



SOREDI BOARD OF DIRECTORS AGENDA

October 14, 2025 – 3:00-5:00 pm

PROVIDENCE MEDFORD MEDICAL CENTER – 1111 CRATER LAKE AVE, MEDFORD

3:00 pm	Call to Order & Welcome	Chris DuBose, Board President
3:05 pm	Executive Committee Report	Kaycee Miller, Board Vice President
3:35 pm	Consent Agenda – (ACTION) <i>Vote – September 9, 2025, meeting minutes</i>	Breanne Eagles, Secretary/Treasurer
3:40 pm	SOREDI Business Updates <ul style="list-style-type: none">• Board Meeting Format, Content & Expectations• Update on First 30 Days as ED<ul style="list-style-type: none">◦ Team Structure & Operational Efficiency◦ SOREDI Foundation Update◦ Funding Opportunity: Support for Facility Committee (EDA EAA Grant)◦ Funding Opportunity: \$1 Million Loan Loss Reserve Program – 2026 Short Session◦ Revolving Loan Program: New Loan Participation Program Concept◦ Southern Oregon Business Conference: Regional Collaboration Effort – Emphasis on Partner Involvement & Participation (Late February)◦ Plan to Provide Data & Insights for Members to drive ROI and Support Recruitment Efforts• LTGS Committee Scheduled November 4th	Blair Sundell, Executive Director
4:00 pm	Q&A from Board to SOREDI	Board of Directors
4:15pm	Team Roundtable	Terrill Roper, Ryan DeRoo Carrie Bohl, Kim Freeze
4:35 pm	Board of Directors Roundtable	Chris DuBose, Board President
5:00 pm	Adjourn	Chris DuBose, Board President

Upcoming SOREDI Board Meetings

November 18 – Lithia Corporate Headquarters (Note 3rd Tuesday due to Veterans Day)

December – No Meeting

January 13 – Ausland Group, Grants Pass

February 10 – Rogue Credit Union, Main Building

SOREDI BOARD OF DIRECTORS MEETING MINUTES

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

Providence Medford Medical Center

Director	Entity	Director	Entity
X Anderson, Paul	Rogue Truck Body	Fields, Stacy	City of Eagle Point
X Ayres, Jessica	City of Medford	V Hopkins, Terry	Grants Pass Chamber
X Bailey, Dr. Rick	Southern Oregon University	Koehler, David	Rogue Community College (ALT)
Browning, Taneea	City of Central Point	X Marple, Daniel	Herb Pharm
Cubic, Aaron	City of Grants Pass (Staff)	X Mayers, Robb	Outlier Construction
Dahle, Jeff	City of Ashland	V Meyer, Alan	Pacific Power
X 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	Scherf, Clint	City of Grants Pass, Mayor
Eagles, Breanne	Moss Adams	X Shillam, Dr. Casey	Southern Oregon University
X Elliott, David	Boise Cascade	X Vincent, Steve	Avista Utilities
Fahey, Nick	Southern Oregon Sanitation	X Weber, Dr. Randy	Rogue Community College
Farm, Judy	Tribal One	Williams, Claudia	Rogue Credit Union
Field, Rob	City of Medford		

Directors Present: 16

Directors Absent: 9

Director Vacancies: 3

SOREDI Staff	Guests	Entity
X Sundell, Blair – Executive Director	X Clark, Karla	SOREDI Foundation Board
X Bohl, Carrie – Communications & Bus Support Manager	X Holmes, TJ	Travel Medford
X DeRoo, Ryan - Business Development Loan Manager	X LaBerge, Jessica	Office of Governor Tina Kotek
X Freeze, Kim – Innovation Ecosystem Director	V Mitchell, Marla	SOREDI Foundation Board
X Roper, Terrill – Business Development Manager	X Annie Jenkins	Downtown Medford Assoc
	X NG, Warren	City of Medford
	X Tarantsey, Marta	Business Oregon

Call to Order and Opening Comments - Chris DuBose, Board President

Meeting called to order at 3:05pm with these announcements:

1. November 18th meeting reminder due to SOREDI being closed for Veteran's Day
2. DuBose welcomed the SOREDI Foundation Board of Directors Karla Clark and Marla Mitchell
3. Paul Anderson is resigning from the Board as of today's date

September 23, 2025, Executive Committee Report – Kaycee Miller, Board Vice President ([Full report is available here](#))

1. SOREDI Updates
2. Community Meeting Updates
3. Project Updates
4. Board Meeting Agenda
5. SOREDI Foundation
6. LTGS Committee
7. Community Meet & Greet for Blair
8. Grants Pass Chamber 8-month Rogue Valley Leadership Training program

Consent Agenda – Breanne Eagles, Board Secretary/Treasurer

Motion was made to approve meeting minutes from September 9, 2025. Rick Dyer moved to approve. Paul Anderson seconded. All approved. Motion carried.

SOREDI Business Updates – Blair Sundell, SOREDI Executive Director

1. Board Meeting Structure –

- The Board meeting focus moving forward will be meaningful content of SOREDI's direction and designed for regular Board input
- Guest business speakers will be on an as-needed basis
- **Update on Sundell's First 30-days Plan**
 - Exposure in the marketplace and telling the SOREDI story at 30K foot level
 - KOBIS 5 on 5 interview, meetings with elected officials and business leaders
 - Invited to speak at December Chamber Forum (Thank you to Ron Doan who gave up Cow Creek Tribe's speaker slot to SOREDI)
 - Evaluating team structure changes to be done within the current budget –
 - Dedicated Business Support Coordinator – Abigail Skelton at 20 hours per week.
 - Finalizing other staff positions
 - SOREDI Foundation update
 - 100% Board attendance at the September 25 meeting
 - There will no longer be a regular Bowl-A-Rama fundraising event
 - The Foundation will be paused until needed as a conduit for grant funds
 - A possible facilities grant through EDA has been identified that could potentially provide a 60-80% real estate match for SOREDI. Information is being gathered to prepare a Facilities Committee meeting.
 - Loan Loss reserve program 2026 session –
 - Up to potential \$1M funding opportunity to provide loan loss reserve account for SOREDI's revolving loan fund over a 10-year period. The account would cover future losses, thereby mitigating risk when making business loans. At the end of ten years, the remaining funds would be unrestricted.
 - Working with a lobbyist at the OEDD to introduce a legislative fix during the 2026 session that would provide SOREDI with the ability to apply
 - Revolving Loan Program – concept modeled after a Wyoming program where gap financing matches the rate and amortization of lead bank.
 - Clients make one payment to lead bank that is then forwarded to SOREDI for our portion if they utilize the optional servicing agreement
 - Carefully designed to not compete with the 504 program
 - Southern Oregon Business Conference
 - Bring back the popular pre-covid event and have focus on collaboration with chambers
 - Showcase what we do together to help articulate what we each do as organizations
 - RogueX site location potentially April 9
 - Plan to Provide Data and Insights to Members to drive ROI and Support Recruitment Efforts
 - Free EDA data source website for EDDs - Multi County Data Explorer
 - It will be login-access capability built into the SOREDI website for recruitment purposes and membership added-value

Q & A from Board

- Southern Oregon Business Conference
 - Daniel Marple asked about the pre-covid Southern Oregon Business Conference content/structure. Materials from former conference events will be provided to him.
 - The goal is to have two events each year: the business conference and a SOREDI member-focused event with the Prosper Awards, etc.
 - Sundell will be requesting Board input for the event along with organizers of the SW Summit
 - Use the conference to ask and answer the question of what economic development is and to help determine the future of economic development for Southern Oregon
 - Determine the audience to identify the summit content and speakers

- Kaycee Miller suggested a one-time planning committee involving Board directors and stakeholders
- PIER funding has been formalized, we are moving forward with the Phoenix and Talent award
- Technical Assistance grant application notice of intent should be announced by Business Oregon mid-October. The grant could help fund additional SOREDI staff in Grants Pass.

Team Roundtable

Terrill Roper

- The Annum Workforce Housing Survey is currently active with 11 participants and several more pending. October 29th is a breakfast event for survey participants and pertinent community members to receive the Annum survey results.
- The BRE Survey is underway visiting Grants Pass businesses. Terrill and Ryan will be part of the survey group.
 - Terry Hopkins noted that Spalding Industrial Park is a result of the survey's efforts

Ryan DeRoo

- New gap loan with People's Bank has moved into the approval phase and waiting appraisal
- Currently collecting financials on a new loan
- Enterprise Zone has been busy with two newly approved projects with an impact of \$1.25M and 12 new jobs. There are two more applications being reviewed
- 1MC at Grants Pass each Wednesday morning
- **Board Discussion**
 - Because of interest in who the contractors are for EZ projects, Ryan will begin collecting that information
 - Due to confidentiality standards, Ryan will confirm confidentiality levels for the revenue estimates and the business names
 - 75% of Enterprise Zone clients are business expansions, with 25% being new business
 - The Board requested Enterprise Zone statistics at future meetings
 - SizeUp resource suggestion, a small business online tool - [SizeUp | Small Business Intelligence - SizeUp](#)

Carrie

- Membership invoices at 70% with Board participation close to 100%
- Invoice reminders now for the month of October
- Three members have chosen not to renew this fiscal year

Kim

- HUB 2.0 – focus areas – Science, technology, innovation-based products, traded-sector, businesses that are scalable and high growth
- Using language to emphasize merging of SOREDI and SOIH
- Two rural areas expanding outreach and offering business workshops: Applegate and Cave Junction
- Patent workshop, which resulted in 3-4 new patents, was held at The Hive by a patent attorney presenter and who is a resource to our entrepreneurs.
- Active in Grants Pass: Grant Pass Chamber, Mainstreet Grants Pass, Economic Vitality Committee
- 1 Million Cups (1MC) has steadily grown to 50 in attendance
- 1:1 mentorship meetings with entrepreneurs
- Created a Monday or Friday "Grind" with open time for entrepreneurs
- Shout out to Terry Hopkins, Steve Roe, Trevor Yarrish for the Leadership Program.
- Working on a Grants Pass incubator space
- Technical Assistance is designed to help small businesses start, grow and overcome challenges by providing resources for marketing, financial, legal, and more
- Reach out to mayors via letters and email
- Currently building out a map of what TA will look like in both counties. Met with Phoenix/Talent and is facilitating meetings with each community to assess needs
- Other resources include DMA's Coffeepreneur, White Rabbit, Talent workshops, launch and pitch nights in each interested community, Greater Applegate Entrepreneur in Resident (EIR) Program through Jackson County Library Services

Board of Directors Roundtable

- **Rick Bailey** – Oregon is ranked 46th in country for state support of universities. SOU will not be funding the SBDC, and is not able to speak on behalf of Randy Webber and RCC's plan.
- **Paul Anderson** – Paul expressed appreciation to the Board and SOREDI for the time he participated as a director
- **Daniel Marple** – Herb Pharm has a new VP of Operations
- **Jessica LaBerge** – She and Marta Tarantsey have been doing traded sector business outreach. In November, the Regional Solutions team will be touring Gold Hill, the new Children's Museum and the Grants Pass YMCA.
- **Matt Newell** – Providence is looking to lower healthcare cost by looking at a new care model. Linn Benton's surgical tech program hosted through RCC is meeting a need for surgical techs.
- **Annie Jenkins** – Two Medford awards from Oregon Main Street - Holly Theater and longtime volunteer Phyllis Nelson. Inaugural Restaurant Week starts October 17. The Storefront Activation Program's goal is to fill 3-5 downtown vacant properties. Raising funds for downtown lights.
- **TJ Holmes** - Measure 15-238 November 4th ballot to increase TLT by up to 2% for the new conference center at the Inn of the Commons property. Creeksidequarter.com
- **Jessica Ayres** – The City of Medford broke ground on the new \$1.75M pickle ball courts, which is mostly privately funded. The city is responsible for \$400K. The City is a grant conduit of funds for developers to apply to for who are converting commercial space to residential.
- **Robb Mayers** – Outlier broke ground on the new hotel downtown and the pickle ball courts
- **Karla Clark** – The SOESD STEM Hub is using the aptitude assessment [YOUScience in Action](#) tool is designed to help students discover their career path earlier. Some districts in Medford and all Klamath County schools use this tool, creating growth around the health sciences. Additional documents are [available here](#)
- **David Elliott** – Boise Cascade is watching housing affordability, predicting that new housing starts won't move much until 2027. At Boise Cascade, it is causing operational challenges to no longer have overtime options for their employees. They need skilled labor, specifically electricians.
- **Rick Dyer** – The County has several capital projects in the works:
 - The airport expansion is doubling the square footage of the terminal including 8 new jetways. Cost of \$186M will be done in 5 phases. Currently it is in the architecture design phase and plans to break ground in 26-27.
 - Multi-Use Pandemic Center –Mass sheltering in disasters with a generator, commercial kitchen, showers, event center, and basketball/volley court. One quarter of the facility is leased to Central Point as a community center. Only a small amount of the County's general fund will be used and will be reimbursed through generated revenue, anticipating \$8M per year.
 - New animal shelter on Crater Lake Hwy, for dogs only, will be done without additional taxes using a grant and existing general fund dollars.
 - New jail – Progress still in conversation

Meeting adjourned pm – Chris DuBose, Board President at 5:22pm

Each meeting's minutes and documents are available online at [SOREDI Board of Directors Meetings - Follow-Up Documents - SOREDI](#)

Upcoming SOREDI Board Meetings & Events

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December – No Meeting

February 10 – Rogue Credit Union, Main Branch