

SOREDI Executive Committee Report - Executive Committee Meeting: Tuesday, July 29, 2025

Present: Chris DuBose, Steve Vincent, Kaycee Miller, Breanne Eagles

SOREDI Staff Present: Amy Browne, Kim Freeze

Guests: Tanea Browning, Central Point Mayor

Discussion followed the outlined Agenda prepared by SOREDI staff, details outlined below.

1. Mayors Group Feedback

- a. Tanea Browning, Central Point Mayor was invited to share with the EC feedback from the Mayors Group, which includes Mayors from cities in southern Oregon (Ashland, Cave Junction, Central Point, Gold Hill, Jacksonville, Medford, Phoenix, Rogue River, and Talent)
- b. Tanea shared that the Mayors group wants to collaborate with SOREDI to push economic development of our region forward and request a time to meet with leadership to share ideas.
 - i. The Mayors of the Rogue Valley share the following message: *Local and regional economic development is top of mind for the communities of the Rogue Valley. So, several mayors have come together to discuss the economic future of our valley, particularly in light of SOREDI's strategic planning process. As a result of that discussion, we have drafted the attached letter, which includes an invitation to meet with us to discuss possible pathways for ongoing collaboration.*
- c. **EC recommends:** *The agency welcomes a meeting with the mayors and is enthusiastic about working together on shared goals.*

2. CEDS Update

- a. Public comment in progress. 6 responses have been received. Lots of positive comments and some suggestions.
 - i. For example, one respondent was disappointed the plan did not mention AI's impact on the agency and region or focus on mountain biking's potential as a tourism and recreational activity.
- b. **Public comment closes on July 30, 2025.**

3. Membership update

- a. Annual renewal invoices were sent, which are due on 8/13

4. Planner Grant Award

- a. SOREDI has been approved to receive these grant funds from the EDA
- b. \$75,000 per year for 3 years.
- c. Matching funds of \$75,000 each year which comes from the Membership Income.

5. Business Development outreach goals

- a. Short discussion about kpi's for staff outreach to members, following a team meeting that Chris attended. The following plan was discussed:
 - i. By August 31, all Executive Underwriters, Underwriters and businesses from the "Not Paid" list will be connected with via phone/personal visit.
 - ii. By September 30, all Champions will have received a connection including exploring if they're ready to move to Underwriter level.
 - iii. Once steps 1 and 2 are complete above, the team will develop a plan and begin reachouts for the Prospect List.
 - iv. At a team meeting (TDB), time will be set aside to identify viable businesses on the prospect list and develop a plan to connect.

- v. As you go through the list between now and then, mark off businesses you know aren't viable and I will use your edits to provide a cleaned-up list for the meeting.
- vi. Updates at each staff meeting on reach out progress with members

6. Josephine County and Grants Pass Outreach and SOIH

- a. Updates from Kim Freeze:
 - i. Grants Pass Sustainability Grant, includes the development of a Stay & Savor Package to increase tourism. Working with Dan Buck of Visit Grants Pass.
 - ii. Working with a new business at the Spalding Business Park
 - iii. Preparing an outreach report detailing all the work and connections Kim has completed in GP and Josephine county.

7. Gold Hill Discussion

- a. Gold Hill chose not to renew their membership.
- b. SOREDI has been directly involved in working with RVCOC to administer HB3395 which is a city planning grant for Gold Hill.
- c. **EC recommends:** *Staff follow-up with the city council to let them know of our involvement and the support we've provided the city. And attend the next city council meeting to share this with everyone.*

8. Executive Director Hiring Update

- a. Final interviews are completed, the hiring committee will prepare a recommendation to the board for their top candidate for the next board meeting.

9. Board of Directors

- a. There are some vacant board positions. According to the bylaws they do not need to be filled right away.
- b. **EC recommends:** *Wait on filling the vacant board positions until the Long-Term Growth and Strategy committee provides recommendations for board structure.*