Ambrose seconded the motion. The motion carried unanimously.

**Meeting adjourned at 12:07 p.m.**