



SOREDI BOARD OF DIRECTORS AGENDA

Tuesday, April 9, 2024 – 3:00-5:00 pm

TAPROCK NORTHWEST GRILL – 971 SE 6TH ST, GRANTS PASS

3:00 pm	Meeting Call to Order, Welcoming Comments	Chris DuBose, Board President
3:05 pm	Legislative Updates	Representative Christine Goodwin
3:15 pm	Rogue Workforce Partnership	Heather Stafford, Executive Director
3:30 pm	Commercial Development Updates	Aaron & Kelsy Ausland, Ausland Group
3:45 pm	City of Grants Pass Update	Aaron Cubic, City Manager
3:55 pm	Executive Committee Report	Chris DuBose, Board President
4:00 pm	Consent Agenda - ACTION <i>Meeting summary for March 12, 2024</i>	Kaycee Miller, Board Secretary/Treasurer
4:05 pm	Agency Report	Colleen Padilla, Executive Director
4:15 pm	Roundtable Sharing	Chris DuBose, Board President
4:50 pm	May Agenda Build, New Business	All
5:00 pm	Adjourn	Chris DuBose, Board President

Upcoming SOREDI Board Meetings & Social Events

May 14 – Pacific Power, Medford

June 6 – SOREDI Foundation's 2nd Annual Bowl-A-Rama, Lava Lanes

June 11 – Board Garden Social at 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.*

Notes & Action Items

Future Meeting Topics *(Leave on table or email to carrie@soredi.org)*

1.

2.

3.

SOREDI BOARD OF DIRECTORS MEETING MINUTES

Tuesday, April 9, 2024, 3 - 5:00 pm

Taprock, Grants Pass

Member	Entity	Member	Entity
X Anderson, Paul	Rogue Truck Body	Glover, RJ	Boise Cascade
X Ausland, Aaron	Ausland Group	X Holmes, TJ	Travel Medford
Ayres, Jessica	City of Medford	X Hyatt, Paula	City of Ashland
X 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)
X Bristol, Sara	City of Grants Pass	X Meyer, Alan	Pacific Power
Browning, Taneea	City of Central Point (ALT)	X Miller, Kaycee	Rentec Direct
X Cates, Ashley	Tribal One	Newell, Matt	Providence Health & Services
X Cubic, Aaron	City of Grants Pass (Staff)	Sell, Kathy	City of Eagle Point
X Doan, Ron	Cow Creek Tribe	Shillam, Dr. Casey	Southern Oregon University (ALT)
Dotterer, Dave	Jackson County Commissioner	Spansail, Sarah	City of Medford (ALT)
X DuBose, Chris	First Interstate Bank	X Vincent, Steve	Avista
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)	X Williams, Claudia	Rogue Credit Union
Fischer, Tom	Coldwell Banker Commercial		
Members Present: 17		Members Absent: 8	Member Vacancies: 2
SOREDI Staff	Guests	Entity	
X Padilla, Colleen - Executive Director	X Tarantsey, Marta	Business Oregon	
X Browne, Amy – Operations Manager	X LaBerge, Jessica	Office of Governor Kotek	
X Bohl, Carrie – Communications & Business Support Manager	X Ausland, Kelsy	Ausland Group	
Roper, Terrill – Business Development & Loan Mgr	X Stafford, Heather	Rogue Workforce Partnership	
X Skelton, Abigail – Project Manager	X Goodwin, Christine	Oregon District 4 Representative	
X Tadlock, Jaymes – Business Development Manager	X Worthley, Tyler	RWP	
	X Pearce, Dana	Grants Pass Economic Dev.	
	X O’Neil, Jay	City of Eagle Point	
	X Royal, Debra	Chief of Staff, Rep. Goodwin	
	X Densmore, Sue	Chateau of the Oregon Caves	

Welcome and Introductions

President Chris DuBose opened the meeting at 3:05. Quorum reached.

President DuBose welcomed new board member Ashley Cates and guests attending today’s meeting.

District 4 Representative Christine Goodwin

Rep. Goodwin’s focus is on business and economic vitality. Oregon is business unfriendly with proposed efforts such as the CAT tax. She is not supportive of this tax and has been actively opposing it. This is her second term as a state representative and is running for state senator, currently filled by a one-term senator. She is a conservative republican, a former teacher and has built two successful businesses. She has served on various boards, was in the commissioner’s office and was on the planning commission. She is here to spread the word about her campaign. She is visiting businesses and learning what their concerns are. Her focus is on this district and not what’s best for Salem. She is currently building a brain trust of experts for this area and will schedule meetings regardless of

individual perspectives. Core values guide her decisions. Oregon is getting back to balance politically, and with the Primary on May 21, ^{she} will be in Southern Oregon often.

Rogue Workforce Partnership – Heather Stafford

RWP is the region's workforce investment board. The federal government's Department of Labor has 550 investment boards across the country, 10 are in Oregon. Rogue Workforce Partnership is one of them. Heather's focus has been to minimize dependence on federal funding because of growing constraints as discretionary, like education. These funds are very tied to the health of PELL. RWP workforce board must be made up of a majority directors from private sector and have minimized reliance on Federal WIOA funding from 95% to just 41% in the last year and a half. We have leveraged new local, philanthropic, state, and federal funding to diversify our revenue mix.

Updates:

1. In Josephine County, Rogue Business Elevate piloted direct grants to businesses. They awarded 13 grants to local employers. Decentralization of funding is a live conversation, so Stafford is advocating at the Salem level.
2. RWP's Careers in Gear is April 25 at the Expo. A great place for businesses to set up a booth and introduce seniors to job opportunities. (SORED Foundation has a booth)
3. RWP was one of 31 recipients of the Good Jobs Challenge \$500M grant by the EDA. *The awardees funded by the Good Jobs Challenge expand opportunities across diverse populations, regions, and communities, focusing on coordinated and comprehensive approaches to removing systemic barriers for workers through support services such as childcare and transportation, and opening doors to a variety of paid on-the-job training opportunities.*
4. RWP is taking on DHS jobs now that was previously managed by Equus.
5. There is an RFQ out from RWP for \$250K to get a program off the ground that will focus on trades equipment, construction, and union schooling.

Dr. Rick Bailey – Thank you to RWP for the great work being done in Southern Oregon. In regard to the WIOA, is there something attached to it called the EPTO? Is there an opportunity for SOU & RCC there? How well do they tie to that EPTO? Will federal funds pay for much more of it? **Stafford** – yes, as part of the federal authorization. There is a proposal to release strict requirements of an EPTO and restrictions can be removed by Stafford upon request. She can make an exception on training/funding if it doesn't fit the list.

Steve Vincent – Noted to the Board that a Riddle timber mill is closing and has two questions for RWP.

1. Is RWP poised to activate a rapid response team to these laid off employees? 2. Riddle isn't far from Josephine County. Can we reach out to them for this workshed? **Stafford**, RWP has rapid response supports set up. Our board is co-enrolled with the trade act, so they find out much earlier than the public and work behind the scenes to get ready. Even so, they still need access to employees before they are out in the market. As far as the Riddle mill is concerned, they will be looking at Josephine County as an option.

Marta Tarantsey – Business Oregon is a reactor for Douglas County and already has a rapid response in place for the Riddle Mill.

Tyler Worthley will reach out to the Roseburg area to make sure opportunities are available.

Stafford – There are many rich resources in Southern Oregon and communities just don't know that they're there. There is an image perception issue. RWP is creating a portal to provide one-stop services to users.

Kaycee Miller – When Rentec Direct was going through a hiring phase, 75% were no-shows to interviews. What can be done to eliminate that? **Stafford** Employees have a lot of options now. They will use Indeed and blanket schedule, taking their best option. In the current environment, employer

decisions have to be fast for the hiring process. The new online resource link will be shared with the group for everyone to try out.

Worthley – For those who need basic skills training, RWP can help bridge that gap.

Commercial Development Updates –Ausland Group

Kelsy Ausland –President, Design-Build Accredited Professional and Leader

Aaron Ausland – CEO, Certified Construction Manager, Design-Build Leader, grandson of Founder
Design-Build is the shift from using multiple contractors and subcontractors to one company managing the planning, the design, the bid, and the construction. This mitigates delays from multiple contractor schedules and loss of time by change-orders. It is a single point of responsibility and accountability for the entire product, receiving input from the full team from the start of the project. The risk is minimized for owners.

A Penn State study in 1999 highlighted the benefits of the Design-Build model after reviewing 350 public and private sector projects. 6% less unit cost, 12% faster construction delivery, 33% faster overall project delivery, exceeds quality expectations on all levels.

Locally, two examples of the Design-Build model are the new AllCare Health building and Weekend Beer Co. Other Case Studies:

Case Studies

Oregon University systems are moving toward this system. **Western Oregon University's** new Occupational Therapy Program in Salem. They needed it up by September 2023, which was a 12-month project. It was an historic building process of \$117 s/f, 50% less time for WOU staff to manage, and it opened on time in September 2023.

Oregon Military Department – Grants Pass, Salem, Ashland military facility upgrades. All “mission-critical” and “highly desirable” projects. Ausland was awarded the bid based on this model and projects were 100% completed within budget. Also included is creating shovel-ready packages to capitalize on additional funding that comes in.

Historic renovation in Yreka of the Carnegie Library. Due to successful fundraising, the Ausland Group was hired with a rapid response 3-month timeline. ORW Architecture was provided and integrated into the Design-Build process.

Ausland Group moved to the Design-Build model this year 2024. Reach out to **Kelsy** if you're interested in how to do this. There are lots of resources available. There is a need for construction and there aren't enough people to do it all.

City of Grants Pass Update - Aaron Cubic & Dana Pearce

Cubic has been with the City of Grants Pass for twelve years. Over that course of time, there has been a new water treatment plant, updated plaza, upgraded park system, a new concert venue, the addition of twelve miles of biking and hiking head trails on Dollar Mountain. He invited Mayor Bristol to add any comments. City colleagues are a wonderful resource for Grants Pass. **Dana Pearce**, Grants Pass Economic Develop Manager, was introduced to bring updates on Grants Pass economic developments.

Pearce – Key initiatives they are working on:

1. Business recruitment, expansion – The Chamber BRE survey collects business information to learn issues businesses are having whether it's lack of childcare, lack of workforce, and succession planning.
2. The city is partnering with SOREDI and the Business Recruitment and Retention committee where members visit businesses to have conversations about business challenges and possible solutions.

3. Economic Development League – Grants Pass has its own community in Southern Oregon. They are building out a Josephine County profile quarterly.
4. Pearce is working with **Jaymes Tadlock** of SOREDI, focusing on a manufacturers group who don't have available space that is shovel ready to expand or relocate to. How can we fix this? How can manufacturers work together for solutions?
5. RCC SBDC – Creating future workforce and training opportunities for businesses. RWP is assisting and advising in the background regarding business trends, etc.
6. They are working with Cave Junction, creating an Economic Development Committee to develop a plan for the area.
7. Airport expansion, broadband expansion to rural areas, and building out a site-readiness inventory are several other projects.
8. Tourism – The city developed a Sustainable Tourism Grant for businesses or non-profits that are doing events to attract more people. The Welcome Center is getting a remodel which will include onsite economic development and recreational staff, and ADA restrooms.
9. The Downtown Roadmap to visit Grants Pass. The city received a grant from Travel Oregon to do a feasibility study on whether to build out a downtown association. The consultant lined out how it could happen and currently a steering committee is in the initial stages.
10. The Owl Plaza is being developed as a community event space.
11. The 2016 Urban Renewal Plan is currently working on developing out a tax force.

Questions?

Rep. Goodwin – Do you have projects in mind to ask for state money when the construction dollars become available? The theme of the State is housing and infrastructure. Reach out and have legislators do that for you.

Alan Meyer noted that his kids got into a home with entry level position jobs so the housing market may be better than thought.

Executive Committee Report – President Chris DuBose

On March 19, the executive committee met and discussed:

- Rural Capacity and PIER grant funds are always moving, with changing requirements. Discussion was regarding SOREDI's role when the funds become available.
- SOREDI Staffing – Hiring a new Business Development officer whose focus will be on business relationships and expanding capacity.
- The State of the Rogue Valley debrief – The event was well attended, good feedback and look forward to next year's event.
- Membership rates will not be changing. Population adjustments will be made for jurisdictions in 2024-2025. The population adjustment due in 2021 did not happen due to pandemic constraints.
- Executive Committee changes as President DuBose moves off as President.
- Build out of the Board due to retirement and ending terms. There are current asks that are out.

Consent Agenda – ACTION – Kaycee Miller, Board Secretary/Treasurer

Miller noted the amendment made by Paul Anderson. **Bailey** made a motion to approve. Paula Hyatt seconded. All approved. Motion carried.

Agency Report – Colleen Padilla, Executive Director of SOREDI

Padilla welcomed guests at the meeting including newly elected members Claudia Williams and Ashley Cates.

1. Staff Member Sharing

1. Amy's highlights:

- budget proposal for May's Board meeting, having it ready for the Executive Committee's review on April 23rd.
- Updating employee handbook policies and procedures.
- HB3395 funds, which will be presented later in the presentation.
- PIER funds, which will be presented later in the presentation.

2. Carrie's highlights:

- Noted 14 new members: Brown & Brown Insurance, Club NW, Columbia Distributing, Erickson, Greentop, Herb Pharm, Kathy Tinsley Real Estate, KDRV, Met One Instruments, Pacific Wall Systems, Power Train Solutions, Rogue Truck Body, Rogue Valley International – Medford Airport, Workspace
- Bowl-A-Rama – Total of 14 Teams so far, compared to 18 teams total in 2023 so we're off to a good start. Current sponsors, Lava Lanes (Event Sponsor), Rogue Truck Body (Perfect Game Sponsor), Umpqua Bank (Flying Pins Sponsor), Tekmanagement (Drink Sponsor), Team Sponsors: SO Goodwill Industries, RCC/SOU, Work Sharp, Mycorrhizal Applications, Grange Co-Op, Oregon Pacific Financial Advisors, Inc., Cow Creek Band of Umpqua Tribe of Indians.
- Communications – submit your news for newsletter and social media coverage. Over 1,300 subscribers to our newsletter.

3. Jaymes' highlights:

- From Goodwin's request, SOREDI is starting conversations regarding the CAT tax with local partners.
- Regular business outreach and visits with RWP's **Tyler Worthley**.
- Butte Falls is currently in economic development and was considering creating a chamber. **Tadlock** suggested to them to instead consider partnering with the Upper Rogue. Jay O'Neil from Eagle Point was contacted, and they are now working together as a chamber.
- Currently working with **Dana Pearce** to have conversations with small businesses. We are asking what their challenges are, what do they need. We are bringing them all together to have a conversation, tour businesses, and bring builders and businesses together.

2. New business Development Manager

At its January meeting, the Executive Committee recommended the hiring of another business development manager to fill gaps, prevent the burnout of current staff, and amplify the primary work of the agency, which is business development. Reserves will be used for the hire.

There is a candidate interview on April 22. Currently, staff is working on a 3-year internal business development and revenue plan to be presented at the May 14 board meeting following the EC review 4/23.

3. Memberships & Revenues

- Jurisdictional memberships adjust in the 2024-2025 fiscal year, which is based upon population and evaluated every four years. SOREDI revenues include:
 - Jurisdictions 58.69% and Private 41.31%
 - Loan admin fee is 21.4%
 - Contracts 20.5%
 - EDA Planner Grant 9.6%
 - Events/Sponsorships 1.5%
 - Miscellaneous .5%

4. Housing

HB3395 provided \$5M to economic districts and 9 tribes for housing and community development, which was equally divided into \$400K for each district, as a grant, and is specifically for housing. SOREDI will take a 10% administrative fee over the next 2 years for managing the funds. Additional details will be provided at the May 14 board meeting.

5. PIER

In May of 2022, SOREDI advocated for OHCS Alameda fire funds to be allocated for businesses, which were originally for housing only. As a result, PIER (Planning, Infrastructure and Economic Revitalization) was created with \$13.8M designated for PIER. Originally identified to be a sub-recipient of these funds, SOREDI spent time and resources preparing for this new role. As of April 4, OHCS decided to not use subrecipients for the funds. SOREDI is now considering projects for business revitalization for a future application submission.

Rep. Goodwin – there is a state tax exemption on fire settlement funds.

6. Loan Program Updates

- The Noble Fox Ashland Brewery is the newest loan for SOREDI. Their grand opening was the weekend of April 5th.
- Due to changes in a few Loan Committee members positions, we are in the process of selecting replacements.
- The Loan Committee is considering ways to increase our loan portfolio including a loan threshold increase from \$250K to \$500K, more competitive interest rates without competing with banks, being more flexible, and other strategies.
- The loan software program will see a significant fee increase for the 2024-2025 budget.
- There will be a loan loss reserves update at the August meeting.

7. Enterprise Zone Management Update

- Currently there are 32 open authorizations in 4 zones.
- The annual 2024 filing is nearly complete for each of the open authorizations, working with both county assessors and Business Oregon.
- 4 new Enterprise Zone conversations in March – tech company HQ in Medford, a hotel development (Medford), and a manufacturer (Medford)
- 1 new approved application – Sunday Afternoons, whose original Talent structure was lost in the Alameda Fire.
- Currently the Enterprise Zone service by SOREDI is complimentary. By Oregon statute we can charge .001% fee. Should they have done that this year, the revenue would've been \$28,000. We are reviewing and hoping to pursue this fee in FYE 2025.

President DuBose asked what the savings was for the current applications. Padilla will get that number and provide it to the board.

8. Bowl-A-Rama

June 6 at Lava Lanes and Team Sign Ups are now open for 5-person teams. The focus continues to be Student Career Pathways, Entrepreneurial Innovation, and Business Disaster Relief.

Miller – Being a new entity, does the Foundation have current scholarships? Yes, Quest scholarships continue to pay out through June of this year. We have an essay contest scholarship for the Careers in Gear event at the end of this month. We are continuing to build the scholarship fund. The Foundation Board is currently determining initial planning in its infancy state.

Roundtable Sharing

Harry Weiss – As a follow up to the PIER conversation, the OHCS central application works with funding for housing projects. The PIER result is a disappointment and will be like spaghetti thrown at the wall. In regard to the City of Medford, the uptick in RogueX use, especially with out-of-market areas such as Eugene and Northern California, has been fabulous.

Steve Vincent – In response to the efforts of Pearce and Tadlock, these smaller businesses could possibly collocate. Is there a possibility of establishing some kind of publicly owned cooperative facility for businesses in Josephine County? A cooperative building for smaller manufacturers for access they can't build on their own. An example is Boardman's Port of Morrow where they built a refrigeration facility. The port owns it but there are manufacturing tenants. Is there a public entity that could pull that off in Grants Pass?

Dr. Bailey – Dr. Casey Shillam is the new Provost at SOU. Originally from Grants Pass, she comes to Southern Oregon from the University of Portland. SOU just signed a partnership with La Clinica to operate health and wellness centers for off-or-on-campus students. Brenda Johnson is heading this up and they are excited about this quality of care for students.

Miller – In the tech sector, AI is affecting and will affect businesses. As Rentec looks to potentially integrate into the software to enhance the client experience, its main concern is for customer service. Will it depersonalize service to not only clients but also to employees? Is it like outsourcing customer service overseas? AI is coming and is here and it is important for businesses to decide how they are going to use it.

TJ Holmes – On May 13 Travel Medford is the chamber business forum presenter, which has been going on for over 100 years. The State of Business event will focus on what's happening, where are we at and where are we going?

Weiss gave a shout out to downtown hotel efforts. Next week, Travel Medford and the City of Medford are doing a feasibility study to determine if a conference center would make sense for Southern Oregon. The study is funded by the City of Medford. There will be an onsite visit and by the end of June they plan to have the study done. This is a great opportunity for a local builder. For all the events ramping up for the summer, go to the [Travel Medford website](#).

Dr. Weber – They are reopening the RCC Bowl on RCC campus for this spring's commencement ceremony. RCC is expanding the cohort nursing program, adding 24 more nurses a year into the Valley. Asante partners with them and the program has national accreditation recognition. The new dental hygiene program received accreditation and will admit the first cohort Fall 2024.

As far as AI impacting RCC, some are adopting swiftly and some slowly. It's coming and will impact us all. Questions to ask as we navigate this are: How do we integrate responsibility and how do we leverage for business. Instructors are concerned about students cheating and plagiarizing. RCC is developing a task force on how to use AI in colleges and how to help the community learn how to leverage it. What are things you want to know about AI that this task force could consider? Let Dr. Weber know rweber@roquecc.edu.

Nick Fahey

April 20th is Free Tire Take Back Day at the Josephine County/Merlin transfer stations.

Marta Tarantsey – Shout out to SOREDI for the Innovation Hub work. The funds will be released soon from Business Oregon.

Stafford – With the closure of the Riddle plant, there are about 65 workers that will be impacted. Roseburg Forest Products will have a temporary closure as they rework their facilities and will likely hire their employees back.

Sue Densmore – Executive Director for Friends of Oregon Caves. Densmore is requesting support for the last round of accomplishing the Chateau project. There will be a May 9th webinar for the park service capital campaign. If you'd like to become involved with a focus group or as a volunteer, let her know at 541.414.3232.

Jessica LaBerge - Koppers in Glendale is moving into the old Swanson mill site and hiring 75 folks, which will likely be some from Riddle. Currently the governor is reviewing 15 bills for signature. The focus continues to be on more housing and state infrastructure.

Adjournment – **President DuBose** thanked everyone for attending and adjourned the meeting at 5:00

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(A new landing page has been created on soredi.org to house documents from this meeting, including presentations. Please click here to access [SOREDI Board of Directors Meetings - Follow-Up Documents - SOREDI](#))