

**Joint Board of Directors
Dairy West
Idaho Dairy Products Commission
Utah Dairy Commission
Meeting Minutes**

May 20, 2021

8:00 – 9:45 AM MDT

Provo Marriott Hotel & Conference Center

101 W. 100 No. | Provo, UT 84601

and

743 N. Touchmark Ave. | Meridian, ID 83642 | Small Conference Room

and

Draper Dairy West Office | 98 W. 13100 So. | Draper, UT 84020

To join by video, please visit: <https://zoom.us/j/93816965623>.

Dairy West Board of Directors Present

Winfield Anderson; Steve Ballard; John Brubaker; Chace Fullmer; Jeff Hardy; Tom Kasper; Matt Leak; Mike Siegersma; Josh Webb; Pete Wiersma

Dairy West Board of Directors Absent

Dan Gilbert

Idaho Dairy Products Commission Board of Directors Present

John Brubaker; Brian Esplin; Don Gaalswyk; Tom Kasper; Kim Korn; Mike Siegersma

Idaho Dairy Products Commission Board of Directors Absent

Pete Doornenbal; Dan Gilbert; Kallan Rex

Utah Dairy Commission Board of Directors Present

Kyle Anderson; Chace Fullmer; Jeff Hardy; Malarik Harrison; Matt Leak; Hal Olsen; Sheila Sherwood; Trevor Wayment

Utah Dairy Commission Board of Directors Absent

Jason Bateman; David Roberts

Other Present

Eric Bastian; Deena Benson; Willie Bokma; Craig Buttars; Morgan Carey; Rashel Clark; Meghan Conrad; Ed DeGroot; Karianne Fallow; Pamela Fry; Tatum Gardiner; Shawna Hagerty; Jay Holdnick; Jason Kajkowski; Lynn Keetch; Ann Lokuta; Heidi Martin; Liz Miles; Rick Naerebout; Jenn Nelson; Lacey Papageorge; Steve Seppi; Kristi Spence; Jaclyn St. John; Chris Stevenson; Allan Swainston; Andrea Tinnesand; Randy Welk; Melinda Wolfe; Kim Wolfley

Call to Order

Chairman Ballard called the Joint Dairy West, Idaho Dairy Products Commission, and Utah Dairy Commission Board of Directors meeting to order at 8:00 AM MDT.

The pledge was taken.

Invocation - Matt Leak

Idaho Dairy Products Commission Designation of Acting Director

Chairman Siegersma called for a motion, per Idaho State Statute, to designate Jason Kajkowski as the Idaho Dairy Products Commission Acting Director present at the 743 N. Touchmark Avenue, Meridian, Idaho office.

1st - John Brubaker

2nd - Don Gaalswyk

Motion passed (unanimous)

Approval of the Joint Meeting Agenda

Chairman Ballard called for any amendments to the Joint Dairy West, Idaho Dairy Products Commission, and Utah Dairy Commission meeting agenda and if none a motion to approve.

1st - Mike Siegersma

2nd - Chace Fullmer

Motion passed (unanimous)

Introduction of New VP of Sustainability

Karianne Fallow introduced Marissa Watson, VP of Sustainability, as the newest hire to Dairy West's staff.

Dairy West Financial Presentation

Jason Kajkowski gave a presentation on Dairy West's January, February, and March 2021 expenditures and financial reports.

Metrics Report: Progress to Goals

Jason Kajkowski and Kristi Spence gave a presentation on the new metrics tracking system to monitor the efficiencies of the work that is being done at Dairy West. This report will help the Dairy West staff see if the programs being tracked are building trust and demand.

June Dairy Month and Upcoming Activities

Kristi Spence gave a presentation on current Integrated Communications programs, including: the Unbottled brand, the Original Influencer campaign, the new Local Dairy Marketing website for Idaho and Utah's retail partners, June dairy month for Idaho and Utah, World Dairy Tour, the Olympics, and a variety of other promotions, many of which are on the website. During June Dairy Month, Dairy West will be partnering with food trucks in the Salt Lake and Boise markets from June 17th - 30th with a promotion called "LegenDairy" which will feature each food truck's favorite dairy recipe. Dairy West will provide local products and promotional items for the campaign and a map has been produced so the public can find the locations of the food trucks.

Innovation Partnerships: Growing Demand for a Strong Future

Jenn Nelson gave a presentation on Innovation Partnerships projects on behalf of Idaho's and Utah's dairy producers, including branding, dairy pairings, skin pack equipment for co-branding with retail outlets and other local dairy promotions, and refrigeration grants for the Idaho and Utah food banks and food pantries. Additionally, the IP staff has been working with the Girl Scouts on the cookies and milk promotion. Ms. Nelson spoke on the feasibility study that was done for the Food Innovation Center, the results of which showed that Twin Falls is the best location for the Center. The estimated cost is \$8,000,000.00. Ms. Nelson suggested hiring a full-time food scientist to be located at the center. Ms. Nelson also spoke about Dairy West's partnership with USDEC and the NWMRP export initiative.

Eric Bastian spoke on the innovation that Dairy West is pursuing. Mr. Bastian shared a chart that showed that people have increased their dairy consumption by 2 pounds annually. Mr. Bastian spoke on the Build Dairy Program and how it has grown and is representing dairy on every level.

Legacy Celebration: Honoring Jenn Nelson's Service to the Dairy Industry

Jenn Nelson announced her retirement from Dairy West. Ms. Nelson's last day will be June 30, 2021. She was honored for her 24 years of service to the Idaho and Utah dairy industry.

Chairman's Remarks

Chairman Ballard spoke on the innovation that is being done at Dairy West on behalf of Idaho's and Utah's dairy industry. Chairman Ballard said, "The best way to see the future is to create it." Chairman Ballard posed the question: What can you individually and collectively do to move dairy forward in today's world?

Web visits Numbers

Karianne Fallow asked Kristi Spence to review the metrics for people accessing the Dairy West Unbottled website. The 1st quarter results were 33,000 page views coming from 21,500 people that visited the page. 80% of the visits are new visitors and the social media impressions are close to 1,000,000. Ms. Spence stated that Dairy West staff will continue to monitor the website for positive and negative growth.

Adjourn Joint Meeting

Chairman Ballard called for a motion to adjourn the Joint Dairy West, Idaho Dairy Products Commission and Utah Dairy Commission Joint Board of Directors meeting at 10:13 AM MDT.

1st - Jeff Hardy

2nd - Winfield Anderson

Motion Passed (unanimous)



15 Jul, 2021 4:12:47 PM MDT

Chairman/Vice Chairman



21 Jul, 2021 7:52:23 PM MDT

Secretary

Additional Meeting Resources

Zoom technology was recording during the Joint Dairy West, Idaho Dairy Products Commission and Utah Dairy Commission Board or Director's Meeting