



SOREDI BOARD OF DIRECTORS AGENDA

April 8, 2025 – 3:00-5:00 pm
THE HIVE, 164 SE G ST, GRANTS PASS, OR 97526-3031

3:00 pm	Call to Order, President's Remarks	Chris DuBose, Board President
3:05 pm	The Hive	Trever Yarrish, Zeal Code/The Hive
3:20 pm	Executive Committee Report	Kaycee Miller, Board Vice President
3:25 pm	Consent Agenda - ACTION <i>Meeting minutes - March 11, 2025</i>	Breanne Eagles, Board Sec/Treasurer
3:30 pm	May Board Meeting Reschedule – ACTION	Chris DuBose, President
3:40 pm	Discussion of Distribution Email	Chris DuBose, Board President
3:50 pm	Committee Liaison Updates 1) <i>Job Search Committee</i> 2) <i>Long Term Growth & Strategy</i>	Chris DuBose, Board President
3:55 pm	SOREDI Financials Update	Amy Browne, Operations Manager
4:10 pm	SOREDI Updates	SOREDI Staff
4:30 pm	Innovation Hub Update	Kim Freeze, SOIH Steward
4:45 pm	Roundtable	Board of Directors
5:00 pm	Adjourn	Chris DuBose, Board President

Upcoming SOREDI Board Meetings & Social Events

May 2 – SOREDI Foundation Bowl-A-Rama! Haven't signed up yet? [Soredifoundation.org/2025bowl](https://soredifoundation.org/2025bowl)

May 13 – Recommendation to reschedule

June 10 – TBD

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.*

SORED I BOARD OF DIRECTORS MEETING MINUTES

Tuesday, April 8, 2025, 3 - 5:00 pm

The Hive, Grants Pass

	Director	Entity		Director	Entity
X	Anderson, Paul	Rogue Truck Body	X	Holmes, TJ	Travel Medford
	Ayres, Jessica	City of Medford		Howard, JoJo	Tribal One (ALT)
	Bailey, Dr. Rick	Southern Oregon University		Knauer, Doug	City of Ashland
	Browning, Tanea	City of Central Point		Long, Juliet	Rogue Community College (ALT)
	Cubic, Aaron	City of Grants Pass (Staff)	X	Marple, Daniel	Herb Pharm
	Dahle, Jeff	City of Ashland (ALT)	X	Mayers, Robb	Outlier Construction
	Doan, Ron	Cow Creek Tribe		Meyer, Alan	Pacific Power
X	DuBose, Chris	First Interstate Bank	X	Miller, Kaycee	Rentec Direct
	Dyer, Rick	Jackson County		Newell, Matt	Providence Health & Services
	Eagles, Breanne	Moss Adams		Scherf, Clint	City of Grants Pass, Mayor
	Elliott, David	Boise Cascade		Sell, Kathy	City of Eagle Point
	Fahey, Nick	Southern Oregon Sanitation	X	Shillam, Dr. Casey	Southern Oregon University
	Farm, Judy	Tribal One		Vincent, Steve	Avista Utilities
X	Field, Robb	City of Medford	X	Weber, Dr. Randy	Rogue Community College
X	Fischer, Tom	ReMax Platinum Commercial	X	Williams, Claudia	Rogue Credit Union
Directors Present: 19			Directors Absent: 8		Director Vacancies: 1
	SORED I & SOIH Staff			Guests	Entity
X	Bohl, Carrie – Communications & Business Support Manager		X	Ng, Warren	City of Medford
X	Browne, Amy – Operations Manager		X	Yarrish, Trever	The Hive
X	DeRoo, Ryan - Business Development Loan Manager				
X	Freeze, Kim – Innovation Ecosystem Steward				
X	Roper, Terrill – Business Development Manager				
X	Tadlock, Jaymes – Business Development Manager				

Call to Order – Chris DuBose, Board President 3:10

- Welcome to Warren NG, new Economic Development Director for the City of Medford

Trever Yarrish – [The Hive](#)

- Hosts the weekly SOIH [1 Million Cups](#) (1MC)
- Has regular concerts – 5/26 Les Strouts Survivor Man with Wildlife Images being sponsored
- Involved in community work and civic activities including town hall meetings
- Expanding for a mid-size workshop space
- Coworking spaces downstairs
- Launching a new website with the new initiatives within the next two weeks.
- Zeal hosted an international tech conference for younger tech projects. Plans are being considered for a second conference.

Exec Com Report – Kaycee Miller, Board Vice President

- 1) Job Posting Updates
 - Documents are now live on a variety of websites including SOREDI newsletter and social media.
 - Links to the top job-search platforms will go out in the SOREDI newsletter and be added to the website.
 - April 15 applications will begin the review process

- 2) SOIH Proposal – Kim Freeze
 - Funding ends for SOIH, but it is the hope that the SOIH can reapply.
 - Request is for SOREDI to help/fund the SOIH if Business Oregon does not
 - There is a SOREDI \$10,000 growth fund that they can use for Pitch Latino and Joey’s Hot Sauce.
 - The EC concluded that the Pitch Latino would qualify for the \$5,000 but Joey’s Hot Sauce still needs more consideration based on the original grant requirements and how quickly the money needs to be spent).
 - Should the Steward not receive Business Oregon funding, there is potential for SOREDI admin help on a reduced schedule.
- 3) Agency Updates – Amy Browne
 - Balance Sheet Summary:
 - Operating: \$655,114
 - Loan Funds: \$5,348,352
 - Restricted Funds: \$415,045
 - Budgeting for 2025-2026 for memberships: Trending down; start at lower levels and build.
 - Deposit interest rates continue to drop, which affects our Earned Interest Income.
 - *Full budget will be shared with the EC and Board of Directors soon.*

Consent Agenda – Chris Dubose

Deferred – Quorum not met

Tom Fischer clarified that he retired from the Executive Committee but remains as a member at large on the board.

Board May Meeting – Chris DuBose

- The May 20th meeting will be rescheduled for June 10th to work through big ticket items at SOREDI.
- A quorum is vital for the June 10 meeting for three major action items. A virtual option will be an option
 - 2025-2030 CEDS approval for presenting to the EDA
 - Required RLF Fund working plan
 - 2025-2026 Budget Approval
- Documents requiring board director approval will be provided for review by June 1. They will be provided as available as opposed to all at once.

Committee Liaison Updates – Chris DuBose

1. Job Search Committee
 - In a waiting stage for April 15 when the position is closed, and applications will be reviewed. The committee will reopen to expand the pool if necessary. There are local and out of state applications.
 - The committee is not using a recruiter initially but will if a good pool isn’t achieved.
 - [SOREDI News: Executive Director Job Posting - SOREDI](#)
 - TJ Holmes is in support of dipping into reserves, if needed, to get the right person
2. Long Term Growth Strategy Committee
 - Meeting is set for tomorrow
 - Temporarily working the committee into a CEDS committee for the next 60 days.

Financial Updates – Amy Browne

- Financial handouts were provided and can be [viewed here](#) under Board Meetings
- Kaycee Miller suggested using future breakfast events to drive membership

Carrie Bohl

- The State of the Rogue Valley Breakfast
 - 226 registered, approximately \$6,000 net revenues, 20 sponsors = \$15,750
 - Brought back the Prosper Awards
 - Continue to receive positive feedback
- SOREDI Foundation Bowl-A-Rama
 - Friday, May 2, Lava Lanes - 24 Teams, 116 bowlers
 - Student Career Pathways Scholarships, Entrepreneurial Enterprise Grants, Business Disaster Relief Funds raised each year and awarded each year
 - Sign up [2025 Bowl-A-Rama & Sponsorships — SOREDI Foundation](#)

Terrill Roper

- There have been two tours so far this calendar year, focusing on Jackson County: January and March - SOESD and RWP continue to be the partner sponsors.
- Attended the City of Medford's 20/40 meeting.
- Attended the Cities of Medford/Ashland deep dive into housing, climate, workforce, jobs, land use.
 - Focus group April 22 & 23

Jaymes Tadlock

- Railroad - How can we partner with and identify a spur not being used.
 - There is a company that has a spur that was expanded with lottery dollars. SOREDI, had lunch with both the property owner and a new contact with the railroad, seeing them working together our hope is they can begin to move product.
 - When Jaymes shared with Reg Breeze he jumped on it for his property in Weed right on railroad and will pay for the new spur. This is a 90-acre piece of land on the rail line at the intersection of I5 and Hwy 97. Connecting Reg's contact, and the railroad, could be an opportunity to develop this land. The City of Weed was very happy about this introduction and appreciated SOREDI's work.
 - Jaymes connected with a commercial property realtor in town about a spur That is North of Grants Pass. These have led to reconnected previous conversations, which are now actively moving forward.
 - Spur property is declining due to development, there is only so much spur space available, the railroad is also aware of properties that are developable and can assist them moving forward. .
- Downtown association tour of Grants Pass. The tour included showcasing businesses and empty buildings. There are over 40 properties vacant in downtown Grants Pass. There is renewed activity for refurbishing the empty spaces and helping to bring revitalization to the community. This tour included partners in the region totaling 19 wanting to learn more.

Ryan DeRoo

- Enterprise Zone
 - Currently in training with weekly Business Oregon calls
 - Reporting was due April 1, with 5 requiring follow up
 - Currently there are 3 new applications pending
- The Loan Program
 - Loan balance as of 3/31/2025 - \$3.6M
 - Improved delinquency rate with 20 current out of 29, formerly 12 current out of 30.
 - Two loan modifications
 - One paying on a timely basis
 - Updated payment plan for client delinquent since 2023
- 8 new loan inquiries
- Potential for receiving an origination fee of approximately \$15,000 with a Business Oregon partnership
- Attends the 1MC event regularly on a rotation basis

- An open seat on the loan committee that will be voted on at tomorrow's meeting

Kim Freeze

- Envision home school students came to the SOREDI office, hosted by SOIH, to explore their school entrepreneur project. They discussed their branding, target audience, what solution they're providing to which problem, and given opportunity to pitch their products at the end.
- SOIH has been busy:
 - Worked with 56 different ESO partners involved in Southern Oregon's entrepreneur work
 - 40 events – 1MC well established each week with consistent involvement/engagement
 - Assisted 50 entrepreneurs
 - 1,200+ interactions
 - Path to Pitch launched with an inaugural Pitch for Cave Junction on May 22
 - Phoodery monthly pitches – Ali of Flying Flatbread and continuing indefinitely.
 - Rogue Inventors: Talent, Ashland, Phoenix., Shady Cove, GP, Pitch Latino in Medford.
 - Presented at a panel at the API conference regarding education and helping individuals with mental neurodivergent behaviors, and who are on the spectrum.
 - WESO event – spoke about the importance of connections and received engagement emails post event.
 - SOIH Retreat coming – June 9 & 10.
 - The state regional innovation hubs will be hosted at The Hive.
 - Launching coffee connection conversations in Medford.
- Business Oregon – couple of initiatives Oregon Innovation Council and direct Biz OR. Not sure if we will receive funding. April/May and rapid response. Gap in funding until August/September. Freeze wrote a report to the Governor and reached out to others across state about the continuation of funding, which will be \$225K over two years. As opposed to all in one year.
- State focus ahead - Food beverage, outdoor gear, domestic products, traded sectors
- Freeze is presenting at the Southern Oregon Economic Development conference at Seven Feathers.
- The tech founder group is getting traction with groups from Willamette Valley, Salem, K Falls, and White Rabbit in Ashland. It is a tech startup space.
- Co.Starters curriculum is coming for Josephine County, is a 10-week core and a 12-hour bootcamp for startups. They will pilot the bootcamp for Main Street Grants Pass.

Discussion of Distribution Email – Chris DuBose

Staff and guests were excused for this closed session of the meeting.

Adjourn at 5:00pm - Chris Dubose, President

Upcoming SOREDI Board Meetings & Events

May 2 - 4pm-8pm – SOREDI Foundation Bowl-A-Rama

June 10 – Margaritaville, Medford – Quorum is key! We are voting on 3 critical initiatives for SOREDI, including the region-wide One Rogue Valley Strategy (CEDS)