



**SOREDI BOARD OF DIRECTORS AGENDA**  
Tuesday, January 14, 2024 – 3:00-5:00 pm  
**AUSLAND GROUP, GRANTS PASS**

<b>3:00 pm</b>	<b>Welcome, President’s Remarks</b>	Tom Fischer, Board President
<b>3:15 pm</b>	<b>Business Presentation – Ausland Group</b>	Kelsy & Aaron Ausland, President & CEO
<b>3:30 pm</b>	<b>SOREDI FYE 2024 Financials &amp; Audit Report</b>	Jewell Stone, Isler Medford, LLC
<b>3:45 pm</b>	<b>Executive Committee Report</b>	Kaycee Miller, Board Vice President
<b>3:55 pm</b>	<b>Consent Agenda - ACTION</b> <i>*Meeting minutes - October 8, 2024, November 12, 2024 &amp; December 5, 2024;</i> <i>*Modify previously approved Motion to move \$10,000 from SOREDI Revolving Loans Fund 300 for RCC SBDC Josephine County Childcare Business Accelerator Program.</i>	Breanne Eagles, Board Sec/Treas
<b>4:00 pm</b>	<b>EDA Planner Grant Match Resolution - ACTION</b> <i>Invited by EDA for our next 3-year planner grant application which requires matching funds over the 3-year period July 1, 2025 – June 30, 2028. Matching funds in the amount of \$225,000 are from membership revenues.</i>	Tom Fischer, Board President
<b>4:10 pm</b>	<b>Board Committee Reports</b> 1) <i>LTGS Committee, Chris DuBose</i> 2) <i>Facilities Committee, Tom Fischer</i>	Tom Fischer, Board President
<b>4:30 pm</b>	<b>Economic Development Updates/Needs</b>	Board of Directors Roundtable
<b>5:00 pm</b>	<b>Adjourn</b>	Tom Fischer, Board President

**Upcoming SOREDI Board Meetings & Social Events**

*February 11 – Rogue Credit Union Call Center Building, Medford*

*March 11 – Providence Medford Medical Center*

*April 8 – TBD, Grants Pass*

*May 13 – RogueX, Medford*

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***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.*

## Notes & Action Items

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### Future Meeting Topics *(Leave on table or email to [carrie@soredi.org](mailto:carrie@soredi.org))*

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## SORED I BOARD OF DIRECTORS MEETING MINUTES

Tuesday, January 14, 2025, 3 - 5:00 pm

Ausland Group – Grants Pass

	Director	Entity		Director	Entity
X	Anderson, Paul	Rogue Truck Body		Johnson, Kelley	City of Central Point (ALT)
X	Ayres, Jessica	City of Medford	X	LeMay, Jessica	Hunter Communications
X	Bailey, Dr. Rick	Southern Oregon University		Long, Juliet	Rogue Community College (ALT)
	Bautista, Victor	Avista Utilities	X	Marple, Daniel	Herb Pharm
X	Browning, Tanea	City of Central Point		Mayers, Robb	Outlier Construction
X	Cubic, Aaron	City of Grants Pass (Staff)	X	Meyer, Alan	Pacific Power
	Doan, Ron	Cow Creek Tribe	X	Miller, Kaycee	Rentec Direct
X	DuBose, Chris	First Interstate Bank	X	Newell, Matt	Providence Health & Services
X	Dyer, Rick	Jackson County		Sell, Kathy	City of Eagle Point
	Eagles, Breanne	Moss Adams	X	Shillam, Dr. Casey	Southern Oregon University
X	Elliott, David	Boise Cascade		Spansail, Sarah	City of Medford (ALT)
	Fahey, Nick	Southern Oregon Sanitation	X	Weber, Dr. Randy	Rogue Community College
	Farm, Judy	Tribal One (ALT)	X	Williams, Claudia	Rogue Credit Union
	Field, Robb	City of Medford		TBD	Grants Pass Elected
X	Fischer, Tom	ReMax Platinum Commercial		TBD	City of Ashland Elected
X	Holmes, TJ	Travel Medford		TBD	Josephine County
<b>Directors Present: 19</b>		<b>Directors Absent: 6</b>		<b>Director Vacancies: 3</b>	
	SORED I Staff		Guests	Entity	
X	Bohl, Carrie – Communications & Business Support Manager	X	Aaron Ausland, Aaron	Ausland Group	
X	Browne, Amy – Operations Manager	X	Kelsey Ausland, Kelsey	Ausland Group	
X	DeRoo, Ryan - Business Development Loan Manager	X	Vicki Robinson, Vicki	RVCOG	
X	Roper, Terrill – Business Development Manager	X	Jewell Stone, Jewell	Isler Medford	
X	Tadlock, Jaymes – Business Development Manager	X	Stafford, Heather	Rogue Workforce Partnership	
		X	Tarantsey, Marta	Business Oregon	
		X	Tyler Worthley, Tyler	Rogue Workforce Partnership	

### **Call to Order, President’s Remarks – Tom Fischer, President**

President Fischer opened the meeting at 3:07. He welcomed directors and guests, including Commissioner Rick Dyer, who will be the Jackson County Representative moving forward.

### **Ausland Group Presentation**

The theme for Ausland Group - Everyone working together to make great things happen. Kelsey Ausland walked through 2024 projects, showing the growth and success of single point delivery (design-build). Power Point slides of the presentation are in the [Board section](#) on SOREDI’s website. Their focus is on rural communities from Northern California to Salem, but they have done projects in Washington. World-class design on a rural scale.

They choose to do new building projects as opposed to renovating historic/older buildings due to the expense of bringing older buildings up to code. Codes in Oregon have become challenging and expensive.

### **The Audit – Jewell Stone, Isler Medford and Vicki Robinson, RVCOG**

Stone commended SOREDI for another year of solid financials. Amy Browne was commended for her diligence and efforts to create stronger revenue streams. The full financial report is [available here](#). Browne commended Isler Medford for their long-standing service to SOREDI.

Jessica Ayres asked what the average term is on outstanding loans. Ryan DeRoo responded that the maximum loan term is 7 years, and the average loan term is 5 years. They are all fixed-rate loans. He is currently working with the Loan Committee to devise 5-year plan, along with getting legal counsel for guidance with delinquent accounts.

Fischer noted that moving forward SOREDI will be doing a better job responding to those who fall behind.

The Portfol loan management software upgrade to a borrower's portal is going to significantly help. There is now a loan application page where there will be consistency with loan write ups, decisions, and ability to charge application and late fees. Though we haven't done so in the past, there will be an ability to report credit, which will leverage motivation to stay current. Reporting is flexible, using a 3<sup>rd</sup> party system we upload to, and can be done on a case-by-case basis. Timely borrowers should receive reporting on good credit.

Browne noted that on page 27 - **\$2,715** year-end deficit despite lost revenue with memberships and increased salaries.

### **Executive Committee Report – Kaycee Miller, Vice President**

Miller reviewed the summaries from the November and December 2024 Executive Committee meetings, with further discussion noted below. A copy of the summaries are [available here](#).

- December 5 Special session outcome - A committee will be formed in collaboration with RVCOG to find a new executive director. The EC welcomes your input regarding this search committee. The Long-Term Growth & Strategy Committee has been working on the job description along with the SOREDI staff. If you have any questions, contact Fischer or DuBose. The EC decided it wasn't necessary to bring in an interim. The Board concurred.
- Fischer and Browne attended the EDAC, Jackson County's Economic Development Committee, and plan to have a regular presence at these meetings moving forward. It is a committee for the commissioners to hear about current economic development needs and concerns in Jackson County. Dyer considers it to be a more informal round table discussion that is open to anyone. No membership required.

### **Consent Agenda - ACTION -**

- Reverse previously approved motion to move \$10,000 from the SOREDI special projects fund 300 to the Foundation to support a matching program for the RCC SBDC Josephine Childcare Catalyst Program. To protect Fund 300's balance and recognizing that it is a better fit for the Foundation to provide these funds, the board was asked to reverse that motion in favor of the funds coming directly from the Foundation. It has received \$7,500 in grants this year, along with funds raised from Bowl-A-Rama, for which the Foundation Board of Directors will vote. Daniel Marple motioned to approve the reversal of the decision. Rick Bailey seconded. All approved. Motion carried.
- Dyer motioned to approve minutes October 8, 2024, November 12, 2024, and December 5, 2024. Paul Anderson seconded. All Approved. Motion carried.

### **EDA Planner Grant Match Resolution - ACTION**

Motion to approve the Economic Development Association's 3-year Planner Grant for SOREDI. The action includes a change of signers to replace Colleen Padilla. This Planner Grant match for \$225,000 (\$75K per year) is part of SOREDI operating funds and our annual memberships are considered the match. Having this EDA designation identifies us as the EDA district in our area and helps us request grant money, senate bill money, etc.

Bailey motioned to approve this request. Marple seconded. All approved. Motion carried.

### **Board Committee Reports – President Tom Fischer and Past President Chris DuBose**

#### **The Long-Term Growth & Strategy Committee –**

- The committee is working on the definition of *Economic Development*, which is considered foundational in moving forward as to what SOREDI's role and activities will be.
- The committee has created a subcommittee that will determine what the most important activities are for SOREDI and how to measure them. They will bring their results to the next LTGS meeting on February 5<sup>th</sup>. "What is it SOREDI can do and do well?" We need a great answer when asked "What does SOREDI do?"
- Miller noted the new Chamber CEO of Grants Pass could make good contributions to this topic.
- Alan Meyer will make an introduction to the EC with Eric Anderson of CEDCOR in Salem to learn more about how they are getting success in their efforts.
- Randy Weber asked for more detail on LTGS discussions concerning "who does SOREDI want to be?" What timeline does the committee have? What are the themes, if any? For those who are not part of this committee, these answers would help get them up to speed.
- **ACTION ITEM:** At the next Board meeting, DuBose will give a report on the metrics and activities decided.

#### **Facilities Committee –**

Next step is to determine exactly how much the committee has to work with when looking at properties. Browne is meeting with Siskiyou Economic Development agency in Northern California to learn how they used grants to help build their new facility.

#### **Southern Oregon Innovation Hub (SOIH) –**

- 1MC has started moving entrepreneurs into the new ecosystem, those wanting to either scale up or launch.
- Freeze spoke with Tanea Browning at Design & Build about a new idea that hadn't been thought of before, and now it is being implemented with a new cohort starting at CraterWorks in February.
- Freeze is also working at the State level and is writing a piece about economic development, the work of the Southern Oregon Innovation Hub, and the positive economic impact of investing in and supporting entrepreneurs and an entrepreneurial ecosystem.  
Freeze invited Pitch Latino to come to Medford in partnership with Latino Founders, Juan Baraza and Gabriel Flores. We will be hosting a Pitch Latino on June 13th at a local downtown business TBD. Contact Kim with questions or if you would like to be involved. We will also be looking for sponsors on prizes and the event. This will be the first time the Pitch Latino has been offered in Southern Oregon.
- At the State of the Rogue Valley Breakfast, we are showcasing local entrepreneurs who have presented at the 1 Million Cups (1MC) and who are active and engaged in our ecosystem. All of the SWAG was made locally by our own entrepreneurs. The need for support and resources for the Food & Beverage industry as well as more entrepreneurship education (also a part of the Business Oregon 10-year Innovation plan), came out of the Business Leadership Conference in Portland that Kim and Amy attended. The Food and Beverage PNW F&B Coalition was at this conference where

they were able to connect with those active in Food and Beverage initiatives. The goal is to form a Food and Beverage coalition with space in Southern Oregon.

- There will be pitch events happening this Thursday on January 23rd at The Hivve in Grants Pass, February 12th at the Medford Co-working Collective, and February 27th at 4:00pm hosted by OEN and SOIH downtown Medford. If you have never attended a pitch event, this is a great opportunity to do so!
- Oregon falls at the bottom for startups, with 84% failing the first year. The Hub is working to make that percentage better.

### **Economic Development Updates/Needs**

#### **Marta Tarantsey –**

- BizOR continues with the Alameda fire recovery. On March 15 there will be a landlords ADU workshop, Unlock Your Property's Potential for Jackson and Josephine counties.
- Tarantsey gave a shout out to [1MC every Wednesday at 9am](#).
- BizOR is about to announce the awards from its first round of two of the Child Care Infrastructure Program Fund.
- BizOR will roll out the Housing Infrastructure Fund sometime this spring, and jurisdictions will be eligible to apply for it.

#### **Rick Bailey –**

- SOU is welcoming 225 high school DECCA students, giving pitches and representing their craft.
- Shout out to Marple and Tadlock for being part of the SOU President's Round Table. Other members include but aren't limited to Harry & David and Lithia. With Marple's encouragement, Tiger Teams have been created that will go into local businesses to solve problems and find ways to bring interaction with faculty.
- Casey Shillam reported on SOUs behavioral health program. With the initial funding received last summer, an initiative with Director Robin Sansing has begun. Today a notice was received that she has also received the first grant she had applied for worth \$200,000 for students in the behavioral health program.
- SOU held a community meeting in behavioral health involving a wide variety of different sectors to talk about behavioral health and wellbeing. The group also talked about innovation and entrepreneurship. A report on this gathering will be presented to internal SOU stakeholders in February and will then be shared out. Early childhood, behavioral health and wellbeing are the top priorities.
- With colleges and universities closing, we have to think differently about how to fund ourselves. How do we keep from putting more and more on students' backs. The SOU senior living facility on campus will be in Cascade Hall, following demolition. The request for building qualification happens January 15, 2025, so possibly by Fall 2027 it will be available to move in. There is also the possibility of a university business district with apartments for revenue. SOU is finding way to make it easier for students to get in and stay in. Arizona State did a similar senior living facility and was built by PRS. Across the street from Cascade is the OLI center, which will be a great asset for residents and students. It started as a revenue project and now they are seeing the benefits of combining the aging population with students. There is already a waiting list.

#### **Randy Weber –**

- RCC has grown by 42% this year, which is not a common statistic among colleges these days. RCC is a different institution than it was pre-pandemic. There was a growth in traditional transfer classes, which is a pipeline to SOU.
- RCC recently acquired property and has an underdeveloped building available to meet community needs.
- They are looking at different funding strategies with November bond failing and may look to a future bond.
- Weber invited directors to contact him for thoughts and ideas.

**TJ Holmes –**

Expect an update on the convention center in a month or two.

**Kaycee Miller –**

- Because of the need for housing, AllCare Health presented a program to use government funding for patients and their housing needs which helps AllCare meet their housing requirements. Rentec Direct was chosen to distribute these funds, based on relationships built in this community to help them determine what the needs are through 2027.
  1. At the end of the lease, Club Northwest will retire the Club Northwest/AllCare PACE (Program for All-Inclusive Elders) partnership.
  2. Terrill Roper and Browne met with Jackson Cares Connect housing consortium looking for verbal commitment with AllCare for a match. SOREDI brings businesses to the table to help mitigate middle income housing challenges in our region. Be on the lookout for these discussions.

**Tyler Worthley–** [RWP’s Rogue Business Elevate](#) is a program for reimbursement to trade business employers depending on employer’s size. [Contact Tyler via email here](#). It is a revolving program with an open-ended timeline.

**Adjourn – 5:00pm**

President Fischer announced his retirement plan to be finished up here in Medford by June and will then be moving to Mexico. Chris DuBose, Past President, will be assuming the Board President role to finish out Fischer’s term.

**Upcoming SOREDI Board Meetings & Events**

*February 11 – Rogue Credit Union Main Building on Center St.*

*March 11 – Providence Medford Medical Center*

*April 8 – Location TBD, Grants Pass*

*May 13 – RogueX, Medford*

*May 15 – SOREDI Foundation Bowl-A-Rama*

***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. (The SOREDI Board of Directors landing page houses documents from this meeting, including presentations. Please click here to access [SOREDI Board of Directors Meetings - Follow-Up Documents - SOREDI](#))*