

**SORED I BOARD OF DIRECTORS MEETING MINUTES**

Tuesday, November 14, 2023, 3 – 7:15 pm

Asante Foundation, Medford

| Member   | Entity                      | Member                 | Entity                        |
|--|-----------------------------|------------------------|-------------------------------|
| X Ausland, Aaron   | Ausland Group               | Glover, RJ             | Boise Cascade                 |
| X Ayres, Jessica   | City of Medford             | X Hall, Dustin         | Accelera by Cummins           |
| X Bailey, Dr. Rick   | Southern Oregon University  | X Holmes, TJ           | Travel Medford                |
| Bartalini, Karen   | Providence                  | X Hyatt, Paula         | City of Ashland               |
| Bochart-Leusch, Jessica                                    | Cow Creek Tribe (ALT)       | Johnson, Kelley        | City of Central Point         |
| X Bristol, Sara  | City of Grants Pass         | Long, Juliet           | RCC (ALT)                     |
| Browning, Tanea  | City of Central Point (ALT) | Meyer, Alan            | Pacific Power                 |
| X Clarizio, JD   | Tribal One                  | Miller, Kaycee         | Rentec Direct                 |
| Cubic, Aaron   | City of Grants Pass (Staff) | Pickens, Jeanne        | Rogue Credit Union            |
| Doan, Ron  | Cow Creek Tribe             | Sell, Kathy            | City of Eagle Point           |
| X Dotterrer, Dave  | Jackson County Commissioner | Spansail, Sarah        | City of Medford (ALT)         |
| DuBose, Chris  | First Interstate Bank       | X Vincent, Steve       | Avista                        |
| X Eagles, Breanne  | Moss Adams                  | Walsh, Dr. Sue         | SOU (ALT)                     |
| X Fahey, Nick  | Southern Oregon Sanitation  | Weber, Dr. Randy       | Rogue Community College       |
| Farm, Judy (ALT)   | Tribal One                  | X Weiss, Harry         | City of Medford (staff)       |
| X Fischer, Tom   | Coldwell Banker Commercial  | West, John             | Josephine County Commissioner |
| <b>Members Present:</b>                                    |                             | <b>Members Absent:</b> | <b>Member Vacancies: 2</b>    |
| SORED I Staff  |                             | Guests                 | Entity                        |
| X Padilla, Colleen - Executive Director                    |                             | X Reeder, Andrea       | Asante Foundation             |
| X Browne, Amy – Operations Manager                         |                             | X Cotta, Sabrina       | City of Ashland               |
| X Roper, Terrill – Business Development & Loan Manager     |                             |                        |                               |
| X Bohl, Carrie – Communications & Business Support Manager |                             |                        |                               |
| X Tadlock, Jaymes – Business Development Manager           |                             |                        |                               |
| X Skelton, Abigail – Project Manager                       |                             |                        |                               |

**Welcome and Introductions**

Vice President Tom Fischer opened the meeting at 3:06. Quorum present. Fischer welcomed the Board to the abbreviated meeting to accommodate a walking tour of both the Children’s Museum of Southern Oregon and the Holly Theatre, followed by dinner at El Paraiso Restaurant. President Chris DuBose was detained for the remainder of the meeting.

Fischer introduced **JD Clarizio** as a new Board member. Judy Farm has stepped down to alternate.

**Sabrina Cotta** also joined the meeting as interim City Manager for Ashland, invited by Paula Hyatt.

**Business Presentation**

**Andea Reeder**, Senior Vice President/Chief Philanthropy Officer for Asante Foundation, presented an overview of current and future projects and campaigns. The Foundation is the non-profit community arm of Asante, which is a small health system with three hospitals, two cancer centers and several health facilities. They serve nine counties and over 600,000 people.

Asante Forward is the current campaign, which has been running for the last six years and has surpassed its \$50 million goal, raising \$62+ million to date, representing 9,230 donors.

This campaign expands across the entire Asante health system with a priority focus on behavioral health, having the only inpatient behavioral health facility between San Francisco and Eugene. The new pavilion has also been

a focus of the Asante Forward campaign. Contact Reeder if you would like to participate in one of the weekly tours happening twice per week -- [andrea.reeder@asante.org](mailto:andrea.reeder@asante.org)

Reeder invited the Board to connect with the new Asante CEO, Tom Gessel, who is the right person for what's next. Asante went out into the community to hear what the community would want to see in Asante's services. The workforce is one of the priority topics to be addressed, which will expand the Asante Forward campaign, including additional expansions in 2024.

Reeder discussed the difficult decision that was made to discontinue the Oregon Wine Experience due to changes in demand and cost since the pandemic.

In respect of time, Reeder opted to forward the video presentation for later viewing. Please take a moment to see the great work the foundation is doing for our community:

<https://www.youtube.com/watch?v=GLrtEUBgDe0&t=5s>

**Padilla** asked if someone else will pick up the event? Reeder noted that it is fully trademarked so the Board is evaluating to see who might take it on. It will take some time. Fischer commended Asante Foundation for all they've done for local non-profits, showing them how to be a mature foundation.

**TJ Holmes** also commended Asante Foundation for what they've done for Southern Oregon's tourism industry with the Oregon Wine Experience. Rogue Valley wines had double the awards of the Willamette Valley wines this year and is in the top 20 of wines worldwide.

### **Consent Agenda**

**Fischer** noted a correction to be made on the September 12, 2023, minutes to state that the new Herb Pharm location has two 12,000 s/f buildings and not one 24,000 s/f building. Hyatt moved to approve the minutes as amended. **Bailey** seconded. Board approved. Motion carried.

### **Agency Report**

Padilla invited **Dustin Hall** to have the floor for an announcement. Hall shared that Cummins will be divesting from Talent and closing that facility. WorkSource Rogue Valley has connected with Cummins to facilitate re-employment for displaced staff. Hall is also deciding on which option he will pursue. The commercial real estate will become available for new expansions or relocations. **Fischer** asked what reasons may have contributed to the closure and Hall noted that some product lines have been sold and the company is going through a general consolidation process.

Padilla announced that November 13 was her 22<sup>nd</sup> anniversary with SOREDI. She is grateful in this season of Thanksgiving and appreciates the confidence the Board has in SOREDI and their continued support.

### **Conferences – CEDS Initiative #3, Talent**

SOREDI had several opportunities for professional development during this season of conferences. Padilla congratulated **Amy Browne** on her successful completion and graduation to become an Oregon Certified Economic Developer. Browne also presented on a panel at the OEDA conference as well as received recognition for her accomplishment.

Padilla and **Terrill Roper** attended the Wildfire Summit in Eugene. Roper participated in a panel presentation on economic revitalization since the Alameda fire. Most of the conference focus was on housing and Padilla was able to have conversations with peers to educate on the importance of economic revitalization as a priority in order to have jobs for employees who fill the housing.

**Jaymes Tadlock**, along with WorkSource Rogue Valley and the Rogue Workforce Partnership (RWP), attended the Working Together conference in Bend with the focus on talent and workforce in business.

Padilla attended the NADO (National Association of Development Organizations) conference in Cleveland, OH, which was a gathering of her peers to learn about and discuss economic development strategies, constraints and ideas. It consisted of local economic development agencies, council of governments and governmental agencies. Though most economic development districts focus on one aspect or another, SOREDI has functions in both economic and community development.

### **Expansion - SOREDI Articles of Incorporation, Purpose 2.2 (a)**

SOREDI facilitated the ribbon cutting ceremony this week for Pacific Wall Systems in Phoenix. The City of Ashland reached out to SOREDI to help Pacific Wall Systems with their expansion project. They looked at several properties in White City, Ashland, and Talent, and then landed on the former Boise Cascade property in Phoenix and have additional plans to expand. This is an example of the core function of what SOREDI does: connections made with partners and shared with SOREDI/other agencies lead to expansions/relocations, which leads to economic growth, new investments and jobs.

This is the 3<sup>rd</sup> of three expansion projects SOREDI has been involved with, whether a ribbon cutting or groundbreaking in the last three months. The first being Herb Pharm expanding into Medford from Williams, and the second being Mycorrhizal Applications expanding into White City from Grants Pass.

### **PIER & Rural Capacity – CEDS Initiative #5, Placemaking**

Commissioner Dotterrer noted that Southern Oregon is the only group in the State addressing the wildfire issue from not only a housing perspective but a business perspective as well. Colleen and Dotterrer are on the 5-person Selection Committee and have both expressed their frustration with the amount of time it has taken to get these funds out the door. Both concur that we must build back the business foundation, along with housing. OHCS is making the final decision as to how the 10% set aside for PIER, which is \$13.8M in Jackson County, will be administrated and managed through sub-recipients, which are expected to be SOREDI and RVCOG.

Rural Capacity grants are expected for the current biennium to districts/councils of governments, a \$5M allocation to support housing (HB3395).

### **Innovation Hub – CEDS Initiative #2, Innovation and Entrepreneurship**

The final plan is to be distributed this week, governed now by the five-member committee. The plan is working toward a 5-year initiative for creating an ecosystem to better steward entrepreneurs and startups. Grant submission to Business Oregon for implementation funding is planned.

### **Key Priorities**

- Continue aligning with our One Rogue Valley, CEDS, which is a 5-year strategy required by the EDA.
- Increase business engagement to identify business needs to provide resources.
- Shepherd and provide grant administration/fiscal services.
- Increase financial stability.

### **Agenda Build for January**

**Fischer** asked the Board for topics/concerns that they would like to focus upon, or what they have heard others mention as needs to be addressed.

**Dotterrer** asked how can we create an economic development network in Rogue Valley? Wants to look for overlaps and gaps in the system.

**Ayres** suggested the Board invite partners to join in on that conversation and asked whether there is an existing survey instrument that tracks business needs, knowledge of the various service providers, etc.

**Fischer** – suggested housing and commercial real estate developers, be included in the network of partners respective to the economic development network.

**Bailey** – suggested putting ourselves in the position of entrepreneurs, how can we help them navigate a new business? What can we do to cultivate an environment for them to be successful?

**Fischer** suggested we hear from a business we are currently serving to inform us on how the process was for them. **Ayres** asked if we have a survey that collects data to help businesses find what they need? **Aaron Ausland** noted that Grants Pass does this survey with their businesses.

**Browne** noted that there is currently an asset map that includes all ESOs in the region that is being updated to better serve the needs of the community. It is a partnership effort with Business Oregon with a survey completed by a 3<sup>rd</sup> party consultant, Civic\*Possible. **Padilla** added that SOREDI and various partners like SBDC's, Chambers, RWP, and others already have existing referral systems – but could be much better, which is part of the Innovation Hub project.

**Bailey** noted that those who are served by SOREDI love SOREDI. We need to find the ones in the gap, who aren't being served. Believes SOREDI and the SBDC's already have a good working relationship but must look beyond.

#### **Save the Date!**

Annual State of the Rogue Valley Breakfast February 29, 2024, 8-10:30. Program to include: Economist Josh Lehrer, Partner Panel, Site Consultant keynote, One Rogue Valley Strategy CEDS report card.

#### **Adjournment**

Fischer adjourned the meeting at 3:50 and directed the Board to prepare for the walk to the Children's Museum of Southern Oregon for the first tour. The second tour is scheduled for 5:15 at the Holly Theatre, followed by a short walk to El Paraiso Restaurant for a taco bar dinner hosted by SOREDI. Non-alcoholic drinks will be provided.

#### **Upcoming SOREDI Board Meetings**

December – *No Meeting, Merry Christmas!*

January 9 – Rentec Direct, Grants Pass

February 13 – Rogue Valley International Airport, Medford

March 12 –Rogue X, Medford

***Our Vision:*** *To be the most business-friendly region on the west coast.*

***Our Mission:*** *Advance business in Southern Oregon to foster economic vitality by helping companies and entrepreneurs launch, relocate, and prosper.*

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