

## SOREDI BOARD OF DIRECTORS MEETING MINUTES

Tuesday, May 9, 2023, 3 – 5 pm  
Compass Hotel by Margaritaville, Medford

Member	Entity	Member	Entity
Ausland, Aaron	Ausland Group	X Gibson, Lowell	Nice Badge
X Ayres, Jessica	City of Medford (ALT)	Glover, RJ	Boise Cascade
Bailey, Dr. Rick	Southern Oregon University	Hall, Dustin	Cummins
X Bartalini, Karen	Providence	Hyatt, Paula	City of Ashland
Biller, Brittni	Grants Pass/Josephine Chamber (ALT)	Johnson, Kelley	City of Central Point
Bochart-Leusch, Jessica	Cow Creek Tribe (ALT)	Lemhouse, Greg	Tribal One (ALT)
Bristol, Sara	City of Grants Pass	X Meyer, Alan	Pacific Power
Browning, Taneea	City of Central Point (ALT)	X Miller, Kaycee	Rentec Direct
X Coppersmith, Terri	Plexis Healthcare	X Molloy, Josie	Grants Pass/Josephine Chamber
X Cubic, Aaron	City of Grants Pass (Staff)	X Pickens, Jeanne	Rogue Credit Union
X Doan, Ron	Cow Creek Tribe	Pinnell, Bob	City of Eagle Point
Dotterer, Dave	Jackson County	Spansail, Sarah	City of Medford
X DuBose, Chris	First Interstate Bank	X Vincent, Steve	Avista
Eagles, Breanne	Moss Adams	X Walsh, Dr. Sue	SOU (ALT)
X Fahey, Nick	Southern Oregon Sanitation	X Weber, Dr. Randy	Rogue Community College
X Farm, Judy	Tribal One	Weiss, Harry	City of Medford (staff)
X Fischer, Tom	Coldwell Banker Commercial	West, John	Josephine County
Members Present: 17		Members Absent: 11	Member Vacancies: 0

SOREDI Staff	Guests	Entity
X Padilla, Colleen - Executive Director	X Middelstadt, Tori	Experience Grants Pass
X Browne, Amy – Operations Manager	X Holmes, TJ	Travel Medford
X Roper, Terrill - Disaster Recovery & Resiliency Liaison	X Clarizio, Joseph	Tribal One
X Bohl, Carrie – Business Support Coordinator		

### Welcome

President DuBose opened the meeting at 3:02. Quorum present.

### Partner Presentations – Tourism

#### Experience Grants Pass – Tori Middlestadt

After a complete rebranding, Grants Pass tourism sports a new logo, Visit Grants Pass, updated colors and consistent font and design looks. They have redefined their purpose with updated Vision, Mission, and Values statements, as defined in the presentation. Visit Grants Pass exists to serve the Grants Pass and Josephine County visitor industry by inspiring and driving visitation.

Due to a new marketing strategy focus during off-season, Visit Grants Pass has been running campaigns from October thru April focusing on digital ads, search engine optimization, social media advertising and print advertising. All with the call to action of “Book Now”.

The website, [visitgrantspass.com](http://visitgrantspass.com), displays the new logo, colors, and design to promote tourism in the area by reaching national and international markets.

### Questions?

Meyer – Will the weekly live music continue? Yes. Meyer commended their efforts, suggesting they also see what Oregon City and Albany have done. Middlestat noted that McMinnville 3<sup>rd</sup> St has done extensive remodeling of older buildings. Currently, the cost is what is limiting them, though they are actively seeking grant funding.

### **Travel Medford** – TJ Holmes

Travel Medford is part of the Travel Oregon and Travel Southern Oregon umbrella. Its mission is to increase lodging occupancy and enhance the visitor experience by promoting Medford and the Rogue Valley as a premier travel destination, thereby strengthening the local economy.

Community impact includes lodging, local attractions, retail business, the airport, the wine & beer industries, and local restaurants. In 2021, Jackson County had 2.2 million overnight visitors, contributing to the \$1.2 billion generated by the Transient Lodging Tax (TLT) in Southern Oregon. Medford's share of the Jackson County TLT was 66%, which equated to 4,900 tourism jobs in Jackson County. The new Transient Lodging Tax is an additional tax only imposed on visitors, not locals.

Tourism promotion consists of print publications, Connect TV, Digital & Stream markets, social media, press and earned media.

Travel Medford focuses on local event promotion to support local businesses. Heart of the Rogue is planning its 2<sup>nd</sup> year for October 13-14, 2023. It was a success last year promoting local businesses and showcasing downtown Medford and sports event partners.

KYR Know Your Role has become the grassroots effort of Travel Medford. Now a national campaign supporting the movement to encourage fair treatment of referees and players in youth sports. It is a 3-year program with current licensees USA Softball, Oregon Youth Soccer, Utah Youth Soccer, Yakima Valley Sports Commission, Greater Appleton, WI, Fox Cities, UC. "Your Sportground" was created to "rekindle the love of the game, however you define it, because we emphasize the joy in competition."

### **Questions?**

Miller – Did you actively seek out the National Cornhole competition? Travel Medford has a director of sports development who seeks out events such as this. At the same time, word is out and people are contacting us.

Do you work with other colleges? Currently putting bids in to be the site for tournaments, etc.

Vincent – Are the challenges in the Portland area benefiting Medford in recruiting events? Yes, which is one of the reasons why Sportground was created. We do have bed constraints, only 2,900 rooms so far.

Padilla – Three additional hotels in Medford are forthcoming and Enterprise Zone applications have been received.

### **Action Items**

- **Consent Agenda**

Gibson presented SOREDI Board of Director minutes for April 11, 2023.

Coppersmith moved to approve; Doan seconded. Motion carried.

- **2023-2024 Budget**

The Budget Assumptions document states that nearly 59% of our membership revenues are projected to come from public jurisdictions, whereas 42% come from private. It is important to have a balanced source of funds.

Revenues are down over previous year. Potential new revenue source is from PIER, funds in response to the Alameda Fire. There may be other potential sources of revenue, however they are not solid enough to add into projections.

New investment strategies on the loan program funds have created an additional source of income. Padilla commended Browne for her efforts to solidify the financial structure to provide additional revenues.

Loan fees are an important part of revenues and we will be building the program based on charges in grants and administration fees.

Staffing – Two promotions and currently interviewing for a fifth position as business development manager; merit pay increases for three.

SORED I net reserves are strong at over \$409,000. Goal to maintain a 4-month operating reserve of \$150K for operating expenses. 8.65% of the reserves will be used to help balance the budget. We are 200+% of the reserves goal.

Goals include increase Membership by 3% and a potential incentive pay for increased loans within the loan program.

### **Discussion**

DuBose – The Executive Committee took a conservative approach to the potential revenue sources, ones that are known to be achievable. Only recurrent streams and sources we are confident about were put into next year's budget.

Ayres – What is the source of monies that were lent to SORED I? In 1994, USDA and EDA seeded loan funds that have since been paid off. These are mostly funds without restrictions.

Weber – is the 3% increase for Membership or Membership fees? Increase in Membership, not fees.

Browne – Added that a large decrease in revenues is due to the discontinuation of an EDA technical assistance grant that funded a staff person. That position expense is retained, and will now cover the additional business development manager.

Miller – Advocated for this budget. To have a 270% of-goal to cover operations and to have already paid off loans is commendable.

Farm – Agrees with Miller. Also, as far as the Enterprise Zone legislation is concerned, how is that going? There isn't strong dissent in the legislature against renewing it and there are multiple avenues of support sent to Salem. The Enterprise Zone is really the only "as of right" business incentive that exists in Oregon.

Doan moved to approve the proposed budget; Weber seconded. Motion carried.

- **Board Roster Changes**

DuBose acknowledged Coppersmith and Gibson for their years of service to the SOREDI Board of Directors, this being their last year of service.

Changes in the Executive Committee include Gibson and Coppersmith stepping off, Steve Vincent to become Past President and Jeanne Pickens to serve as Secretary/Treasurer. EC members must be from the private sector. Alan Meyer will serve at-large position and move up from the full board.

Changes in the Board include TJ Holmes stepping in to serve two years as Medford Chamber representative to replace Josie Molloy who has represented Grants Pass Chamber for the last two years. SOREDI thanks Molloy for serving on our Board.

This leaves two vacancies on the Board, which Padilla is working to fill. With representatives from manufacturing and technology.

**Discussion**

Vincent – Having chamber directors on an economic development board is a great collaboration. He is not aware of any other economic group that does that. It is good to have a solid group of six on the executive committee. Any smaller than that doesn't provide a broad enough perspective.

Holmes – It is an honor to be considered to represent the chamber on the SOREDI board. Coming from California, he has seen both sides where chambers aren't involved. The visitor life cycle involves the city and economic development. They visit, like and decide to move their business here.

Meyer – It has been an honor to have been a part of SOREDI for a long time. It is a great organization that does a lot for Southern Oregon.

Weber moved to approve the Board roster changes. Walsh seconded. Motion carried.

- **Bylaws Amendments**

The amendments are clean up details, nothing major. Fischer noted that the Executive Committee went through the amendments carefully.

No discussion. Fischer moved to approve the Bylaws amendments. Miller seconded. Motion carried.

**Executive Director Report** – Colleen Padilla

Farewell to Terri Coppersmith after eight years of service. Farewell to Lowell Gibson for 12+ years of service! Many expressions of thank you from SOREDI and the SOREDI Board of Directors.

Staff Promotions – Terrill Roper to Business Development Loan Manager and Carrie Bohl to Communications & Business Support Manager beginning May 1, 2023.

Industry Tour – Thursday, May 18  
Rogue Valley International Airport, Million Air, Mercy Flights

The tour is sold out. We will be planning five tours annually.

Fischer reported on the SOREDI Foundation Bowl-A-Rama Thursday, June 8, 5 - 9pm at Lava Lanes. The entire facility and food have been donated to SOREDI to use, free of charge, as a thank you for the help during the pandemic. Raising funds for students, entrepreneurs, and readily available disaster relief fund.

### **Tribal One Update** – Judy Farm, Chief Executive Officer, and Director of Medford operations

Tribal One exists to help achieve self-sufficiency through economic development and does not focus on casinos. It does not fund tribal members through funds but helps them develop their economic health as a group. There is one tribal member on the Board and then four are from the private sector.

The Small Business Administration is their main focus, diversifying their business lines so they are not all based in Oregon. As shown in the presentation, they have key projects involving the government sector and trade sector. They are beginning to branch out internationally.

Tribal One also offers professional staffing solutions, mostly in Oregon, including but not limited to finance, payroll, and IT services. There is a staff of four in Medford focusing on staffing and financial services.

The Compass Hotel at Margaritaville started just before the pandemic making it a challenge to complete due to shut down and supply chain issues. The SOU football team helped get supplies up and down the stairs to make up for the delayed arrival of the elevators!

The Bear Creek Golf Center is the focus now, which they are very excited about. The pro shop will be open by mid-June and the Top Tracer-style bays will be ready by early August. The 9-hole course has had extensive upgrades with a modern and new patio area. The golf and disc course are currently open.

Future investments in the bowling and skating rink are under consideration. There are 50 acres owned by Tribal 1 in this area.

### **Round Table**

**Alan Meyer** – In 2029 Pacific Power will be completely off coal. By 2040, it will be non-emitting energy. Most will come from community solar, as is done at RCC Redwood campus and Allegra. Fischer asked if this solar plan would include private homes. Pacific Power is only considering at utility scale.

**Steve Vincent** – There is currently political noise attempting to limit natural gas growth. Avista has an internal goal of 30% reduction of its carbon footprint and 100% by 2045. They are looking at purchasing renewable natural gas locally from the methane flare, the landfill, and the wastewater plant. Finally, they are looking for ways for carbon offsets and mitigation for cost-effective new builds. “Energy Security” and “Energy Choice” have become a new influence in new construction and natural gas.

**Kaycee Miller** – Rentec received the National Stevie award, both Gold for Company of the Year in Real Estate and Entrepreneur of the Year. They have won Stevie awards six consecutive years in a row.

**Lowell Gibson** – Thanked SOREDI and the Board for allowing him to be part of this group. “It has been an honor and something I’ve been passionate about.” He will be focusing less on the company, leaving his son and vice president to run the day-to-day. He is proud of their recent accomplishment delivering a rush order of over 500,000 badges to Albertsons.

**Tom Fischer** – Commercial real estate has been steady in Southern Oregon despite high interest rates.

**Ron Doan** – He is hopeful about the change in leadership in the Douglas County economic development organization. He thanked Steve Vincent for serving on the committee to review the bylaws.

**Dr. Randy Weber** – New challenge in higher education is that lower skilled jobs are now being paid at levels that used to require education and certifications. They have responded by shortening the timeframe required to be certified for a trade—their [Learn More to Earn More](#) campaign.

**Aaron Cubic** – Pass

**Karen Bartalini** – They continue to be challenged by the staffing challenge and have stepped up to hire RCC nursing graduates.

**Terri Coppersmith** – Winding down at work in anticipation of her retirement in June. SOREDI has been one of her favorite things of all time. She gave kudos to the entire SOREDI team and expressed her appreciation of the Executive Committee. Some of the best people in the Rogue Valley are on the SOREDI board. She is excited about the new advancements coming to Medford.

**Jessica Ayres** – There are openings in City of Medford committees if you know of someone that would be a potential fit. RogueX is slated to open in December. Medford recently passed a new definition of what an “established camp” is to better address the homelessness in the area.

**Sue Walsh** – Complimented Coppersmith on her presidency and service to the SOREDI Board during the pandemic. SOU is responding to the real need in Southern Oregon for behavioral health workers. Soon there will be a Behavioral Health Institute with a certification. They received \$2.3M for funding ongoing faculty and programs, and is soon to start a Master’s in Social Work. They are cautiously optimistic about an enrollment increase for the Fall. When RCC does well, SOU does well.

Fischer asked if people are going to school for computer/code development with Artificial Intelligence (AI) increasing in popularity. Do they see schooling as necessary? Walsh noted that it is currently a big debate in higher education. It will be a disruption in many industries by solving problems, but AI still is not able to identify where the problems are.

**Nick Fahey** – SOS now has reusable containers for restaurants. There is a bill up for vote in Oregon specifically about Styrofoam to get it out of packaging. It’s cheap to make but expensive to transport.

### **Adjournment**

President DuBose thanked Gibson and Coppersmith for bringing the organization to where it is today. President DuBose adjourned the Meeting at 5:00pm.

### **Upcoming BOD Meetings:**

August 8, 2023, will kick off the new fiscal year – details forthcoming.

### **Upcoming Event**

June 8 Board Social Lava Lanes 4-5pm

Bowl-A-Rama 5-9p [soredifoundation.org](https://soredifoundation.org)

*(A new landing page has been created on [soredi.org](https://soredi.org) to house large documents from this meeting, including presentations. Please click here to access [SOREDI Board of Directors Meetings - Follow-Up Documents - SOREDI](#))*