

# SOREDI BOARD OF DIRECTORS MEETING MINUTES

Tuesday, February 13, 2024, 3 - 5:00 pm

Rogue Valley International – Medford Airport, Medford

	Member	Entity		Member	Entity
X	Anderson, Paul	Rogue Truck Body	X	Glover, RJ	Boise Cascade
	Ausland, Aaron	Ausland Group	X	Holmes, TJ	Travel Medford
X	Ayres, Jessica	City of Medford	X	Hyatt, Paula	City of Ashland
	Bailey, Dr. Rick	Southern Oregon University		Johnson, Kelley	City of Central Point
	Bochart-Leusch, Jessica	Cow Creek Tribe (ALT)		Long, Juliet	Rogue Community College (ALT)
	Bristol, Sara	City of Grants Pass	X	Meyer, Alan	Pacific Power
X	Browning, Taneea	City of Central Point (ALT)	X	Miller, Kaycee	Rentec Direct
	Clarizio, JD	Tribal One	X	Newell, Matt	Providence
	Cubic, Aaron	City of Grants Pass (Staff)	X	Sell, Kathy	City of Eagle Point
X	Doan, Ron	Cow Creek Tribe		Spansail, Sarah	City of Medford (ALT)
X	Dotterer, Dave	Jackson County Commissioner	X	Vincent, Steve	Avista Utilities
X	DuBose, Chris	First Interstate Bank		Walsh, Dr. Sue	SOU (ALT)
X	Eagles, Breanne	Moss Adams	X	Weber, Dr. Randy	Rogue Community College
X	Fahey, Nick	Southern Oregon Sanitation	X	Weiss, Harry	City of Medford (staff)
	Farm, Judy	Tribal One (ALT)		West, John	Josephine County Commissioner
X	Fischer, Tom	Coldwell Banker Commercial	X	Williams, Claudia	Rogue Credit Union
Members Present: 20			Members Absent: 6		Member Vacancies: 2
	SOREDI Staff		Guests	Entity	
X	Padilla, Colleen - Executive Director		X	Tarantsey, Marta	Business Oregon
X	Browne, Amy – Operations Manager		X	Jenkins, Anne	Medford Downtown Association
X	Roper, Terrill – Business Development & Loan Manager		X	Beattie, Brian	Croman Corporation
X	Bohl, Carrie – Communications & Business Support Manager		X	Judd, Amber	Rogue Valley International
X	Tadlock, Jaymes – Business Development Manager		X	Doil, Mike	Rogue Valley International
X	Skelton, Abigail – Project Manager		X	Beattie, Brian	Croman Corporation
			X	Donald, Roslyn	Jackson County Library

## Welcome and Introductions

**President Chris DuBose** opened the meeting at 3:01. Quorum Present.

Opening comments included:

- Welcoming Paul Anderson and Claudia Williams to their first Board meeting as new Members At-Large
- Introducing Matt Newell who is finishing Karen Bartalini's term following her retirement at Providence
- Welcoming guests Anne Jenkins from the Medford Downtown Association and Roslyn Donald from the Jackson County Library
- Interesting fact that SOREDI recently conducted an Industry tour at the airport, which included several of the companies that do business there—Erickson Airplane, Fire Department, Heli-Dunn, Mercy Flights, Million Air, Rogue Fire. President DuBose invited the Board to participate in future tours.
- Congratulating Nick Fahey for the successful transfer of ownership at Southern Oregon Sanitation. Article can be found in the Grants Pass Daily Courier, Sunday, February 4.

## Regional Presentation – Amber Judd, Director and Mike Doil, Business Development Manager

Judd has been with the Rogue Valley International Airport for 10 years and Director, for one. She has appreciated the great partnership with SOREDI over the years.

Their presentation included a visual of the airport's worldwide reach as well as an overview of current projects and future plans for expansion to increase service and to accommodate larger jets such as 737s.

Judd made note of a recent increase in typically slower travel times and sees the trend continuing. The complete slide presentation can be viewed [online here](#)

## **Q&A**

**Alan Meyer** commended the flight to Denver, noting how easy it is to fly out of Medford.

**President DuBose** inquired about having more than one PDX flight per day. **Judd** noted that it is a top priority to get more service to PDX back. Prior to the pandemic, Alaska served 5 flights a day to PDX from Medford. After the pandemic, one flight. Starting October 1, there will be a 2<sup>nd</sup> Alaska flight to PDX.

**Commissioner Dotterer** commended the airport for being solely and enterprise and not supported by the taxpayers, but self-supporting.

**Kaycee Miller** recalled that ten years ago the airport partnered with wineries for free wine transport, which promoted tourism. Will that be brought back at some point? **Judd** noted that this was a program through Alaska Airlines and not the airport, so she is unaware of their plans.

**TJ Holmes** added that this is a current topic they are addressing at Travel Medford.

**President DuBose** asked if the airport is looking at new markets? **Judd** responded that they had hoped to provide service to Dallas by using grant funds, but Redmond received the grant funding. They will apply again next year. Minneapolis is another good market to consider. The competitive environment and the Pay to Play model has made it a challenge to bring in new airlines or expand service from existing. Additional funding is required, which will require them to go to the community for funding in order to compete. We need to sell to an airline that this is a successful market where they can make money.

**Dr. Randy Weber** Is the priority adding more airlines or offering more frequency of existing ones. **Judd** responded, all of the above.

**Paula Hyatt** Is the airport already making plans for fire suppression and the DC-10s? **Judd** noted that there will be 2-3 again this summer.

**Steve Vincent** – With the Klamath market bringing in the F35 training squadron with 500 people, how do we get them here and not Redmond for commercial flight service? **Judd** responded that most Klamath Falls passengers do come to Medford already and MFR has a strong connection with the military, so she anticipates receiving a good share of this new population. For the early flights, they come the night before, staying in hotels and eating at local restaurants.

**Colleen Padilla** noted that SOREDI partnered with MFR at past trade shows to recruit aviation partners. SOREDI also uses various locations throughout the terminal for advertising, providing revenue for MFR.

## **Business Presentation - Brian Beattie, Director of Operations, Croman Corporation**

Beattie reminded Padilla of the Heavy Lift Collaborator Award received from SOREDI several years back for his role in working with the former Oregon Heavy Lift Helicopter Consortium, which was facilitated by SOREDI for several years.

Though Croman's roots are in logging, they have become big lift operators in wildfire suppression throughout the country. Croman is located in White City with 120 employees of which 60% are mechanics. They have full FAA authority for aircraft maintenance on site. They have a staff of 40-50 command pilots, while all co-pilots are seasonal.

For communities at the state level who aren't large enough to have their own contract, Croman and others get dispatched at the federal level when wildfires happen.

Beattie believes Oregon to be the most aggressive at attacking wildfires as soon as they start. Utah is second behind Oregon, and then California.

The complete slide presentation can be viewed [online here](#)

## **Q & A**

**Ron Doan** – Does Croman have a contract with private forest land? **Beattie** responded yes. Kurt Kaufman handles the logging side of Croman. All of the logging work is on private land.

**Tom Fischer** – What does the staff do off-season? **Beattie** responded that off-season is when they do overhaul and maintenance on equipment to get ready for the next season. They have chosen to not go internationally, which could be off-season locations. International markets require passenger-carry, which Croman didn't want to include in their heavy lift lane.

**Paula Hyatt** – Is the Douglas fir die-off affecting their business? **Beattie** doesn't know locally if it is, but possibly in areas such as Colorado.

**Beattie** commended **Padilla** for her good work at SOREDI and their long-time relationship.

#### **Executive Committee Report – Tom Fischer, SOREDI Board Vice President**

At the recent Executive Committee meeting, the focus was on the following:

- SOREDI staffing – SOREDI is currently in the hiring process for two positions. The first, a Grant coordinator position related to the fire funding PIER monies, and the second, a Business Development Manager to get out with businesses. Padilla noted that the plan is to have both in place by the start of next fiscal year.
- Innovation Hub – We are currently in the PIER funding process and reviewing the requirements and regulations of becoming a subrecipient.
- SOREDI's Mission & Vision - It was recently asked by the Board what the SOREDI Vision and Mission statements are. The Board was reminded that each month the agenda contains both statements and **Fischer** encouraged members to review.
- The State of the Rogue Valley Breakfast on the 29<sup>th</sup> has 172 tickets sold. Early Bird pricing ends February 15 and goes up to \$50 for everyone.
- Memberships - They are in good stead with only a few outstanding (10).

#### **Consent Agenda – ACTION – Kaycee Miller, SOREDI Board Secretary/Treasurer**

**Miller** presented the January 9, 2024, Board meeting minutes for approval. **Meyer** moved to accept. **Doan** seconded. Motion carried.

#### **SOREDI FYE @ 12.31.2023 Financials Review – Amy Browne, Operations Manager**

**Amy Browne** provided handouts to present SOREDI financials from June 30 – December 31, 2023. The newly designed reporting format highlights important points without having to go through the line-by-line details of a full financial report. **Miller** asked the Board if they would prefer to receive this information monthly. It was decided that SOREDI would supply this financial report each month to the Board, however, only have the information provided as an agenda item on a quarterly basis. **Fischer** noted that the goal of the Executive Committee and SOREDI is to be transparent with the finances to the Board and he invited the members to ask questions at any time. **Padilla** noted that former Board President Terri Coppersmith requested they look into options for investing funds.

**Jessica Ayres** commended **Browne** for the smart investments.

#### **Agency Report – Colleen Padilla, Executive Director**

The entire presentation can be viewed [online here](#) Below are highlights:

**Project Adventure**, project code name for Heather's Choice, was originally from Central Oregon, moved to Anchorage, AK, and is now looking to move to the former Maranatha Nut Butter building in Ashland. Several partners having been working together to help them realize their goal including Business Oregon, the City of Ashland, and Rogue Workforce Partnership. They are an Enterprise Zone applicant and plan to bring 15-20 jobs to the area. You may have seen them on Shark Tank last month.

**Dotterer** asked what part RWP has played in these conversations? RWP is helping with staffing, workforce, and job descriptions.

**Marta Tarantsey** noted that being originally from Central Oregon they were familiar with how Oregon logistics work. Now they are learning at the Rogue Valley level.

**Ayres** commended the partner conversations throughout the process.

**Padilla** provided a report card sample handout and requested the pre-meeting slide show be pulled up to show the Board a sample of what the SOREDI Report Card is going to look like, which will be available at the State of the Rogue Valley Breakfast. The slide show contained snippets of statistics from July 1, 2020, through June 30, 2023 including the data and impact SOREDI had on the area during that timeframe. This preview slide deck can be viewed [online here](#)

**Meyer** commended SOREDI on the presentation mentioning that it was nice to see the numbers **Vincent** noted the impressive numbers and how these numbers being conservative shows SOREDI's integrity. Other economic districts will lightly touch funds and yet count them into their numbers, implying that the agency played a significant role. This report is only SOREDI's work. They are not puffing up the numbers. He commended the reporting.

**Miller** noted the housing project she and the downtown association worked on. SOREDI wrote them a letter of support and she is glad to report that the effort has been successful.

### **SOREDI Staff Reports**

**Padilla** requested each staff member to present three priorities in the role.

**Carrie Bohl**, Communications and Business Development Manager noted a main focus on social media & newsletter communications, Membership oversight and preparation for the SOREDI Foundation Bowl-A-Rama.

**Abigail Skelton**, Project Manager, has been solely focused on creating and managing the Report Card being presented at the State of the Rogue Valley Breakfast as a printed publication.

**Terrill Roper**, Loan and Business Development Manager, reported on current loan activity and the potential for a new client. He noted the slower market and the lack of qualified applicants.

**Ayres** requested to have solid loan program guidelines shared with the Board. **Padilla** responded that the loan program flyer will be shared with the Board.

**Dotterrer** asked how can Board members help get the word out about this program? **Roper** responded that in their daily encounters to let people know when lending topics come up. The SOREDI program is specifically for those who can't go the traditional financing route. \$250K is max and we will do micro loans below \$50K. Requests less than \$10K are referred off.

**Miller** requested to have requirements summarized for the Board.

**Jaymes Tadlock**, Business Development Manager, shared two recent efforts –

1. Problem solving ways to help Shady Cove find a secure water source, which is becoming an urgent issue.
2. Connecting with Rustic Gate farms who is being certified to be the only USDA facility in Southern Oregon. They will need a SOREDI loan to move forward. **Meyer** noted how important it is to be able to purchase grain-finished beef at this farm.

**Browne** has been focusing on Regional Innovation Hub grant administration, preparing to become the fiscal manager for next year, and preparing to become a subrecipient for the PIER funds. Though a smaller project, there still has been preparation for the potential Rural Capacity House Bill 3395 funds.

**Dotterrer** clarified that rural capacity is defined as communities less than 35,000 such as the Gold Hill wastewater treatment project. These grants go to rural communities that don't have the staff to write these grants. **Tanee Brown** noted that RVCOG is used as a facilitator and the funds are awarded to jurisdictions only. **Padilla** added that a special district, such as a water district, can be a rural capacity grant recipient as well.

**Fischer** asked if the PIER funding was just being administered by SOREDI or would we actually be receiving funds? Browne responded that SOREDI would just be the fiscal manager of the funds at this point. The selection committee will select the projects, OHCS approves, and the money comes through SOREDI.

**Dotterrer** noted the many changes to the PIER process that have occurred, and the State has made it very clear that they are going to make all the final funding decisions.

### **Strategy, Priorities & Roundtable Sharing**

**Padilla** introduced the Board to a survey tool that will be used at the breakfast event at the end of this month and asked their participation in a trial run. At a recent leadership conference, **Padilla** took this survey and brought the same topics back in order to compare priorities between Northern and Southern Oregon.

After discussion about adapting the poll to include other topics, it was decided to leave the Breakfast survey as is for true comparison to the existing survey, and then create a second survey using Word Cloud to better reflect what those in attendance at the breakfast feel to be Southern Oregon's top priorities.

**President DuBose** noted no new business and asked the Board to email requested March agenda items to [carrie@soredi.org](mailto:carrie@soredi.org)

#### **Adjournment**

**President DuBose** adjourned the meeting at 5:07, thanking the group for attending.

#### **Upcoming SOREDI Board Meetings & Events**

March 12 – RogueX (Rogue Credit Union Community Complex)

April 9 – Taprock, Grants Pass

May 14 – Pacific Power, Medford

June 6 – SOREDI Foundation Bowl-A-Rama, Lava Lanes

June 11 – Board Social, Herb Pharm grounds, Williams

***Our Vision:*** *To be the most business-friendly region on the west coast.*

***Our Mission:*** *Advance business in Southern Oregon to foster economic vitality by helping companies and entrepreneurs launch, relocate, and prosper.*