



SOREDI BOARD OF DIRECTORS AGENDA

Tuesday, February 11, 2025 – 3:00-5:00 pm
ROGUE CREDIT UNION, 1370 CENTER DR, MEDFORD

3:00 pm	Call to Order, President's Remarks	Tom Fischer, Board President
3:10 pm	Hunter Communications Rural Initiatives	Jessica LeMay, Dir. Customer Exp/Billing
3:25 pm	Executive Committee Report	Kaycee Miller, Board Vice President
3:35 pm	Consent Agenda - ACTION <i>Meeting minutes for January 14, 2025</i>	Breanne Eagles, Board Sec/Treas
3:40 pm	Committee Liaison Reports 1) <i>Long Term Growth Committee</i> 2) <i>Follow Up to November Brainstorm</i> 3) <i>Facilities Committee</i>	<i>Chris DuBose</i> <i>Chris DuBose</i> <i>Tom Fischer</i>
3:50 pm	SOREDI Updates	Terrill Roper, Jaymes Tadlock
4:10 pm	State of the Rogue Valley Breakfast	Carrie Bohl
4:20 pm	SOIH Updates	Kim Freeze
4:40 pm	Economic Development Roundtable	Board of Directors
5:00 pm	Adjourn	Tom Fischer, Board President

Upcoming SOREDI Board Meetings & Social Events

March 11 – Providence Medford Medical Center

April 8 – Location TBD, Grants Pass

May 20 – RogueX (Note 3rd Tuesday meeting change due to economic summit May 13-15 in Roseburg)

May 2 – SOREDI Foundation Bowl-A-Rama (soredifoundation.org)

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.*

SOREDI BOARD OF DIRECTORS MEETING MINUTES

Tuesday, February 11, 2025, 3 - 5:00 pm

Rogue Credit Union, Medford

	Director	Entity		Director	Entity
X	Anderson, Paul	Rogue Truck Body	X	Fischer, Tom	ReMax Platinum Commercial
X	Ayres, Jessica	City of Medford		Holmes, TJ	Travel Medford
	Bailey, Dr. Rick	Southern Oregon University		Howard, JoJo	Tribal One (ALT)
	Bautista, Victor	Avista Utilities	X	Knauer, Doug	City of Ashland
X	Browning, Taneea	City of Central Point (ALT)	X	LeMay, Jessica	Hunter Communications
X	Cubic, Aaron	City of Grants Pass (Staff)		Long, Juliet	Rogue Community College (ALT)
	Dahle, Jeff	City of Ashland	X	Marple, Daniel	Herb Pharm
X	Doan, Ron	Cow Creek Tribe	X	Mayers, Robb	Outlier Construction
X	DuBose, Chris	First Interstate Bank	X	Meyer, Alan	Pacific Power
	Dyer, Rick	Jackson County	X	Miller, Kaycee	Rentec Direct
	Eagles, Breanne	Moss Adams	X	Newell, Matt	Providence Health & Services
X	Elliott, David	Boise Cascade		Sell, Kathy	City of Eagle Point
	Fahey, Nick	Southern Oregon Sanitation		Shillam, Dr. Casey	Southern Oregon University
	Farm, Judy	Tribal One		Weber, Dr. Randy	Rogue Community College
X	Field, Robb	City of Medford		Williams, Claudia	Rogue Credit Union
Directors Present: 16			Directors Absent: 11		Director Vacancies: 1
	SOREDI & SOIH Staff		Guests	Entity	
X	Browne, Amy – Operations Manager				
X	Roper, Terrill – Business Development Manager				
X	Bohl, Carrie – Communications & Business Support Manager				
X	Tadlock, Jaymes – Business Development Manager				
X	Freeze, Kim – Innovation Ecosystem Steward				
X	DeRoo, Ryan – Business Development Loan Manager				

Call to Order, Opening Remarks – Tom Fischer, President

President Fischer called the meeting to order at 3:04. Quorum not present.

President Fischer welcomed

- Doug Knauer, newly elected councilor for the City of Ashland. He also sits on the planning commission.
- Jeff Dahle is the other councilor from Ashland who will participate on the Board.
- Once decided, one will serve as a voting director and the other as alternate.

Due to the Southwest Oregon Economic Development Summit, the May board meeting will be on the 3rd Tuesday, **May 20th**, as opposed to the usual 2nd Tuesday of the month.

Hunter Communications Presentation – Rural Funding

Hunter has put into place initiatives to bring broadband to the rural, unserved and underserved areas in Southern Oregon. By using these initiatives, Hunter can provide competitive pricing with companies who provide services they can bundle.

- BEAD (Broadband Equity Access and Deployment program funding for school districts)
- RDOF (Rural Digital Offering Fund) – Currently underway and in various stages of work
- ARPA (America Rescue Plan Act) – COVID recovery to rural communities

4. Lifeline benefit – The ACP (Affordable Connectivity Program) ended in 2024 and has been replaced with Lifeline which includes a customer savings of \$10.75 per month. It is provided through the State of Oregon.
5. Hunter has its own infrastructure and does not use a third party.
6. Geographically they serve Klamath Falls, Grants Pass, Eugene, McMinnville, Mt Shasta, Yreka, and Weed. These locations all use Hunter Fiber except for the fixed wireless in Eugene and McMinnville and the coax plant in Shady Cove.

Executive Committee Report – Kaycee Miller, Vice President

1. SOREDI Executive Director Position
 - a. Negotiations with Colleen are finalized and she has accepted her severance package.
 - b. Discussion regarding the search for a new Executive Director. EC will work on creating a hiring committee that will include a representative from RVCOG and jurisdictional partners.
 - i. *EC update on the committee's progress as of 2/10/2025?*
 - ii. *EC recommends: SOREDI can continue to function under current staff, and under advisement from the EC and Board, without an interim ED.*
2. SOREDI's public messaging regarding leadership change.
 - a. Kaycee and Carrie will draft a press release to share with the media and a letter to share with members, partners, and the community.
 - i. *EC recommends: We focus on the positive. Recognize Colleen's contributions to our agency and note that we are looking forward to expanding our economic success in Southern Oregon under new leadership.*
3. February Board Meeting Agenda Discussion
 - a. A virtual option will be available for meetings moving forward
 - b. *EC recommends: Staff to provide updates that includes data and information about SOREDI's work on helping new businesses and growing businesses.*
4. May Board Meeting
 - a. Board meeting date will change to May 20th to accommodate the SW OR Economic Summit
5. EDA Match Resolution
 - a. On track to finish by Thursday, January 30
6. State of the Rogue Valley Breakfast
 - a. Table sponsorships are filled, confirming pending requests
 - b. Speakers are lined up
7. Executive Committee Updates
 - a. Review the bylaws for the transition process when a president steps down.

Search Committee Update:

- a. The job description is being reviewed by RVCOG
- b. The announcement for application is being drafted
- c. The search committee is about to be finalized and consists of board directors and private/public members.
- d. It has been decided not to have an interim ED. The executive committee will fill in any gaps.

Consent Agenda

Meeting minutes from January 14, 2025, are tabled due to unmet quorum.

Committee Liaison Reports

1. Long Term Growth Committee

- a. A sub-committee has been formed to develop KPIs specific to measuring economic development efforts by SOREDI. A summary will be presented to the board
- b. LTGS will also be addressing board structure

2. Facility Committee – has been put on pause until the new executive director is hired

Agency Updates

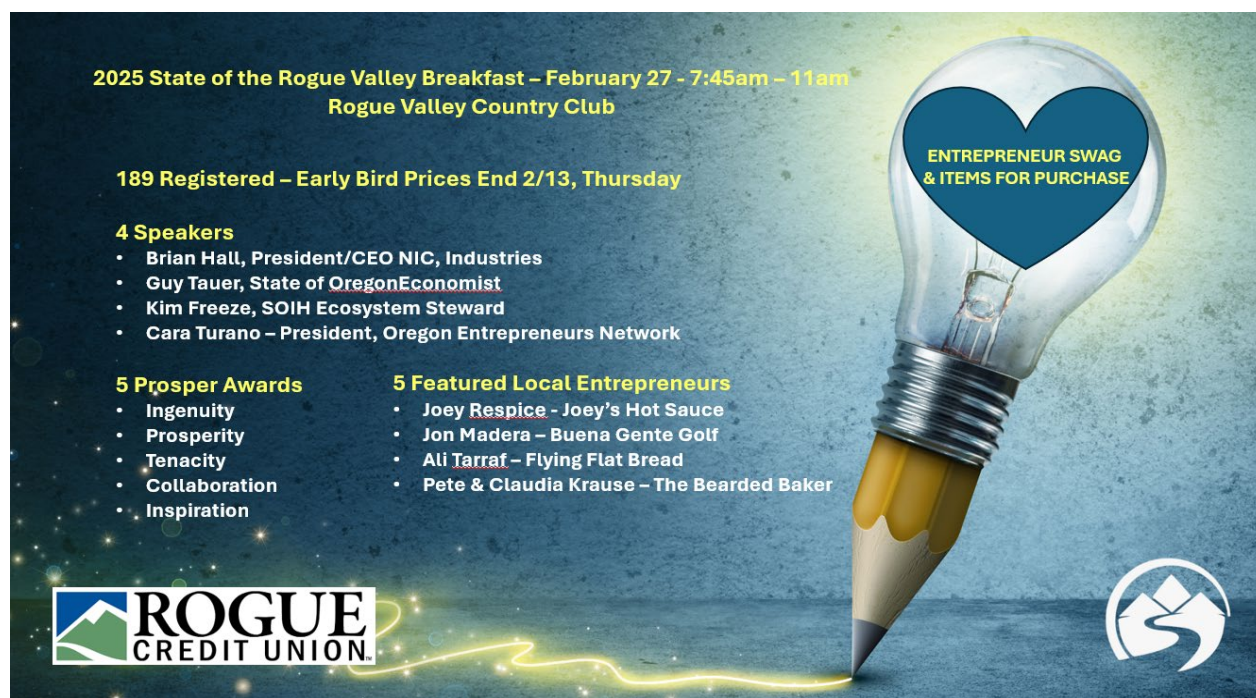
Jaymes Tadlock was asked to present what brings him satisfaction in his role:

1. Relationship building and bringing solutions to businesses and partners
2. Being at the table where decisions are made
3. Two business stories about succession planning
 - a. One is a well-known national brand, and one is a rural business fighting over water rights. SOREDI makes connections to get businesses back on track. The RCC SBDC has been resourced to help each of them.
4. Tom Fischer and Jaymes are meeting with the new mayor of Grants Pass, Clint Scherf, who will be joining the board this month.
5. SOREDI now has a business license in Grants Pass with dedicated space and time to work there, sharing with SOIH/Kim Freeze.
6. Q&A
 - a. How are membership conversations initiated? When building relationships, membership is not part of the initial conversation and usually comes up when asked how SOREDI is funded.
 - b. The LTGS is reviewing how to grow membership.

Terrill Roper

1. The SOREDI Industry Tour on Jan 30 visited Goodwill, Pacific Wall Systems, Pacific Power. 20 attended.
2. Salem trip with Brad Kapner of SOESD and the local health education center
 - c. Willamette Career Academy is a two-year program for juniors and seniors in high school with a focus on dental, health service, IT, Pape diesel, and cosmetology. Students are bused in for half days, 5 days per week.
 - i. Offers a Papé diesel certification that is the only one in the country
 - d. Career Technical Education Center (CTEC) is a full-time program containing core classes that are tied into the technical courses. Students are there 5 days a week.
 - e. The same donor who purchased the CTEC building is willing to do the same here if the community commits to creating the programs. SOREDI has connected with local resources including RCC & SOU.
3. Q&A
 - a. Do students stay in the area once they graduate? CTEC tracks if students stay in the area after being educated.
 - b. Would a school like this be a good resource for Southern Oregon? Yes. Rogue Truck Body and RCC have identified the need for a hire-ready workforce. There are current efforts to gather manufacturers to identify gaps while RCC is evaluating retooling their welding and mechanic programs into a modern manufacturing program. Boise Cascade is interested in participating in this project.
 - i. A consideration could be made for high school and college students to make manufacturing products now that the two main resources have closed, and the other alternative is China.

Carrie Bohl – State of the Rogue Valley Breakfast



SOIH Updates – Kim Freeze, SOIH Innovation Ecosystem Steward

1. Freeze will be one of the featured speakers at the State of the Rogue Valley Breakfast, along with executive director Cara Turano of [Oregon Entrepreneurs Network](#) (OEN). To coordinate with speaking at the SOREDI Breakfast, the two will host a Pitch, Please event at Urbank Cork that afternoon. These events occur monthly and are hosted by OEN throughout the state. These events offer founders and entrepreneurs the opportunity to showcase their business with a 5-minute pitch virtually or in person.
2. Small batch producers need space to develop their products. Freeze recently met with Tim Root of OMEP to learn about that program and resources available.
3. Freeze plans to host a Ready, Set, Go here in Southern Oregon that gamifies the startup process
4. SOIH was recently featured in the Daily Courier and [can be read here](#)
5. SOIH applied for a sustainability grant with the City of Grants Pass for events that will increase tourism and overnight stays.
6. Freeze submitted the completed Governor's Report highlighting the good things SOIH is doing to build the ecosystem here and to advocate for the continued support of innovation in Oregon.
7. Freeze attended the Rogue River chamber meeting, meeting and AI individual who just sold their tech company.

Round Table

Rob Field, City Manager, City of Medford

1. 3 new hires – Assistant city manager, planning director, economic development director.

Paul Anderson, Operations Manager, Rogue Truck Body

1. Business has expanded exponentially, increasing staff to 108 and could still use more. By the end of 2024, there was a 34% overall growth rate in sales, their largest ever.
2. They are currently booked out through July with a 36% growth rate over last year at this time.

3. The growing business has resulted from the two new product lines and extending the sales area from Oregon and California to Hawaii, Canada, Ohio, Florida, and Montana. They are also taking over 14 dealerships on the East Coast, a previous competitor.
4. RTB just bid on a 40-acre facility to expand production, splitting the current shop over the two properties.
5. RTB continues to work on housing for employees. A new pay structure has been initiated with starting pay at \$19-\$20 p/hr and guaranteed \$25 p/hr by end of year if the job is done well.

Jaymes Tadlock

Entrepreneur Story - Joey's Hot Sauce is an entrepreneur, Joey Respice, who pitched his journey to Terrill. He only manufactured once per week because he couldn't find space. Terrill connected him to a new batch production space, a client of SOREDI, and now he has access to full production. He has contracted with 10 Safeway stores for a test run. If that goes well, he will go into the entire Safeway chain, making him a traded sector business. An example of the entrepreneur ecosystem network.

Adjourn – President Fischer adjourned the meeting at 4:52

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