



Board Meeting Minutes
Wednesday, September 29, 2021
11:00 am
Zoom Video Conference Call

Board Members Present: Richard Heard, Kelly Morgan, Steve Loosely, Nikki Messenger, Kelly Morgan, Lisa Yop, Ryan Tribbett

Staff Present: Phillip Scheuers, Linda Samek, Rick Metsger

Others Present: Karman Fore (Oregon Solutions), Dr. Rachel Pokrandt (Umpqua Community College President)

I. Call the Meeting to Order

The meeting of the Board of Directors of the Umpqua Valley Development Corporation was called to order at 11:01 am. A quorum was present.

Board President Dick Heard started the meeting by taking the opportunity to thank everyone for their hard work on the SOMWC project, and that it has been a privilege to work with everyone. Mr. Heard shared that he is excited to see the project's possibilities with Umpqua Community College and believes it will succeed. Mr. Heard then shared that he thought it was time to step down from the Board and again thanked everyone for their hard work. Mr. Heard shared that he would hand the meeting back to board staff to manage the rest of the agenda and leave the meeting. Nikki Messenger thanked Mr. Heard for all his hard work and the time and effort he has put into the Board and project. Linda Samek, Lisa Yop, and Kelly Morgan echoed Messenger's statement.

At 11:04 am, Board President Heard left the meeting. Vice President Kelly Morgan began to preside over the meeting.

II. Election of Officers

Board Vice President shared that the board would now proceed to board elections to fill the opening of Board President. Morgan opened the floor for nominations for Board President.

Motion: Nikki Messenger made a motion to nominate Steve Loosely as Board President. Lisa Yop seconded the motion. Morgan asked if there were any other motions or comments. None were voiced. Morgan asked for a vote. All voted in the affirmative.



Morgan asked the staff if there needs to be an election for Board Secretary, previously held by Steve Loosely. Staff shared that there needs to be a vote to appoint a new Board Secretary. Morgan opened the floor for nominations for Board Secretary.

Motion: Steve Loosely made a motion to nominate Nikki Messenger as Board Secretary. Lisa Yop seconded the motion. Morgan asked if there were any other motions or comments. None were voiced. Morgan asked for a vote. All voted in the affirmative.

Kelly Morgan congratulated Steve Loosely on being named Board President and turned the meeting over to him to preside.

III. Introductions

The Board moved to the Introduction agenda item. Officer to the Board Ryan Tribbett shared that he would like to introduce Rick Metsger, a new addition to the staff, focusing on strategic communications.

Rick Metsger introduced himself and his background, including his service in the Oregon State Senate for 12-years, his nomination and confirmation by the US Senate to the chair of the National Credit Union Administration under the Obama Administration, and a term under the Trump Administration. Upon returning to Oregon, Ryan asked Rick to work for him, focusing on strategic communications. Rick shared that in between his service, he owned several communications firms and operated in journalism for 16-years. He would like to highlight the importance of the SOMWC project and what it means to the community, region, and state.

Kelly Morgan shared that communication about the importance of this project could not be more critical than now. Morgan shared that the community, particularly the healthcare community, has been hit extremely hard with COVID-19. He shared that the hospital was overwhelmed and didn't have enough staff. Mercy Hospital currently has travel nurses and national guard members helping, but the need for training more healthcare workforce personnel is greater now than it has ever been before.

Officer to the Board Ryan Tribbett asked Lisa Yop how the Roseburg VA was managing. She said they were seeing similar issues and entirely agreed with Morgan. She shared the VA is down on staff, and there is currently nothing feeding the healthcare workforce for the region.

Nikki Messenger shared that a private family event had led to the family being transferred/rushed to Mercy Hospital in the Spring. She shared that if that event had occurred today, she did not believe she would be able to get right into the ER and receive the care he did, so ensuring we have an adequate workforce in the region is essential.



Nikki Messenger noted that the Board might have gone out of order on the agenda and did not approve the board minutes of the last meeting. She asked the Board to pause introductions to take that business.

IV. Review and Approval of Minutes

Board President Steve Loosely shared that June 3, 2021, board meeting minutes were distributed to the Board for review and asked if there were any questions or comments. No comments or questions were asked. President Loosely asked for a motion to approve the board minutes.

Motion: Kelly Morgan moved to adopt the draft minutes. Nikki Messenger seconded the motion. All members voted in the affirmative. Motion passed.

President Loosely returned to the item of introductions.

III. Return to Introductions

The Board President introduced the new Umpqua Community College President Loosely presented Dr. Rachel Pokrand. He shared that she has been in place since mid-July and that it is a pleasure and honor to have her with the Board. He handed the floor over to Dr. Pokrand.

Dr. Pokrand introduced herself and thanked the Board for inviting her to the meeting. She shared that she is excited to hear about what the Board envisions with the SOMWC Project. She shared that UCC is under new management and is "all in" on the project. She shared that the UCC recognizes that the community's needs are ready to respond as quickly as possible. She shared that as the Board prepares to ask the Legislature to re-authorize the bonding for the project in the February Session, she believes the college can apply for funds that might assist the project. UCC can request \$8.2 million in the community college capital funding request, but it requires a match. She believes if funding is coming into the project from the state or the city's pledged to match, UCC might be able to leverage the \$8.2 million in the community college funding. UCC has not been able to leverage those funds in the past because they did not have a match. She shared that she would like her team to visit with the Board to consider all the possibilities available to have UCC assist the project and looks forward to continued meetings and discussions to bring this project to fruition. She believes the timing works perfectly to merge efforts and capitalize on the opportunity.

Kelly Morgan asked if there was a timeframe for the college to come up for their match before losing the opportunity to request their funds. Dr. Pokrand shared that they have seven years to develop a match. Board President Loosely thanked Dr. Pokrand for joining and shared an open invitation to join all future board meetings.

V. Officer to the Board Report



Board President Loosely handed over the floor of the meeting to Officer to the Board Ryan Tribbett to provide his report.

Officer to the Board Project Update

The Officer to the Board shared that he would begin with a general project update. Mr. Tribbett shared that when the Board originally put the project forward, the Board had what was described by the legislative co-chairs and presiding officers as one of the most prepared and put-together requests they were funding in that session. Unfortunately, since then, COVID hit, which led to the state's lottery bond sales being canceled. When the state closed lottery games for COVID, the state was unable to meet its 4-to-1 debt-to-revenue ratio for selling bonds. Consequently, there is a need to go back to the legislature to have the funding allocation re-authorized. Since that time, Tribbett shared that internal politics among caucuses, mainly the Senate, has taken place where political discussions were made, leading to the project not making a list for re-authorization during the 2021 Session. Mr. Tribbett shared that this does not disqualify the project from re-authorization during the 2022 Session. In talking with legislative leaders, they believe there is an opportunity. It was shared that additional education was needed in the Senate Chamber on the project, mainly since COVID has occurred between the initial funding.

Mr. Tribbett shared that moving forward, the Board should prepare a robust education campaign. The campaign should go back to the basics of the project, so policymakers and regional leaders are reminded about the project. Part of this would include going back and updating the original Oregon Center for Nursing Report and EcoNorthwest Feasibility Study to include COVID and post-COVID evaluations. In speaking with the Oregon Center for Nursing, it was shared with the Officer to the Board that they believe the numbers on healthcare workforce shortages have only gotten worse. He shared that these updated reports would provide the third-party validations for the project as they did before. The Officer to the Board shared he believes there is still strong support for the project in the House. The Officer to the Board shared that the budget proposal included in the meeting packet has funding requests to update these reports, continue project management, and begin work on a communications strategy. Mr. Tribbett also shared that we want to keep the Oregon Solution process going.

The Officer to the Board paused and asked if there were any questions from the Board before moving forward. Mr. Loosely shared that the Board might think about how to leverage the Board members on the call today to reach out to decision-makers to help push for project funding re-authorization. The Officer to the Board shared that there will be a time that legislators might want to speak directly with members of the Board to learn first-hand how this project will benefit the community, region, and state.

Oregon Solutions Update

No additional questions were asked. Mr. Loosely introduced Karmen Fore from Oregon Solutions and provided her the floor to present a project update.



Karmen shared that she has met with the Governor's Healthcare Policy team and leadership to reaffirm their office's commitment to Oregon's Solution engagement. She shared that they strongly support the ongoing engagement with the project and community. She shared that they then had a meeting of their core team and project team conveners, including Mike Beneto and Susan Morgan, along with Karmen's staff team. They also are supportive of continuing their work on this project. In addition, both Susan and Mike have offered their time and effort to advocate for the project.

Karmen shared that she also held funding off to the side to cover staffing costs for the work on this project. However, Karmen shared that Legislators have said they would like this to be more of a traditional Oregon Solution's process which means there is generally a financial match that goes along with the Oregon Solutions' state dollars to support the staffing costs.

Karmen shared that she senses that legislators are not looking for a completed Oregon Solutions process for the February Session but are more interested in the Oregon Solutions engagement. She shared that they seem to be accepting of Oregon Solutions' professional expertise in that regard. She shared that no one on the team is leaving, and everyone is ready to go.

The Officer to the Board shared that there is also a financial request to meet the financial match that Karmen has referenced in the proposed budget in the meeting packet. Mr. Tribbett asked if the \$20,000 contribution in the proposed budget still meets the Oregon Solutions match. Karmen shared that she believed that would suffice and check that legislative box.

President Loosely suggested he, Ryan, Linda, Kelly, Karmen, and her staff get together and outline a plan to approach the larger Oregon Solutions project team and bring it back to the UVDC for review. This would include a timeline so that it fits within a potential February request. Kelly Morgan shared that he would support it. The Officer to the Board shared that he also supports this suggestion but hopes the Board will approve the Oregon Solution funding request now, but then how Oregon Solution executes it we work out before they start utilizing those resources. Karmen shared that would pose no problem, and Oregon Solutions would not begin implementing anything without the UVDC Board sign-off.

Project Meetings Update

The Officer to the Board then shared that staff meeting Linda Samek is available to provide an update on her activities and gave the floor to Linda.

Linda shared that she would like to share what she has learned while she has talked with academic institutions and potential partners. Linda shared that she believes there is a desire among several academic groups that would be willing to be part of a collaborative here in Roseburg. She shared that she feels most are understandability risk-averse right now, with most of them seeing unstable enrollments. She then shared she would like to walk the Board through items academic partners are thinking about when making these decisions.



She shared that medical and mental health programs have significant oversight bodies that tell them how they will run their programs. For example, Linda shared that the most recent program she started at George Fox was the Physician Assistant Program. It was required by the accrediting body to hire the director at a minimum of two years before any students appeared on campus, the entire faculty had to be in place on the payroll one year before students showed up on campus, and they had to have firm contracts for 150% of all clinical sites they would potentially need for students. She shared that this is a significant financial commitment that potential partners must consider before starting new programs.

In addition, Linda shared that some accrediting bodies would consider a campus in Portland with a cohort of students in Roseburg as not a big deal. However, other accrediting bodies would view that as a brand-new program and require the institution to ramp up as they would for their main campus. She is discovering that most entities she is talking to are most interested in locally formed cohorts of students.

Linda shared that the other thing she is learning is that some partners who initially expressed interest in doing an occupational therapy program here as part of the project are now considering an interprofessional clinical hub in Roseburg where they would include occupational therapy, physical therapy, and potentially 2-3 other programs. They believe there is value in them learning as a professional team, and personnel would include a clinical director, supervisors, and more. But they have moved away from a singular full program.

In summary, Linda shared that she believes there are many institutions that she has visited with that have an interest. Still, very few want to launch a complete program from day one through graduation. Most would like to do this in phases, and they would like to start with the clinical piece. This means the most significant piece of the partnership will be the community and getting the bigger healthcare entities together.

Linda shared that she has been in contact with the UCC President on the two programs that will have the most significant impact on UCC: the nursing and social work programs. They believe there are opportunities to do an RN to BSN program and a Bachelor's in Social Work accredited and done in a degree completion format that connects directly with UCC's human services degree. They believe this can be done first and much quicker than other portions of the project.

Linda shared that concludes her update and that this leads into the forthcoming budget conversations.

VI. Review & Adoption of Strategic Budget

Officer to the Board Ryan Tribbett shared that looking at the progress Linda has made and the order of operations that need to be done that Linda has suggested that her budget be cut back to half-time now. This is because so much of the conversations she has been having are tied to the funding allocation. She has informed the Officer to the Board that it may be better to repurpose a



portion of those dollars now to help focus on funding re-authorization. It would then allow her to pick up the conversations when the funding has been reestablished. Tribbett shared that part of what you see in the attached proposed budget is reducing her time to a half-time position. She had been full-time for a couple of months now. He shared that this, in turn, frees up dollars to prioritize updating studies and establishing an external communication plan.

Staff provided an overview of the strategic budget that was distributed in the board meeting packet. Staff walked the Board through the attached proposed budget.

Highlights of the proposed budget included:

- Funding request to update the Oregon Center for Nursing study.
- Funding request to update the EcoNorthwest Project Feasibility study.
- Continued funding for Pacific Northwest Development Group for project management.
- Funding request for Pacific Northwest Communications to develop and implement an external communications plan.
- Funding request to Oregon Solutions as noted previously in the minutes.
- Reduced funding to half-time for Linda Samek as noted previously in the minutes.

Staff shared that for the external communications plan, they would like to include interviews and helping draft opinion pieces that when we receive updated numbers from EcoNorthwest and the Oregon Center for Nursing, information is ready to go with a sense of urgency. This would include working with both social and traditional media.

President Loosely asked if there were any questions. No questions were asked. UCC President shared that she would like to make sure UCC coordinates with the Board, especially on the external communications. Staff confirmed the UCC would be coordinated with.

President Loosely requested a motion to approve the proposed budget.

Motion: Kelly Morgan moved to adopt the strategic budget. Nikki Messenger seconded the motion. All members voted in the affirmative. Motion passed.

VII. Other Business

President Loosely handed the floor to Nikki Messenger to provide the Board with an update on the Roseburg VA Home.

Nikki shared that there was a stakeholders meeting for the Oregon VA Home. The VA home is scheduled to be constructed in Roseburg. She shared that the project schedule says they want to open the facility by January 2029. However, the program timeline also states the need to establish a program to train and retain skilled nursing and healthcare professionals that needs to be operating 1-2 years before VA Home opening. She shared that these projects were described previously as two competing projects. She would like to highlight that these projects depend upon



each other. She shared that she believes this is a narrative that the Board should also work on changes so that both projects are successful.

The Officer to the Board shared his support that this is good news and that these two projects can support each other to make both projects successful.

VIII. Adjourn

President Loosely asked if there were any other items for the Board to consider. No questions or additional items were raised.

Seeing no further business, the meeting was adjourned at 12:31 pm.

Minutes Submitted By: Ryan Tribbett, Officer to the Board
Minutes Approved: January 25, 2022