



SOREDI BOARD OF DIRECTORS AGENDA

Tuesday, March 11, 2025 – 3:00-5:00 pm

PROVIDENCE MEDFORD MEDICAL CENTER – 1111 CRATER LAKE AVENUE, MEDFORD, OR 97504

3:00 pm	Call to Order, President's Remarks	Tom Fischer, Board President
3:10 pm	Providence Medford Medical Center	Matt Newell, Business Development
3:20 pm	Phoenix Future Business Growth - PH 3 & PH 5	Zach Moodey, Community Development Director
3:35 pm	HB 3666 – Wildfire Safety & Accountability Act <i>Action Item – Vote of SOREDI Support</i>	Alan Meyer, Director of Cust/Comm Affairs
3:45 pm	HB 3746 – Sponsored by Housing/Homelessness <i>Action Item – Vote of SOREDI Support</i>	Rob Field, City of Medford Manager
3:55 pm	Executive Committee Report	Breanne Eagles, Board Sec/Treasurer
4:00 pm	Board Leadership Changes <i>Action Item – Vote for new Avista representative</i>	Chris Dubose, Board Past President
4:15 pm	Consent Agenda - ACTION <i>Meeting minutes for January 14, February 11, 2025</i>	Breanne Eagles, Board Sec/Treasurer
4:20 pm	Committee Liaison Reports 1) <i>Job Search Committee</i> 2) <i>Long Term Growth & Strategy</i>	Chris DuBose, Board Past President
4:35 pm	SOREDI Financials Update	Amy Browne, Operations Manager
4:45 pm	Roundtable	Board of Directors
5:00 pm	Adjourn	Chris DuBose, Board President

Upcoming SOREDI Board Meetings & Social Events

April 8 – Location TBD, Grants Pass

May 20 – RogueX (Note change to 3rd Tuesday for May)

May 2 – 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.*

SOREDI BOARD OF DIRECTORS MEETING MINUTES

Tuesday, March 11, 2025, 3 - 5:00 pm
Providence Medford Medical Center

Director	Entity	Director	Entity
	Anderson, Paul		Rogue Truck Body
X	Ayres, Jessica	X	Howard, JoJo
	Bailey, Dr. Rick		Tribal One (ALT)
	Southern Oregon University	X	City of Ashland
X	Browning, Taneea	X	Knauer, Doug
	City of Central Point		LeMay, Jessica
	City of Grants Pass (Staff)	X	Hunter Communications
	Dahle, Jeff	X	Long, Juliet
	City of Ashland (ALT)		Rogue Community College (ALT)
X	Doan, Ron	X	Marple, Daniel
X	DuBose, Chris		Herb Pharm
	Cow Creek Tribe	X	Mayers, Robb
X	First Interstate Bank	X	Outlier Construction
X	Dyer, Rick		Meyer, Alan
X	Jackson County	X	Pacific Power
X	Moss Adams		Rentec Direct
X	Boise Cascade	X	Miller, Kaycee
	Southern Oregon Sanitation	X	Providence Health & Services
	Tribal One		Newell, Matt
X	City of Medford		Scherf, Clint
X	ReMax Platinum Commercial		City of Grants Pass, Mayor
X	Travel Medford		Sell, Kathy
		X	City of Eagle Point
			Shillam, Dr. Casey
			Southern Oregon University
			Vincent, Steve
			Avista Utilities
			Weber, Dr. Randy
			Rogue Community College
		X	Williams, Claudia
			Rogue Credit Union
Directors Present: 19		Directors Absent: 8	Director Vacancies: 1
SOREDI & SOIH Staff	Guests	Entity	
X Bohl, Carrie – Communications & Business Support Manager	X Barnett, Chris	Josephine County	
X Browne, Amy – Operations Manager	X Moody, Zach	City of Phoenix	
X DeRoo, Ryan - Business Development Loan Manager	X Stafford, Heather	RWP	
X Freeze, Kim – Innovation Ecosystem Steward	X Swanson, Eric	City of Phoenix	
X Roper, Terrill – Business Development Manager	X Tarantsey, Marta	Biz Oregon	
X Tadlock, Jaymes – Business Development Manager			

Call to Order – Tom Fischer, President

President Fischer called the meeting to order at 3:08

Providence – Matt Newell, Providence Business Development

The Providence slide deck is available here.

- Newell has a ten-year history with Providence starting on the clinical side and has moved to the business side. Providence contributes to economic development by providing quality of health to Southern Oregon's workforce.
- Southern Oregon has a large Medicare/Medicaid population and is the 5th largest non-profit health system in the country.
- Partnering with RCC and SOU contributes to 80% of the graduates staying local.
- There are career ladder opportunities within Providence where employees can receive training for certification programs and are fully funded by Providence, utilizing partnerships across the country. Providence Medford has a strong local focus with local leadership.

PH3 and PH5 South Valley Employment Center – Zach Moodey & Eric Swanson

The City of Phoenix slide deck is available here.

Zach Moodey -

- Phoenix has expanded its urban growth boundaries to develop PH3 and PH5 along I5 and North Phoenix Road.
- The city is currently processing zoning codes. Developers will be providing the master plan.
- North Phoenix Reservoir – Grants were received to develop
- Seeking grants for infrastructure to work south of PH5
- Road networks are currently being built to get the area ready for economic development - Industrial, commercial and residential.

Eric Swanson -

- Phoenix is the fastest growing city in Southern Oregon and #5 in state.
- This parcel is the largest development land along the I5 corridor.
- Though they lost 25% of the city due to the fires and are still recovering, they are moving forward.
 - \$35M+ in grants – federal, state and private.
 - Adding 160 affordable housing units and almost as much in marginal housing.

Questions/Comments

- It was noted this could be an ideal bio-tech property being halfway between Silicon Valley and Portland.
- The property has been recently zoned, so they are currently identifying the supporting uses. A key factor is walkability for these commercial/residential communities to minimize traffic.
- Challenges with the transportation plan have delayed development but they are actively working on an amendment to get it started.
- Though the developers have not yet identified how the space will be used, it could be designated for educational facilities. Code does not prohibit this type of use.

HB3666 – Wildfire Safety and Accountability Act

Supporting documentation for HB 3666 is available here

- The question being discussed is if SOREDI should officially provide support for Bill 3666
- It is a bipartisan bill supported by Representative Marsh.
- The bill will standardize wildfire mitigation statewide, resulting in a certification that protects electric utilities from liability.
- There is support from OEDA (Oregon Economic Development Association) KCEDA (Klamath County Economic Development) and EDCO (Economic Development for Central Oregon) along with support from various Oregon cities.

Questions/Comments –

- Meyer did not observe any pushback from those in attendance when the bill was presented, including no testimony from the insurance industry.
- It was asked: What are other states doing? Each state is unique in their efforts to mitigate these costs. California has adopted similar legislation. Other states are putting on liability caps or creating funds for liability costs.
- The cost hasn't been standardized yet. For example, 1,200 miles in JoCo are receiving updated poles at \$1M per mile, which will impact the rates, but it will resolve reliability issues.
- This wildfire state standard will show utility compliance to help control insurance rates and design quality of materials used.
- There is an existing WMP (Wildfire Mitigation Plan) here, but this will standardize for everyone around the state.
- Ron Doan made a motion for SOREDI to support HB3666. Tom Fischer seconded.

Discussion

- The clarified ask by Pacific Power is to use SOREDI's logo on materials for discussion in the House.
- Dr. Casey Schilling gave more details on the House Bill process amending the motion to use the SOREDI logo on printed materials that support continued discussion on HB3666 in the House.
- Tom Fischer seconded the amended motion

- All in Favor: 8. All opposed: 5. One abstention. Quorum reached. Approved. Motion carried. SOREDI logo will be provided to Meyer for use on discussion materials.

Executive Committee Report – Breanne Eagles

Overview of the last Executive Committee Meeting held on Tuesday, Feb 25, 2025. EC Members Present: Tom Fischer, Kaycee Miller, Chris DuBose, Breanne Eagles (Zoom)
SOREDI Staff Present: Amy Browne, Carrie Bohl

Discussion followed the outlined Agenda prepared by SOREDI staff, details outlined below.

1. State of the Rogue Valley Breakfast
Reviewed run of show with staff
2. SOREDI Executive Director Position
Job posting is getting reviewed by RVCOG.
EC recommends: Let's aim to publish the job posting asap after review from RVCOG
ED Job Search Committee confirmed members include:
Aaron Ausland (Private), Shela Clough (Private), Aaron Cubic (Public), Chris DuBose (President), Rob Field (Public), Steve Vincent (Public), Heather Stafford (Community Partner), Adrian Modjeski (HR- RVCOG).
3. March Board Meeting planning
Continue providing a virtual option at locations that support it
Include updates on board member changes on the March agenda
4. Agency Updates
Financial: Staff are preparing the proposed budget for 2025-2026 for board meeting approval at the May board meeting
EC recommends: *Provide quarterly financial updates during April's board meeting, with a draft ready in April to accommodate edits for final approval during the May board meeting.*
SOIH: Grant Project (phase 2) ends June 30th, 2025. When the new funding cycle (phase 3) is open we will apply again. This will be the same funding amount to be spent over 2 years, if approved. This program is highly successful and SOREDI would like to continue. Details are still coming in and Amy & Kim will keep us posted.
3. RLF Funds: There is one remaining loan fund (Fund 330) at People's Bank that can be moved to Umpqua, putting all our RLF loan funds at one location. Moving these funds would be a time-saver for SOREDI staff.
EC recommends: *Move loan funds from People's Bank to Umpqua Bank and close the People's bank account.*
4. Enterprise Zone: To get the EZ Manager name changed, a resolution will be presented to the City of Medford at their March 12 working session, along with going through the membership contract. Tom, Ryan and Amy will attend and make the presentation. They met with the county assessor and recently met with Jackson County on March 6 to go over the resolution.
5. HB3049: SOREDI provided written testimony showing support to industrial businesses
6. Jackson County International, Medford Airport: SOREDI wrote a support letter for the terminal expansion project.

Board Leadership Changes – Tom Fischer & Chris DuBose

Tom Fischer is presented with an award by Chris DuBose thanking him for his years of service to SOREDI.
The Succession Plan:

- Tom's official retirement from the SOREDI Board is 3/11/2025
- Chris will finish out his term as the most recent past president, ending June 30, 2026.
- If Steve Vincent is approved as a board director, he will be moved into the Past President role on the Executive Committee
- Kaycee Miller will assume presidency on July 1, 2026, and Breanne Eagles will become Vice President.

- Commissioner Dyer made a motion to accept the resignation of Victor Bautista and approve Steve Vincent as an incoming board director. TJ Holmes seconded. All approved. Motion carried.

Consent Agenda – Breanne Eagles

1. Daniel Marple made a motion to approve January 14, 2025, minutes. Jessica Lemay seconded. All approved. Motion carried.
2. Commissioner Dyer made a motion to approve the February 11, 2025, minutes. Marple seconded. All approved. Motion carried.

Board Liaison Committees – Tom Fischer & Chris DuBose

1. Job Search Committee – Chris DuBose
 - The job announcement is currently being worked on by RVCOG with plans to post Friday 3/14/2025 and the Search Committee will do their first review of candidates on April 15. It is a nationwide search.
 - ED Job Search Committee members include:
Aaron Ausland (Private), Shela Clough (Private), Aaron Cubic (Public), Chris DuBose (President), Rob Field (Public), Steve Vincent (Public), Heather Stafford (Community Partner), Adrian Modjeski (HR- RVCOG).
 - Amy will distribute the job announcement to the board when it is available.
2. Long Term Growth & Strategy – Daniel Marple KPI report
The KPI slide deck is available here
 - The KPI subcommittee of the Long-Term Growth & Strategy committee developed 3 categories of KPIs for board review.
 - What is important to our region for economic development is very similar to what is important to other economic development agencies across the country.
 - Metrics overview is below and each category ties back to either the CEDS or a partner contract:
 - CEDS/Community Representation
 - Workforce Development
 - Business Retention and Expansion
 - SOREDI is in the process of collecting data points for tracking results and will bring findings back to the Board

Adjourn

President DuBose closed the meeting at 5:01

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May 20 – Rogue X, Medford

May 2 – SOREDI Foundation Bowl-A-Rama

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