

**DRAFT MINUTES FOR THE REGULAR MEETING
ASHLAND CITY COUNCIL
Tuesday, February 18, 2020
Council Chambers
1175 E. Main Street**

Note: Items on the Agenda not considered due to time constraints are automatically continued to the next regularly scheduled Council meeting [AMC 2.04.030.E.]

I. CALL TO ORDER

Mayor Stromberg called the Business Meeting to order at 6:00 PM.

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL

Councilors' Slattery, Graham, Seffinger, Jensen and Rosenthal were present. Councilor Akins arrived at 6:10 PM.

IV. MAYOR'S ANNOUNCEMENTS

Mayor Stromberg announced the current Commission and Committee vacancies.

V. CITY ADMINISTRATOR REPORT

City Administrator Kelly Madding discussed an encounter she witnessed with the Ashland Police Department had with an aggravated citizen. She spoke in praise and appreciation of the Police Department for conducting the incident so respectfully.

VI. APPROVAL OF MINUTES

1. Study Session of February 3, 2020
2. Business Meeting of February 4, 2020

Councilor Rosenthal/Jensen moved to approve the minutes. Discussion: None. All Ayes. Motion passed unanimously.

VII. SPECIAL PRESENTATIONS & AWARDS

1. Presentation by the Census Bureau

Due to no one in attendance to present this item it was removed from the Agenda.

2. Presentation by Southern Oregon Regional Economic Development, Inc. (SORED)

Colleen Padilla went over handouts she gave to the Council (*see attached documents*).

Items discussed were:

- Regional Strategy Update.
- Worker destination.
- Loan Program Clients.
- Grand opening for Rogue Valley Precast Casts.

- SOREDI Quest.
- “Notes from Colleens desk”.
- Community stories.

Ms. Padilla presented Council with a Business Friendly Proclamation of Southern Oregon (*see attached*).

Graham questioned renewable energy focus. Padilla spoke that nothing has been specifically spelled out yet. She spoke that there is a renewable energy project going on in White City.

3. Veterans Golf Club of Southern Oregon Award

President of the Golf Club of Southern Oregon Tony Yanez spoke regarding the success of the Golf Club. He spoke regarding the importance of golf. He explained that there are 4 clinics for local Veterans and gave an overview of what the clinics entail. He spoke that this has helped the Veterans with not only golf skills but enhanced their rehabilitation, brought a sense of brotherhood and stress relief. He spoke regarding the hard work that Patrick Oropallo has done. Spoke in appreciation of his heart and attitude and thanked him on behalf of Southern Oregon. Yanez presented a plaque for local veterans of Southern Oregon.

Parks Commissioner Mike Gardiner and Patrick Oropallo accepted the plaque. Rosenthal congratulated and thanked Oropallo for the outreach to the veterans. Oropallo spoke in appreciation of the Community embracing the program.

Council thanked Oropallo and Yanez for their work. Jensen thanked Oropallo for his training and spoke that he had lessons from Oropallo since his lessons he announced he got a hole in one.

4. One Year Review of the Transportation Network Companies Ordinance 3165

Police Chief Tighe O’Meara gave a brief Staff report.

VIII. MINUTES OF BOARDS, COMMISSIONS, AND COMMITTEES

| | | |
|-------------------------------------|--|---|
| <u>Airport</u> | <u>Budget</u> | <u>Conservation</u> |
| <u>Historic</u> | <u>Housing and Human Svcs.</u> | <u>Parks & Recreation</u> |
| <u>Forest Lands</u> | <u>Climate Policy</u> | <u>Cost Review</u> |
| <u>Planning</u> | <u>Public Arts</u> | <u>Transportation</u> |
| <u>Tree</u> | <u>Wildfire Mitigation</u> | |

IX. PUBLIC FORUM Business from the audience not included on the agenda. (Total time allowed for Public Forum is 15 minutes. The Mayor will set time limits to enable all people wishing to speak to complete their testimony.) *[15 minutes maximum]*

Jeff Sharpe – Ashland – Spoke regarding Community solar for Ashland. He spoke that clean solar power provides healthy economic development.

Huelz Gutcheon – Ashland – Spoke that he will be running for Community Development Director. He spoke regarding the importance of solar panels and clean renewable energy.

X. CONSENT AGENDA

1. Approval of Liquor License Request for Peerless Hotel, LLC
2. Approval of Liquor License Request for Greenleaf Restaurant
3. Appointment of Robert Kaplan to the Climate Policy Commission
4. Award of Contract for APRC Design Services for the Daniel Meyer Pool Replacement

Slattery pulled this item.

Parks and Recreation Director Michael Black gave a staff report. He explained the pool is aging quickly. Jensen questioned to the timeline of completion. Black explained that there will be a meeting on Thursday with the consultants to discuss the timeline. Graham questioned if the Council will see the designs prior to moving forward with the project. Black explained the process and spoke that it will come back to Council.

5. Approval of Personal Services Contract for Comprehensive Sanitary Sewer Collection System Master Plan
6. Approval of a Ground Lease Agreement with the Land Manatee Foundation

Rosenthal pulled this item and requested a Staff report. Public Works Director Paula Brown and Renee De Launay from the Land Manatee Foundation gave a Staff report.

Public Input

Marian Spadone– Ashland – Spoke in concern of this item. She spoke that she would like more information on the process and to see how this would be implemented.

Seffinger spoke to her concerns on how to protect endangered species.

De Launay spoke that the foundation has a certification of standards that they adhere to. She spoke to educating the public and transparency.

Rosenthal thanked Staff and De Launay. He questioned methane gas, and what the emissions would be with estimated 80 cattle.

De Launay discussed grazing process, the science process of carbons and sustainability. She explained that it is a net neutral.

De Launay discussed community outreach.

Council discussed the timing of rotation and reporting.

Akins questioned if they will work with Indigenous Tribes. De Launay spoke that she has worked in the past advising Indigenous Tribes.

Akins questioned if this was a kill farm. De Launay confirmed this is not a kill farm.

Council discussed finding more information on the grazing of cattle. De Launay spoke that she would be happy to give a tour.

Akins noted that this is City land not private property and would like more information.

Graham/Akins moved to postpone this agenda item until there is more information.

Discussion: Graham spoke to the importance of looking more into the trade-offs from a climate perspective. more time to look at the trade-offs from climate perspective. Rosenthal questioned if

this approval is time sensitive. De Launay explained that it is time sensitive due to getting species under control. Council discussed to have this come back to Council after 2 years with a report. Slattery spoke in support of this project. **Roll Call Vote: Slattery, Graham, Seffinger, Rosenthal and Jensen: NO. Akins: YES. Motion failed 5-1.**

Rosenthal/Seffinger moved to approve the Consent Agenda. Discussion: None. Slattery, Graham, Seffinger, Rosenthal and Jensen: YES. Akins: NO. Motion passed 5-1

Graham/Slattery moved to bring this item back with a report in 2 years to evaluate how it is going. Discussion: None. Voice Vote: All Ayes. Motion passed unanimously.

XI. PUBLIC HEARINGS (Persons wishing to speak are to submit a “speaker request form” prior to the commencement of the public hearing. Public hearings shall conclude at 8:00 p.m. and be continued to a future date to be set by the Council, unless the Council, by a two-thirds vote of those present, extends the hearing(s) until up to 9:30 p.m. at which time the Council shall set a date for continuance and shall proceed with the balance of the agenda.)

XII. UNFINISHED BUSINESS

1. Capital Needs and Financing Bond Proposal

Slattery/Jensen moved to un-table the item. Discussion: None. Voice Vote: All Ayes. Motion passed unanimously.

Public Input:

Ken Wilson – Ashland – Spoke regarding the earthquake probability and that the City should not be in panic. He spoke to not increase taxes for the citizens.

Shaun Moran – Ashland – Spoke regarding \$1.7 Million transfer from the facilities fund to the central fund. He spoke that the City should not ask tax payers to pay more and for the City to restore the \$1.7 million. He spoke that PERS isn’t the reason why Ashland is in financial trouble. He spoke that Ashland deserves better. He spoke that before the City asks for tax payers to pay more provide them with all the facts and restore the \$1.7 million.

Dr. Carol Voisin – Ashland – Spoke regarding reasons to vote no against this bond. She spoke to the importance of a second opinion. She spoke that there should be a poll asking citizens where City Hall should be located. She spoke that Council needs to table this item until more homework is done.

Eric Navickas – Ashland – Spoke that he would like to support this but can’t not support if they want to raise historic City Hall. He went over a history of the building. He spoke in support in protecting historical buildings and gave examples why.

Cathy Shaw – Ashland – Spoke regarding the previous comments. She spoke regarding Moran’s statement about PERS. She spoke to Voison’s statement about a second opinion. She spoke regarding getting a poll from the people to where the City Hall is located and that no better way to do so is by putting a vote to the people. She explained that the City is asking citizens if they want to leverage the money and it doesn’t mean we have to leverage it all.

Dale Shostrom – Ashland - Chair of the Historical Commission. Spoke regarding concerns of the City Hall proposal. He spoke that it is imperative to provide a safe structure to Employees. He spoke to his concerns and hopes the council will consider rehabilitation as an alternative. He

also suggested to include professionals with historical rehabilitation experience (see attached).

Mayor Stromberg began reading a memo.

Slattery/Akins moved for the Mayor to not read the memo due to it sounding like deliberation. Discussion: Slattery explained this is more like deliberation. Akins spoke that the information has been discussed before and it not appropriate to be read into the record at this time. **Roll Call Vote: Slattery, Akins, Seffinger, Rosenthal and Jensen: YES. Graham: NO. Motion passed 5-1**

Madding – went over the process for the construction of a new City Hall. PowerPoint (*see attached*).

Items discussed were:

- Planning application.
- Demolition Permit.
- Building Permit.

Slattery does demolition include the 3 walls? Madding explained if we leave the 3 walls don't need demolition permit; if we keep them we need a demolition permit.

- Local Review Process.
- Design standards.
- Development plan.
- Design cost.
- Building permit.
- Historic architect.

Council discussed the timeline.

Jensen/Seffinger moved to direct Staff to produce the documentation to move forward with a 20-year General Obligation Capital Bond with a tax rate of \$.1790 per \$1,000 of assessed value to pay for the construction of a City Hall. Discussion: Jensen spoke to the importance of the City doing due diligence before May to get the community involved. Seffinger spoke in support in the motion. Slattery spoke that the priority of this motion is to do something about City Hall. He spoke in concern of rushing this to May and spoke that he will vote no on this motion. Graham spoke that there has been a lot of research done and enough so that an informative decision can be made in May. Akins spoke in support because this isn't a bundle. And the importance for the voters to decide. Mayor spoke to the importance of working with the Historic Commission on this project. **Roll Call Vote: Graham, Akins, Seffinger, Rosenthal and Jensen: YES. Slattery: NO. Motion passed 5-1.**

Council directed Staff to work with the architects and have an expert in restoration work do a preliminary design and consult with the Historic Commission on what they would support in terms of the design of City Hall.

Council discussed whether or not to add restructure repairs to Pioneer Hall and the Community Center to the Bond. Council discussed ways to pay for these buildings.

Jensen/Graham to direct staff to produce the documentation to move forward with a 20-year General Obligation Capital Bond with a tax rate of \$.0300 per \$1,000 of assessed value to pay for the structurally rehabilitating the Community Center and Pioneer Hall, .0300.

Discussion: Jensen spoke that it is a good time to do this. He spoke in support of the motion. He spoke that the buildings are deeply valued. Graham agreed with Jensen. Akins spoke that the buildings are important to the Community but doesn't feel confident putting this on the bond measure with City Hall. Rosenthal questioned if there was CIP money to fix these two buildings. Madding explained there was approximately \$200,000 budgeted. Rosenthal questioned if that amount could be deducted in the bond. Madding spoke that the City could deduct \$200,000. Slattery spoke to the importance of fixing the buildings. He suggested using the marijuana tax money to be used to fix the buildings. He spoke that he will vote not to this motion. **Roll Call Vote: Slattery, Akins and Seffinger: NO. Graham, Rosenthal and Jensen: YES. Mayor: YES. Motion passed.**

Seffinger/Jensen moved for rehabilitating the Butler-Perozzi Fountain not be included in the bond. Discussion: Seffinger spoke that this is not an important CIP project and should not be included. Jensen spoke to look into other methods to fund the rehabilitation of the fountain. **Roll Call Vote: Slattery, Graham, Akins, Seffinger, Rosenthal and Jensen: YES. Motion passed unanimously.**

Rosenthal/Graham moved to include the solar/micro grid project into the bond. Discussion: Rosenthal spoke that the package was an opportunity to emphasize action in the Climate and Energy Plan, and that it represented a great investment. Graham spoke that in Ashland we are at risk of a number of natural hazards. She spoke to the importance of solar power. Slattery spoke that he appreciates the comments made but he explained that he is not in support of adding this to the bond package. He spoke that City Hall is the main priority. Seffinger spoke that City Hall is the main priority. Akins spoke that solar is her priority but putting this in the same package with City Hall will make it hard to pass. **Roll Call Vote: Slattery, Akins, Seffinger and Jensen: NO. Rosenthal and Graham: YES. Motion failed 2-4.**

Madding suggested a motion to have one motion for all things to be added to the Levy.

Graham/Jensen moved to direct Staff to produce the documentation to move forward with a \$8.2 million 20-year General Obligation Capital Bond with a tax rate of \$0.2090 per \$1,000 of assessed value to pay for the construction of a City Hall, and structurally rehabilitating the Community Center and Pioneer Hall, for the May 12, 2020 Jackson County election. Discussion: None. **Roll Call Vote: Jensen, Rosenthal, Seffinger, Graham, Slattery: YES. Akins: NO. Motion passed 5-1.**

XIII. NEW AND MISCELLANEOUS BUSINESS

XIV. ORDINANCES, RESOLUTIONS AND CONTRACTS

XV. OTHER BUSINESS FROM COUNCIL MEMBERS/REPORTS FROM COUNCIL LIAISONS

XVI. ADJOURNMENT OF BUSINESS MEETING

The Business Meeting was adjourned at 9:15 PM.

Respectfully submitted by:

City Recorder Melissa Huhtala

Attest:

Mayor Stromberg

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Administrator's office at (541) 488-6002 (TTY phone number 1-800-735-2900). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I).



**Southern Oregon Regional
Economic Development, Inc.**
Wildly Serious About Business

City of Ashland, Regional Update – Tuesday, February 18, 2020

Regional Strategy Update

- **Final Updated Strategy – 88-page document including official Comprehensive Economic Development Strategy (CEDS), as required by EDA**
- 38 Focus Groups, 11 One-on-One Interviews; Community Survey– nearly 350 citizen responses
- Primary Buckets of Work:
Business Development, Innovation, Talent, Tourism, and Placemaking
- Continued Roll-Out, Southern Oregon Business Conference, January 30, 2020; next Coalition Workshop 2/21

Hard at Work for Southern Oregon, Updated Stats (attachment)

- Worker Destination/commuting Patterns
- Enterprise Zone Applications
- Loan Program Clients/Jobs

Business Development Loan Program Milestone

- Over \$20 million lent! – Yogi’s Milestone (attachment)

Recruitments:

Grand Opening for **Rogue Valley Precast** held **November 14** (attachment)

- Over \$5 million capital investment, 10 new jobs created

Several Recruitments leads/proposals in process

Multiple Awards for Southern Oregon!

- NADO Impact Award – SOREDI Quest (attachment)
- OEN “Game-Changer” Award to MaskIT
- 3 Southern Oregon Awards at OEDA Conference in Salem, October 25-26
 - Collaborative Partnership for SOREDI Quest
 - Economic Development Leader of the Year– Colleen Padilla
 - Jon Bowen, City of Grants Pass for their Best Marketing Award

Notes from Colleen’s Desk –

- Changing our Tune (Attachment)
- More Than a Field Trip (Attachment)

Southern Oregon Edge

- BioMed, White City (Attachment)
- Massif, Ashland – publishing in April

Community Gems – 3 Ashland stories (attachment)

Special Gift Presentation – Business Friendly Proclamation (attachment)

Colleen Padilla, Executive Director, colleen@soredi.org

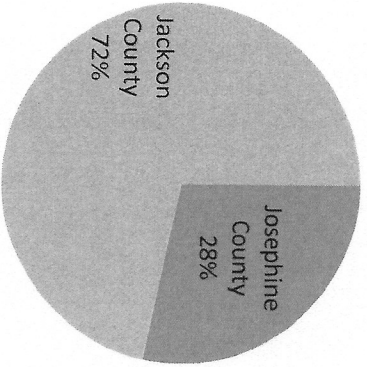
Regional Strategy Steering Committee

Aaron Ausland-CEO, Ausland Group
Jerry Brienza- Director, Rogue Valley Int'l-Medford Airport
Terri Coppersmith-VP Finance, Plexis Healthcare Systems
Chris DuBose-Market President, First Interstate Bank
Pat Fahey-Founder, Southern Oregon Sanitation
Darin Fowler-Josephine County Commissioner
Brad Hicks-Pres. & CEO, Medford/Jackson County Chamber
Dr. Cathy Kemper-Pelle-President, Rogue Community College
Christina Kruger-Regional Business Manager, Pacific Power
Roy Lindsay-Mayor, City of Grants Pass
Brian Sjothun-City Manager, City of Medford
Bob Strosser-Jackson County Commissioner
Bill Thorndike-Owner, Medford Fabrication
Steve Vincent-Regional Manager, Avista Utilities
Roy Vinyard-Senior Advisor, Former Pres. & CEO, Asante Health System
John White-Regional Manager, Boise Cascade

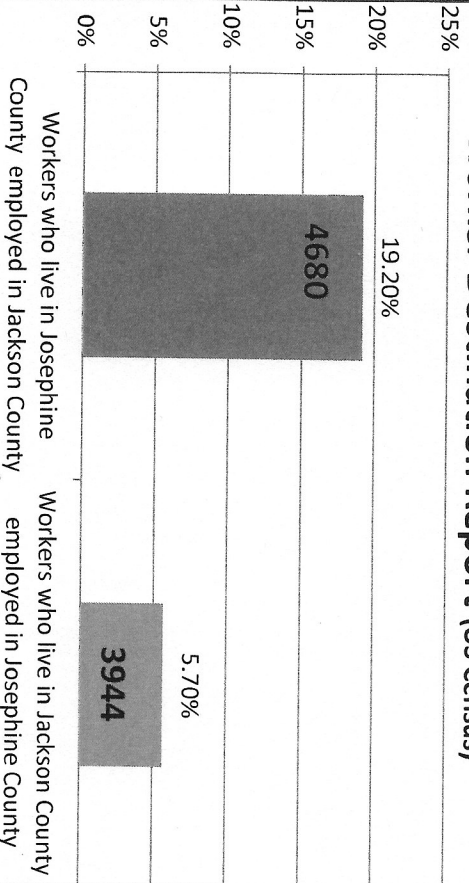
Advisory Committee

Lindsay Berryman-Owner, Sacca di Italiana and former Medford Mayor
Jon Bowen-Tourism & Downtown Development, City of Grants Pass
Peter Buckley-Program Manager, Southern Oregon Success
Alan DeBoer-Former Ashland Mayor and State Senator
Jim Fong-Executive Director, Rogue Workforce Partnership
Stacie Grier-People Operations, Quantum Innovations
Nikki Jones-Owner, Express Employment
Eli Matthews-Senior VP, Travel Medford
Brad Niva-Executive Director, Travel Southern Oregon
Joanna Quirke-HR Specialist, Cummins Electrification
Cynthia Scherr-Scherr Management Consulting
Susan Seereiter-Business Advocate, City of Grants Pass
Sandra Slattery-Executive Director, Ashland Chamber of Commerce
Marta Tarantsey-Regional Development Officer, Business Oregon
Jim Teece-President & CEO, Project A
Julie Thomas-President & CEO, Concierge Home Watch

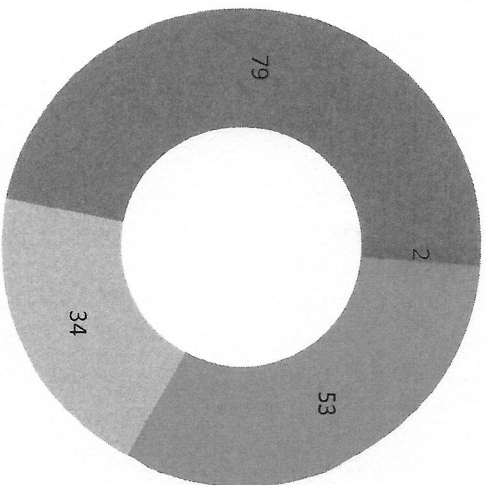
SORED I Service Territory (Population)



Worker Destination Report (US Census)

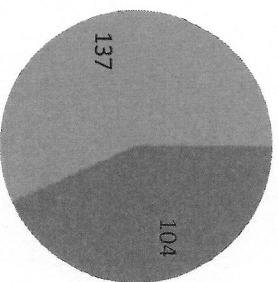


Enterprise Zone Applications



- Grants Pass Urban, Since inception in 2018 (2 applications, .3% of total investment)
- Rogue, Since Inception in 1997 (53 apps, 34% of total investment)
- Jackson County Rural, Since Inception in 2007 (34 apps, 28.3% of total investment)
- Medford Urban, Since Inception in 1999 (79 apps, 37.4% of total investment)

Loan Program Clients Since Inception in 1994



- Josephine County (38% of loans, 1285 jobs impact)
- Jackson County (62% of Loans, 2135 jobs impact)

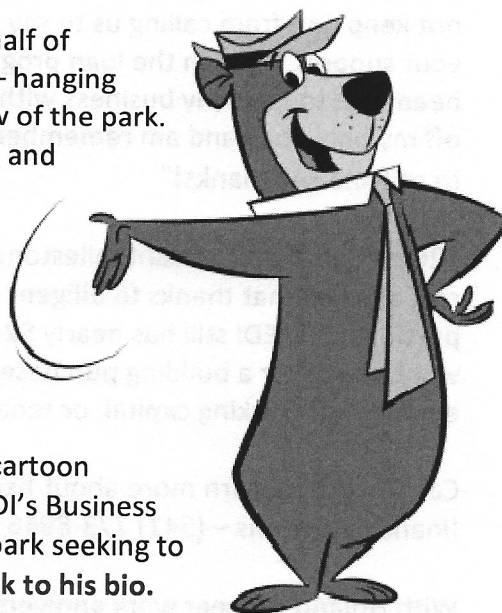
Notes from Colleen's Desk: Yogi's Milestone

September 19, 2019

There is a quiet and gentle giant thoughtfully working on behalf of SOREDI - but for the benefit of Southern Oregon businesses – hanging out most days in our northeast corner office with a clear view of the park. His name is Yogi. He responds heartily to lunch opportunities and loves a good doughnut.

With well over 30 years of commercial lending experience, Yogi has seen just about every kind of idea for a business venture presented – from notes on the proverbial cocktail napkin to the multi-page, full color business plan.

While we may whimsically call him Yogi (his self-proclaimed cartoon character from our 2017 staff retreat), Noland Alston - SOREDI's Business Development Loan Manager - is not wandering through the park seeking to "yogi" a pic-a-nic basket. **Read more about Noland here – link to his bio.**



Instead Yogi is diligently combing through financials with his trusty calculator in hand, considering the viability of every prospective loan deal and preparing the appropriate documents for the SOREDI Loan Committee's review and hopeful approval.

When the deal flow is slow, Yogi is conscientiously updating loan application templates, carefully managing the loan portfolio, keeping records orderly, and assisting the SOREDI team with other functions. He is an invaluable asset to the SOREDI Business Development Team.

Noland's hard work and determination resulted in a significant SOREDI milestone last month for the loan program and the local economy when he assisted several loan clients allowing us to surpass the mark of \$20 million lent.

Since its inception in 1994, SOREDI's loan program has now generated 243 loans, impacted nearly 2,250 jobs and leveraged many more millions in capital investment.

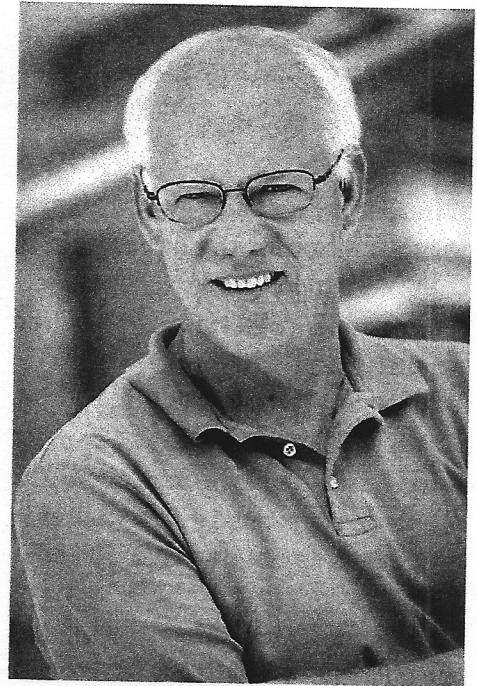
With recent loans in the last several months made to three distinctly different business ventures - Vintner's Kitchen (commercial kitchen) in Talent, Community Life LLC (adult foster care) in Medford, and Rogue Winery (custom crush operation) in Medford, SOREDI readily hit the milestone with \$20,465,562 lent to date. **See press release here.**

Perhaps one of the agency's most rewarding loan program testimonials deserves a repeat shout out – just in case you missed this year's annual meeting highlights. It came from Carl Cicero, owner of the Midway Country Store in Butte Falls, via an unexpected phone call to Noland.

Carl reported that he had just been to the bank that day to make his last loan payment. Granted, his loan to SOREDI had been paid off many years prior; in fact, it was written by a different loan manager nearly 20 years before. But that did not keep Carl from calling us to say "Thank you SOREDI for your support through the loan program ... I would not have been able to have my business without your help. I just paid off my bank loan and am remembering SOREDI today. I had to call and say thanks!"

\$20 million is a significant milestone and a big number! But rest assured that thanks to diligent management of the loan portfolio, SOREDI still has nearly \$2 million to lend – whether it's for a building purchase, business acquisition, equipment, working capital, or tenant improvements.

Call Noland to learn more about fixed rate, fixed term gap financing options – (541) 773-8946.



With Noland's 4-year work anniversary with SOREDI in just a few weeks, it's timely to say on behalf of the SOREDI staff and the SOREDI Board of Directors "thank you Yogi for your dedication to SOREDI and the Southern Oregon business community."

This milestone warrants a serious celebration. Let's plan a pic-a-nic!

Colleen Padilla, Executive Director
Cartoon Character: "Shaggy"



Southern Oregon Regional
Economic Development, Inc.
Wildly Serious About Business

FOR IMMEDIATE RELEASE

Date: February 11, 2020
Contact: Colleen Padilla (541) 773-8946

Kim Young Brings Depth to SOREDI as New Business Development Manager

Southern Oregon Regional Economic Development, Inc. (SOREDI) is pleased to announce that Kim Young has joined the Business Development team at SOREDI, effective February 4, 2020.

Young recently relocated to the region from La Grande, where she was the Executive Director of Greater Oregon (GO) STEM at Eastern Oregon University. She has additional experience as a commercial credit analyst with US Bank and a strong background of engagement with public and private partners. Kim holds a Master of Public Administration and Bachelor of Arts in Anthropology from Boise State University.



As a member of SOREDI's Business Development team, Kim will provide primary support to technology sector businesses and drive regional growth around innovation and entrepreneurship. She will be assisting with SOREDI's annual Tech Tour on April 10, InventOR - a statewide invention competition among college students at Rogue Community College on June 25-26, and the Oregon Telecommunications Conference in Ashland, on October 22-23.

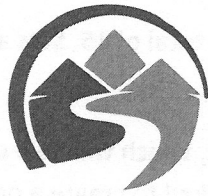
Her skills in data analysis, grant writing, and communication will add depth to SOREDI's recently updated and published 5-year **One Rogue Valley Comprehensive Economic Development Strategy** (CEDS).

Executive Director, Colleen Padilla, states: "Kim is a perfect match for our team as we pivot to add strength in our new direction as an agency. We are fortunate to have crossed paths with her at a recent SOREDI event, facilitated by the Lemelson Foundation, where we gathered input to build out the ecosystem of partners and agencies serving the Southern Oregon innovation community."

As a recent transplant to Southern Oregon, Kim enjoys outdoor activities and regional exploration with her husband, daughter, and giant dogs. She is also a

former board member of the Grand Ronde Symphony Orchestra and Idaho Environmental Education Association.

About SOREDI: SOREDI is a private, membership-based, non-profit organization, governed by a 28-member board of directors. Its staff is charged with local business expansion and new business recruitment efforts, financial assistance to start-up companies through its business loan fund, and management of Enterprise Zones in Jackson and Josephine Counties. The agency was formed as a regional economic development agency in 1987.



**Southern Oregon Regional
Economic Development, Inc.**
Wildly Serious About Business

SORED I QUEST 2019 NADO Innovation Award

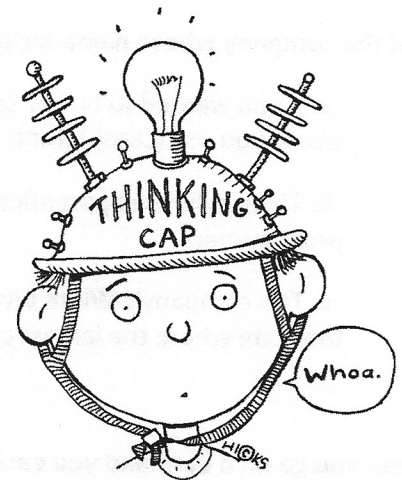
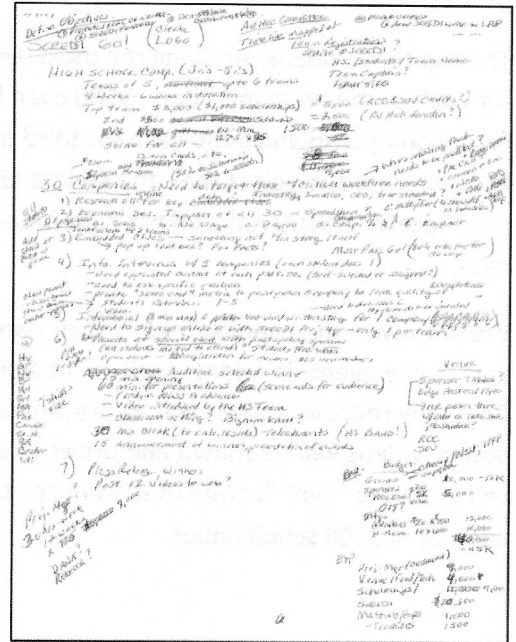
Problem: Brain Drain among local high school students and lack of general public knowledge of careers available at great companies in Southern Oregon.

Solution: We created SOREDI Quest, a digital platform/virtual tour of local companies using Southern Oregon Edge Profiles – over 50 stories of companies that exist in our region, to raise awareness of the world-class companies and opportunities that exist right here!

The playful scavenger hunt format culminated with a short video competition showcasing what students learned in a way that engaged the whole community. We believe it is a strong component among other regional efforts to better recruit and retain our graduating high school talent

Outcomes:

- **2 Beta Tests in 3 High Schools**
- **12 Corporate Sponsors** – AllCare, Boise, Carestream, Diode Laser Concepts, Dutch Bros, Erickson, Hunter Communications, Oregon Swiss Precision, Providence, Timber Products, SOESD, Zeal –
- **\$23,000 in cash and in-kind services** received to build the platform and fund scholarships/prizes.
- **2,300 participating students**
- **7,500 views** on our dedicated Facebook page
- **\$8,650 awarded** in prizes and scholarships



STUDENT INSTRUCTIONS FOR SOREDI QUEST 2.0

Welcome to SOREDI Quest! This is a challenge designed to introduce you to some of the world-class companies that have chosen Southern Oregon as their home. It will have two parts; the first will be an individual scavenger hunt that will lead you into short stories about these companies called “Southern Oregon Edge” profiles. They can be found on SOREDI’s website at: <https://soredi.org/relocate/southern-oregon-edge/>.

Once you are logged in and the game begins, you will receive a set of questions, consisting of an initial clue (designed to lead you to a specific profile) followed by three follow-up questions from that profile. Sometimes the clues or questions may require you to think outside the box...remember, this is a scavenger hunt, so stay flexible and be a detective! Once

you correctly complete a set you will receive another, until you complete a total of 15. Sets are assigned randomly and will be unique to you.

Next, students will be formed into teams for the second phase of the quest, which will be a video challenge. Teams will be assigned a company, along with a "Big Idea" about the company, and asked to create a one minute video addressing the question, "What is truly unique about this company that most people don't know?" Once completed, videos that meet the requirements and are approved will be posted on our Facebook page.

The top three videos receiving the most views will earn scholarships for each of the team members; \$500 each for first place, \$400 each for second place, and \$250 each for third place. Our ten "Holy Grail" sponsors will also select their top picks and those team members will each receive a \$100 Amazon gift card (must attend the Finale to win).

We will invite the winning teams, their parents and teachers to a gala Finale event on Friday, April 26, at North Medford High.

Company representatives will be present to meet with students and adults, videos will be shown and prizes awarded. And the audience

will also vote "live" for one of the ten selected videos as their "People's Choice Award", with team members receiving an additional \$300 scholarship!



SAMPLE QUESTIONS IN THE SCAVENGER HUNT

Find the company whose name includes a city in another state. Boise

- If you wanted to buy or sell shares of this company's stock on the New York Stock Exchange, what symbol would you use (caps)? (Hint: You will have to be a detective) BCC
- Their in-house apprenticeship programs train workers for what three skills? millwrights electricians programmers
- This company's White City plant is the second largest of its type in North America. What is the capital city for the state where the largest plant resides? (Hint: You will have to be a detective) Baton Rouge

When you go on a date and you each pay your own way, it's called "going ____". If you are boys with the same parents, you are _____. Find that company profile. Dutch Bros (Clues: dutch and brothers)

- In how many states can this company be found (show as a numeral)? 7
- If you have been an employee for three years, and a manager for one, you can you hope to operate your own franchise.
- The co-founder traveled to a foreign country to see where some of their product came from. What is the capital city of the country he went to? (Hint: You will have to be a detective) San Salvador

Find the profile for the web development firm whose photo reveals the superheroes (and their secret identities) who make up the team there. Coding Zeal

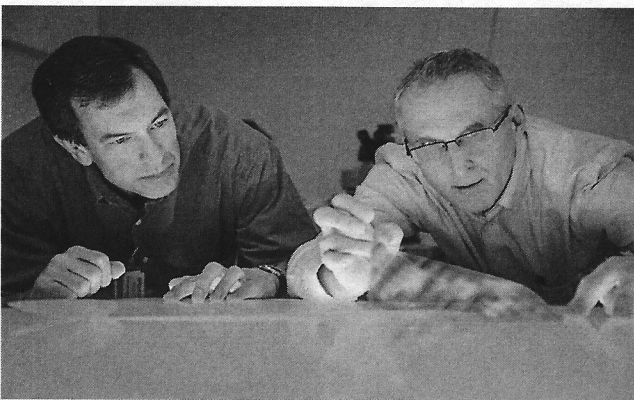
- a. According to this profile, what is the approximate number of people in Southern Oregon? 300,000
- b. Two of the founders of this company are former marketing and creative directors for which other Southern Oregon business?
 - 1. Dutch Bros
 - 2. Harry & David
 - 3. Oregon Shakespeare Festival
 - 4. Project A
- c. Medford is strategically located between Portland and San Francisco

If you rip a piece of paper, it's a _____. That rhymes with a word for when you have compassion. Add that with a word for what you do with Netflix movies, and you have the name of this company. Carestream (Clues: tear, care and stream)

- a. What is their current niche (three words)? medical imaging film
- b. Their newest products are for what industry (two words)? touch panel
- c. What precious mineral is key to their manufacturing process? silver

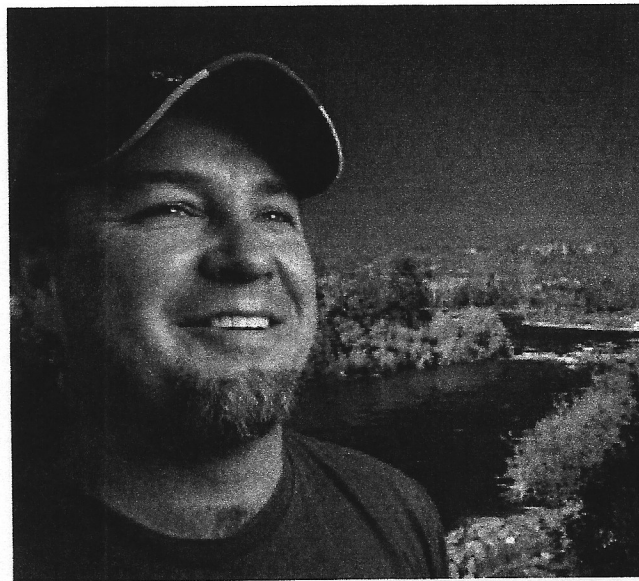
Unscramble the letters to reveal the key word in the name of this company: SELRA Diode Laser Concepts (Clue: laser)

- a. Name the republic on the African continent that is this company's second manufacturing location. Tunisia
- b. Employee compensation increased 40 % during the economic downturn from 2009-2011.
- c. One way companies impact local economies is through the payroll they pay their employees, who then use that money to pay bills and purchase goods locally. This company's payroll is approximately over one million dollars. (two words, spelled out)



Scan the Profile introductions to find the company whose founder is a veteran, moved here 12 years ago and started in his garage. Quantum Innovations

- a. Ophthalmic relates to what human organ (Hint: You will have to be a detective)? eye
- b. Their equipment applies coatings to eye glasses.
- c. According to the profile, an "Attitude of Servitude" can be summed up as putting others first.



For more information:
Colleen Padilla, Executive Director
colleen@soredi.org | (541) 773-8946

Notes from Colleen's Desk: Changing our Tune

February 13, 2020

I grew up learning how to play the piano. Every Tuesday, I would dutifully walk about half a mile up the road, along the pear orchard (which is now a vineyard), to my 30-minute piano lesson. No doubt, it was a sacrificial labor of love and investment for my parents at \$2.50 each lesson. The same teacher and price for 10 years!



I still have that piano. Gratefully, it is in relatively good shape despite the many times I've moved it in the last 45 years.

After a long hiatus of not playing much, I decided to have my old friend "Hammond" tuned – also a long time coming since its last tune up was in 1992! I also moved it to a different location in the house, where I was more likely to sit down to tickle those ivories.

So, I pulled out a few classical music song books, the pages of which had not been turned since my teens. I was astonished! First, Hammond sounded fabulous. Perhaps even more astonishing, I could still reasonably play those classical pieces.

Of particular interest to me was the fact that, while my right hand played the melody for the most part, with a few embellishments here and there, my left hand was seemingly playing some very complex scales without much effort. It had a mind of its own.

I liken it learning how to ride a bike. Once you have learned how, it just comes naturally. Muscle memory takes over and you don't think about it much – you just go forward.

However, I also quickly realized that the muscle memory in my fingers remembered all the problem notes and measures as well and repeated the same blunders from 40 years ago! Ouch.

This naturally led me to think about other ways in which we might, collectively, be playing the wrong notes over and over. I began to ponder SOREDI's updated strategy and, in particular, how we talk about our region among ourselves, in the grocery store, or with the person sitting next to us on an airplane.

On occasion, it may even be a direct conversation with a company or a professional who might be thinking about expanding or relocating to Southern Oregon. If you have spent any time at a SOREDI Board meeting, or engaged in one of our committees, you know we frequently ask one another about our 30-second "elevator pitch." We like to quiz one another about how they would quickly persuade someone to consider moving their business to Southern Oregon.

Many of our board members have included their 30-second pitch in their profiles. [You can read them on our website.](#)

What is your narrative about Southern Oregon? Have you learned a particular set of statements, like notes on the keyboard? Is it possible that there are a few mistakes embedded there? Do you need to go back and look closer at the notes on the page – the data analytics of our region – and change your own narrative?

Have we become accustomed to offering the same message points about the region? Maybe we've been offering accurate facts in a way that might not be proactive in capturing the essence of the great opportunities that lay before us? For example, we know that our region has a high percentage of retired citizens, many of whom are actively engaged and significant influencers. We could truthfully say that we are a retirement community.

But, we could also talk about the expanding medical, technical and professional industries in our region, complemented by outstanding cultural, recreational and educational amenities, making our region an attractive market for young professionals and families to find gainful employment.

Both of these statements are true, one focuses on where we want to go, not just where we've currently arrived.

Here's another example: If you grew up in this region like I did, you may recall how some used to refer to Medford as "Deadford," implying there was nothing to do in this particular community and there were certainly no good jobs outside the timber industry. Unfortunately, I still hear some of these sentiments today – over 40 years later!

The data analysis plays a different melody, however. With the recent release of our One Rogue Valley strategy, it is time to go back to the keyboard and practice the right notes.

STRENGTHS

- * Diversified industries throughout the region
- * Rogue Valley International-Medford Airport
- * Exceptional healthcare providers
- * History of economic development success
- * Higher education institutions
- * Philanthropic community
- * Engaged business community
- * Strong work ethic
- * Tourism and recreational amenities
- * Arts and culture festivals and venues

Let's change our tune.

Many have strongly suggested the same, including Jon Roberts, partner at TIP Strategies, Inc., who recently spoke at the Medford Chamber Forum. TIP Strategies is the consultancy we hired to help us craft our next 5-year strategy. [You are welcome to read the entire document.](#) The plan includes this bulleted list of our strengths and opportunities. I've included here for your reference. Perhaps this might help you reframe your narrative about our region.

OPPORTUNITIES

- * Developing innovation ecosystem
- * Entrepreneurship community
- * Strengthen clusters and supply chains
- * Collaboration among higher ed and private sector
- * Tourism and experiential environment
- * Logistics corridor (I-5)
- * Large greenfield site for employment center

Let's focus on the positive and keep our momentum moving forward. Do that now and please do not wait for your commute home. After all, the average commute time in our region is only 19 minutes. That is hardly enough time to ponder and polish your 30-second pitch!

Sincerely,

Colleen Padilla, Executive Director

Notes from Colleen's Desk: More Than Just a Field Trip

January 30, 2020

A few weeks ago, SOREDI facilitated its first Industry Tour of 2020. With 24 guests on board, educators (Kevin Campbell, Eagle Point High School pictured) and SOREDI members alike, we learned first hand about a few business nuggets in the Medford and White City area.

While the tours are old hat to SOREDI – our first tour was in September 2009 – there is always something new to learn as we venture out. Rain or shine we have the privilege of connecting with some stellar business owners, doing some interesting and challenging work in our region. Fortunately for this group, we managed to avoid the rain – which promptly started as we left our last stop!

This particular tour included a first stop at the Rogue Valley International Airport – Medford – where we took the back stage tour to learn how all that luggage is sorted, sized, and sent on its way. And then we boarded a bus “inside the fence” to pay quick stop visits at the Jet Center, Erickson, and MillionAir.



Back on our Bravo Tour vans we headed northbound on the freeway, and soon arrived for a deep dive into the trucking industry at Combined Transport's location in Central Point. Over 50 trucks await a qualified driver. We climbed in and out of one particular truck - most of which retire at about 500,000 miles - to discover how technology is making the transportation industry more efficient, effective, and comfortable for the drivers.



After a lunch stop at the Apple Peddler in White City, we made our way to Linde Electronics & Gases where 14 different industrial gasses are packaged for companies around the world. One of 5 US plants, the Medford plant as they call it, has been expanding consistently since its opening over 20 years ago. Today the company employs 60 on site and supports another 15 corporate administration personnel.

Lastly, we made our way back to Medford for a stop at Brill Metal Works – a Medford based employer since 1928! Having been originally located on West Main Street for many years, the company has grown dramatically and continues to consider its next expansion plan as I write. Mark Misener (pictured) is a classic example of how a junior in high school engaged in a local company at an early age, cleaning up the shop and growing with the company to become its owner and chief advocate.

These industry tours are truly more than just a field trip for all those in attendance. We learn about opportunities that exist right here in Southern Oregon for employment and meaningful work. We network with one another and discuss creative ideas. And we learn of other businesses – that are coming or have gone. True story for me ... I learned about a company that was part of that first industry tour, which closed...always a frustrating moment to lose a business.

Having grown up right here in the region, I vividly recall how so many youth in my high school days felt there was nothing for them in this region. These sentiments seem to still hold a grip on many and we need to change the narrative. The diversity of businesses in this region – is outstanding. We just need to be more intentional in discovering all that they have to offer and sharing the message with our emerging workforce.

Industry tours are just one way to engage. SOREDI and other partners are working hand in hand to educate students, teachers, parents and the community alike about great careers. The Business Education Partnership (BEP) is one such example of collaboration that began with industry tours just a few years ago – and now the BEP is leading a summer internship program. Other partners, like Youth Pathways in Josephine County has developed a school-year internship program. And of course in the last year we developed SOREDI Quest – a web-based scavenger hunt that educates students about the companies in our region.

There is more to be done. You can be part of the narrative by sharing with young and old alike that our region has much to offer. Let me offer a few ways to do that:

- 1) **Learn about businesses right here** by reading about the 50 or so business profiles that are on our website here: <https://soredi.org/focus/relocate/southern-oregon-edge/>
- 2) Own a business? **Become engaged in consortia** such as the Rogue Advanced Manufacturing Partnership, the upcoming Tech Tour in April, or the BEP. There are many efforts underway – let us know what you need and we will help connect you.
- 3) **Attend a LaunchTalk.** The next networking and education event for entrepreneurs is March 4 at the new Medford Coworking Space in downtown Medford. You need not wait though – it is open now - <https://www.medfordcowork.com/>
- 4) **Support SOREDI** and the complimentary services we offer by becoming a member and enjoying the membership privilege of attending an industry tour. There is one planned just around the corner!

See you on the next field trip!

Colleen Padilla, Executive Director



Southern Oregon Regional
Economic Development, Inc.
Wildly Serious About Business

Bringing the Lab to the Field from the Rogue Valley

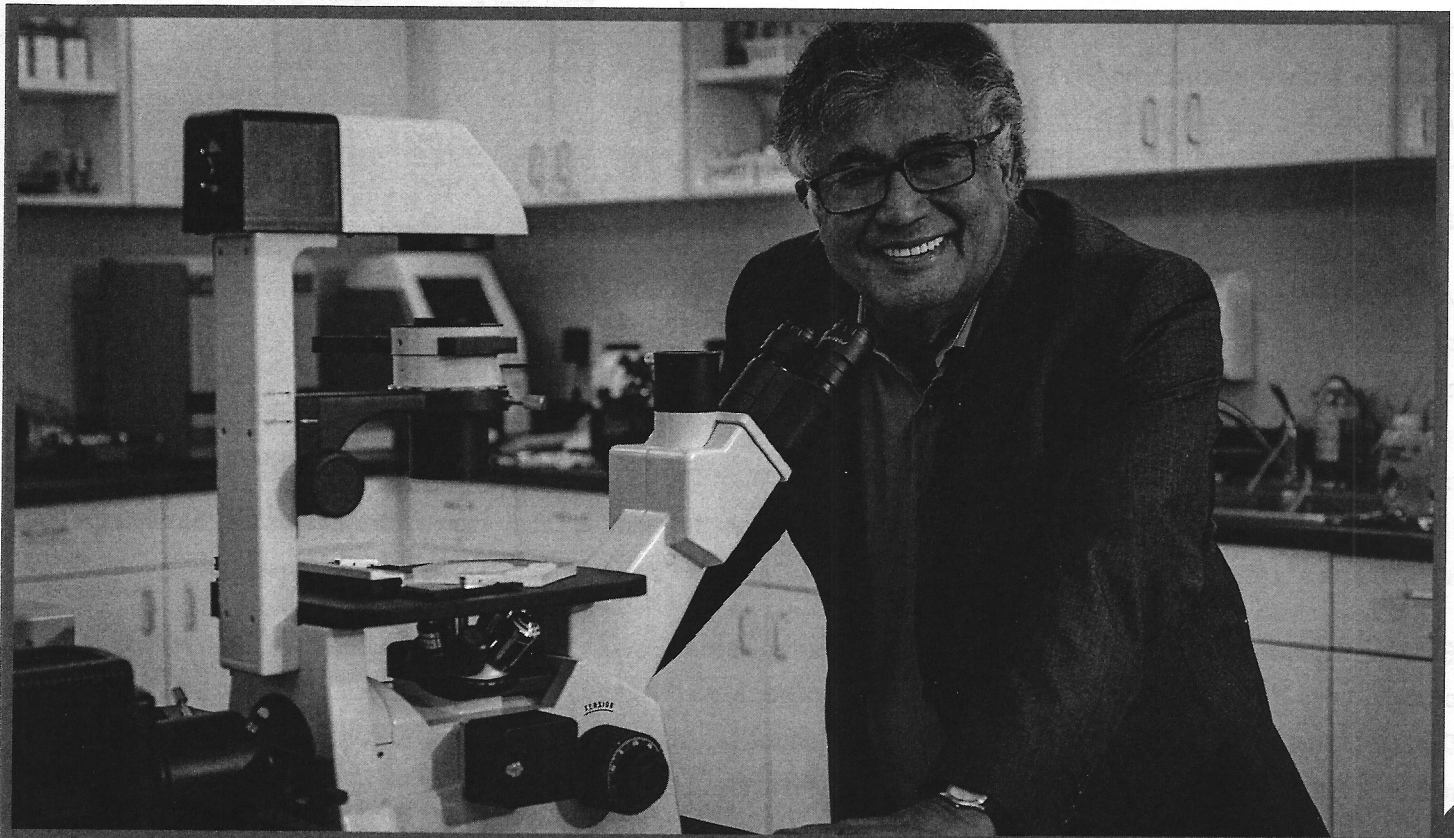


Photo by David Gibb | dgibbphoto.com

In the late 1980's, a group of physicians on a mercy mission in rural Central America found themselves in a difficult situation. Without lab supplies or refrigeration, they had no way to isolate and identify what pathogens were causing illnesses among the people they wanted to help. Fast-forward seven years, to 1996. Engineer Robert Hall, and his chemist wife Jane, invented the first InPouch® and InTray® culture systems, which contained the supplies necessary to test microorganisms in both human and animal infections—not only in rural areas, but in third-world countries across the globe.

When Robert and Jane Hall wanted to retire, they planned to leave the bustle of California and settle in Southern Oregon. As it happened, the business preceded them to the Rogue Valley, where it was not only easier to operate, but less expensive.

Five years ago Biomed had a staff of nine. Now, they have thirty plus employees and send their products to sixty-six countries, ranging from the U.S. to the far corners of Zambia. "We want to keep making diagnostic tests that are affordable and give good results," said Amir. "For instance, there is a disease that affects 500 million women worldwide. With our products, we have the opportunity to help."

Amir Kanji, CEO
Biomed Diagnostics, Inc.
www.biomeddiagnostics.com
1388 Antelope Rd.
White City, OR 97503
541-830-3000

"It's an interesting job. Whether in analytics or in an administrative position, you get to work with very diverse customers."

*-Barbara Hurd,
Director of Marketing and
Business Development*

THE SOUTHERN OREGON
EDGE

www.SORED1.org/edge
by SOREDI | Southern Oregon Regional Economic Development, Inc.

(541) 773-8946

Bringing the Lab to the Field from the Rogue Valley

In the late 1980's, a group of physicians on a mercy mission in rural Central America found themselves in a difficult situation. Without lab supplies or refrigeration, they had no way to isolate and identify what pathogens were causing illnesses among the people they wanted to help. Fast-forward seven years, to 1996. Engineer Robert Hall, and his chemist wife Jane, invented the first InPouch® and InTray® culture systems, which contained the supplies necessary to test microorganisms in both human and animal infections—not only in rural areas, but in third-world countries across the globe.

When Robert and Jane Hall wanted to retire, they planned to leave the bustle of California and settle in Southern Oregon. As it happened, the business preceded them to the Rogue Valley, where it was not only easier to operate, but less expensive. Today, Biomed Diagnostics Inc. continues to transform how scientists do tests in the field. With the simple to use InTray® or InPouch® culture system, pathogens can be collected and transported safely. Biomed Diagnostics Inc. "has brought the lab to the field," stated Amir Kanji, CEO, and Barbara Hurd, Director of Marketing and Business Development.



Photo by David Gibb | dgibbphoto.com

With Biomed Diagnostics' simple to use InTray® or InPouch® culture system, pathogens can be collected and transported safely

Biomed Diagnostics is also known for building their own equipment. Constant innovation and creative engineers keep the products up-to-date in a world of rapidly developing diagnostic tests. Physicians in the field, scientists in the CDC (Centers for Disease Control and Prevention), and international aid agencies like Doctors without Borders, use Biomed products every day to research everything from deadly tropical diseases, to a farm animal's illness.

One of the fastest growing industries today is in pet and animal health. Because Biomed's products can be used to test animal microorganisms just as well as human ones, Biomed is leaving global footprints in animal health. The company is also looking to widen the scope of their tests. Whether this means expanding into Latin America, South Asia, or Africa, Biomed plans to make diagnostics simple for many more countries.

Five years ago Biomed had a staff of nine. Now, they have thirty plus employees and send their products to sixty-six countries, ranging from the U.S. to the far corners of Zambia. Biomed's employees have to be organized and detail-oriented, and have an understanding of science and how microbiology works. Multi-lingual skills and communication skills (verbal and digital) are appreciated, though prior experience in a clean-room environment isn't necessarily a prerequisite if the employee is willing to learn. "It's an interesting job," said Barbara. "Whether in analytics or in an administrative position, you get to work with very diverse customers." Tucked away in a new building and a state-of-the-art lab, Biomed Diagnostic's home-base is a scientist's dream location. And since the company promotes from within, freshly graduated interns have a shot at a long and successful career.

"We want to keep making diagnostic tests that are affordable and give good results," said Amir. "For instance, there is a disease that affects 500 million women worldwide. With our products, we have the opportunity to help."

THE SOUTHERN OREGON
EDGE

www.SOREDIOrg/edge

by SOREDI | Southern Oregon Regional Economic Development, Inc.



Southern Oregon Regional
Economic Development, Inc.
Wildly Serious About Business

FOR IMMEDIATE RELEASE

Date: April 10, 2019

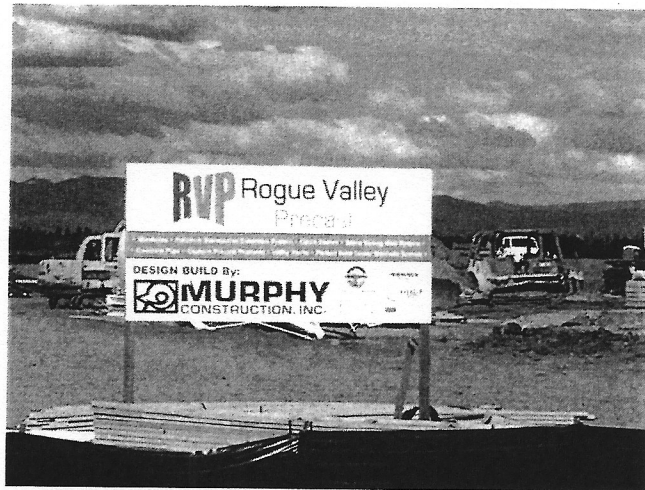
Contact: Codi Spodnik (541) 773-8946

Rogue Valley Precast Casts Its Net, Finds Its Catch In Southern Oregon

SOREDI is pleased to announce that Rogue Valley Precast, a subsidiary of Columbia Precast (Woodland, WA) will open a new plant in June, 2019 in White City. Specializing in manholes, catch basins, box culverts, vaults and custom designs, Rogue Valley Precast produces solutions for roads, parking lots, tunnels and trenches that save contractors time and money. Precast achieves superior strength through a technically complex process and is quick and easy to install in the field. "In today's fast paced construction environment, our ability to design and deliver products quickly sets us apart from our competition", said Ron Sparks, General Manager. "This new location will open new markets in both Oregon and northern California".

The new 16,000 square foot facility on Avenue G in White City will employ 8-12 employees to start with jobs for Wet Cast Technician I and II, and Cage Assembly Worker, among others. The almost 14 acres of prime industrial land was purchased from JR Development LLC, and RA Murphy Construction, Inc. is the contractor.

Rogue Valley Precast first contacted SOREDI, along with other communities they were considering, in January of 2018, and toured our region later that month. During that two day visit they were introduced to local business and community leaders, who represented SAIF/ Worker's Compensation, Pacific Power, RHT Energy (Energy Trust rebates), Business Oregon and the Rogue Workforce Partnership, as well as leadership from Boise Cascade, Duro-Last Roofing and Timber Products. Elected officials and economic development staff from Grants Pass, Josephine and Jackson counties also attended.



"SOREDI responded immediately to our request for information, and they had a

tour scheduled before other prospects had even responded to our call”, said Sparks. “SORED I was critical in our decision-making process and played a vital role in helping us locate in Southern Oregon, including facilitating the Enterprise Zone benefit.

“We were impressed by Columbia Precast (Rogue Valley Precast) from the beginning and believed their “can-do” spirit was a good fit for our region”, said Colleen Padilla, SORED I Executive Director. “The ongoing financial support of our members and sponsors make it possible for us to provide these complimentary services on behalf of all of Southern Oregon. Bringing an employer like Rogue Valley Precast to our region, one that will grow and thrive here, is a win for all our communities.”

About SORED I: SORED I is a private, membership-based, non-profit organization, governed by a board of directors. Its eight-person staff is charged with local business expansion and new business recruitment efforts, financial assistance to start-up companies through its business loan fund, and management of Enterprise Zones in Jackson and Josephine Counties. The agency was formed as a regional economic development agency in 1987. Learn more at <https://www.soredi.org>.

Business Friendly Proclamation of Southern Oregon

WHEREAS, there are thirteen cities in Jackson and Josephine Counties that comprise our region known as Southern Oregon; and

WHEREAS, the vision of Southern Oregon Regional Economic Development, Incorporated (SOREDI) is to unite our 15 jurisdictions in making Southern Oregon the most "Business Friendly" region on the West Coast; and

WHEREAS, these guiding principles define our commitment to being "Business Friendly":

- We recognize the value that businesses contribute to our community through their employees and their families, their payroll that stimulates our local economy, and the taxes they pay that help support our cities, schools, and public safety.
- We recognize that businesses have choices when it comes to where they locate, balancing what is desirable with what is affordable. We appreciate the commitment our businesses have made to live and work in our community.
- We understand that "time is money" in today's business climate and pledge to collaborate with businesses and citizens promptly, with an attitude of customer service and a commitment to listen and help solve problems.
- We adhere to the ideal that private and public interests are shared and that in doing so we build a stronger and more resilient community.
- We agree that Southern Oregon's economic success is dependent on our shared workforce and resources and we join with the other jurisdictions in supporting a regional perspective toward economic development.

NOW, THEREFORE, we, the elected Mayors and County Commissioners of Southern Oregon, hereby proclaim that our jurisdictions are united in sharing a collective vision for Southern Oregon as the most "Business Friendly" region on the west coast and urge all citizens to join us in this commemoration.

Jackson County Commissioner, Rick Dyer

Josephine County Commissioner Darin J. Fowler

Jackson County Commissioner, Colleen Roberts

Josephine County Commissioner, Daniel E. DeYoung

Jackson County Commissioner, Bob Strosser

Josephine County Commissioner, Lily N. Morgan

Mayor of Ashland, John Stromberg

Mayor of Butte Falls, Linda Spencer

Mayor of Cave Junction, Meadow Martell

Mayor of Central Point, Hank Williams

Mayor of Eagle Point, Ruth Jenks

Mayor of Gold Hill, Peter Newport

Mayor of Grants Pass, Roy Lindsay

Mayor of Jacksonville, Paul Becker

Mayor of Medford, Gary Wheeler

Mayor of Phoenix, Chris Luz



Southern Oregon Regional
Economic Development, Inc.
Wildly Serious About Business

Mayor of Rogue River, Pam VanArsdale

Mayor of Shady Cove, Lena Richardson

Mayor of Talent, Darby Ayers-Flood

February 18, 2020

Dear Honorable Mayor and City Council,

The members of the Historic Commission have asked me to represent them in addressing the City Council's discussion regarding City Hall as part of the capital needs and bond proposal agenda item.

At our last meeting, the Historic Commission discussed the various considerations and proposals that have been presented to the Council. After lengthy deliberation about our responsibility as an advisory body to the City Council, we decided to express our concerns regarding City Hall.

We recognize the sense of urgency the City faces in its decision about City Hall. It is clearly imperative that the City provides a safe structure for its employees to do their work. We also appreciate that the Council has dedicated significant time considering the preservation of City Hall as an alternative.

The Historic Commission has identified three primary concerns that we respectfully bring forward for your consideration.

First, City Hall is identified as a structure of "significant historical value" and we believe that as the process moves forward, preserving City Hall should continue to be considered as an alternative.

The City of Ashland's Municipal Code, in outlining the duties and responsibilities of the Historic Commission, specifies that we are "to promote public support in the preservation of Ashland's historic past." The Plaza is a significant historic location in Ashland. When entering the Plaza, City Hall is the most prominent building given its unique angled corner location. This is why the proposal for a new building, even if it is a 'historically compatible' structure, will diminish the historical value of the Plaza.

The City Hall was built in 1891, as you know, after Abel Helman donated a land grant. There were substantial additions and remodeling that took place over the years, which diminished, to some extent, its original historic character. The stucco material that now covers the original brick facade was presumably intended to achieve a more modern appearance. This was not uncommon in many of our Downtown District buildings, such as Elks Hall (1910) and the Lithia Springs Hotel (1925), which are built with concrete.

In 1989, the State Historic Preservation Office (SHPO) designated the Downtown Historic District including City Hall and the Plaza to the National Historic Register of Places. Given its historic stature, we are concerned that such a prominent building may be demolished.

Secondly, the Commission supported the Ad Hoc Committee's recommendation in 2017 to repair City Hall and keep it downtown. We believe that the option to seismically retrofit and renovate City Hall is a viable approach to satisfy the City's goals of safety, historic preservation and the environment.

We agree with the City's consultants that a rehabilitated City Hall will be safe, and last another 100 years. One of the less appreciated advantages of preserving historic buildings is that existing buildings are proven to be the "greenest" buildings. This is because maintaining and restoring existing structures reduces waste in the landfill, conserves embedded energy, and protects our environment with less materials than would be needed for a new building.

Finally, the Commission is aware of the many challenges that the Council faces for the City Hall building project including the construction staging space and the impact of the timeline to the public, to tourism, the Oregon Shakespeare Festival, and the Plaza merchants.

The Commission's hope is that the Council will continue to consider rehabilitation as an alternative. The Historic Commission supports the suggestion by the City's consultants at the February 4 Council meeting to include professionals who have had experience in such projects. As part of this inquiry, the design/build team could focus more fully and explore the best methods for how these historic unreinforced masonry buildings have been successfully executed in Oregon, specifically for timeline efficiency and construction staging.

Again, we thank you for your consideration.

Sincerely,

Dale Shostrom
Chair of Ashland Historic Commission



CITY OF
ASHLAND

LAND USE ORDINANCE

Ashland Municipal Code
Chapter 18



Municipal Code Page 1 of 2

Structures

The following terms, phrases, words and their

process that may cause partial or total destruction of
walls will be retained in place; or where less than a

ing an attached garage of a residential structure,
of architectural or ornamental details and often

before any structure, or part of a structure as
the permit fees for demolition or relocation of a

Code for the Abatement of

may, or upon order of the City Council
demolition or relocation of a
apply to such courts as may have
or damage to a building or
provided for in this section shall

4.218, the court shall also have
the structure to its
original site.

be assessed market value of
this, after being notified of a
(amended, 06/20/2000)

Ashland Municipal Code is current through Ordinance 3181, passed October 1, 2019.

Local Review Process

1. Planning Application
 2. Demolition Permit
 3. Building Permit
-

Local Review Process

1. Planning Application

- Requires Site Design Review approval for a new building in the downtown, a historic district on the National Register of Historic Places
- A building over 2,500 square feet in size requires a public hearing before the Planning Commission
- Includes review of conformance with Historic District Design Standards with recommendation by Historic Commission

Local Review Process

2. Demolition Permit

- For a structure 45 years or older, applicant must demonstrate that the building cannot be rehabilitated as part of any economically beneficial use of the property; or
- The structure is structurally unsound despite efforts by the owner to properly maintain the structure.
- The Building Official approves/denies the demolition with an opportunity to appeal to Demolition Review & Council
- A development plan (Site Design Review) must be approved prior to demolition

Local Review Process

3. Building Permit

- Building construction drawings submitted
- Reviewed for consistency with State Building Code and approved planning application (Site Design Review)
- Once permit is issued, project is inspected by City staff