

"The secret to success is constancy of purpose."

-Benjamin Disraeli

SORED I Board of Directors Meeting

Club Northwest, Grants Pass
September 10, 2024



Southern Oregon Regional
Economic Development, Inc.

Wildly Serious About Business

Chartered in 1987



SORED I Purpose

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

Focus: Traded-sector companies

Vision: Become the most business-friendly region on the west coast



LAUNCH

Ready to successfully launch your new business?

Find out how we can help.



RELOCATE

Are you ready to relocate your business?

Learn why Southern Oregon is the place to be.



PROSPER

Are you ready to grow your existing business?

We can help you take the next step.

✓ SOREDI Values

Integrity
Passion
Collaboration
Ingenuity
Commitment



Call to Order, Welcome

Tom Fischer, Board President

Guest Introduction & Comments

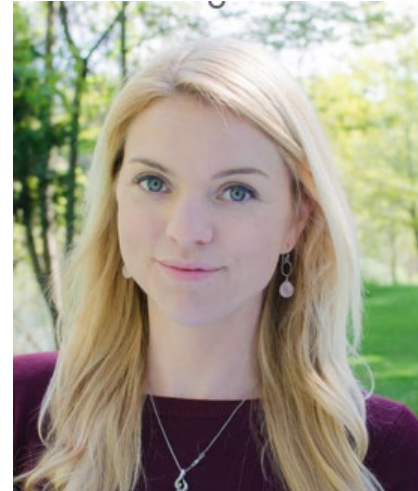
Ryan Flynn, Pacific Power President

Executive Committee Report

Kaycee Miller, Board Vice President

Consent Agenda

Breanne Eagles, Secretary/Treasurer



INITIATIVE 1.
BUSINESS DEVELOPMENT

INITIATIVE 2.
INNOVATION AND
ENTREPRENEURSHIP

INITIATIVE 3.
TALENT

INITIATIVE 4.
TOURISM

INITIATIVE 5.
PLACEMAKING



Staff Sharing – Meaningful Connections

- ✓ **Smiling because SOREDI is back to full staff capacity...**
allowing us to deepen knowledge of our business community and their needs.
- ✓ **Assisting Harry & David with Anniversary Tours...**
in commemorating 90 years of their pear-growing legacy and vision.
Special invites sent to their guest list, for September 4 or 5, includes lunch.
- ✓ **Thinking creatively with RCC SBDC ...**
to assist startup in-home childcare providers with grants
upon successful completion of SBDC training.
- ✓ **Creating a Workforce Housing Consortium ...**
With assistance from Jackson Care Connect/Care Oregon, and
HB 3395 Funding through June 2027.

Colleen Padilla Executive Director
Colleen@soredi.org, (541) 601-6918



One Rogue Valley Strategy (CEDS)
Business Development 1.1

Strengthen the region's business retention and expansion (BRE) program.

A strong BRE strategy is essential for a successful economic development organization, as the bulk of job creation (and contraction) comes from established businesses.

Promote economic development and business support services throughout the region, including in rural and underserved communities.



Staff Sharing – Meaningful Connections

149 Business & Partner Connections

May 13 – August 12, 2024

Meetings (in person)

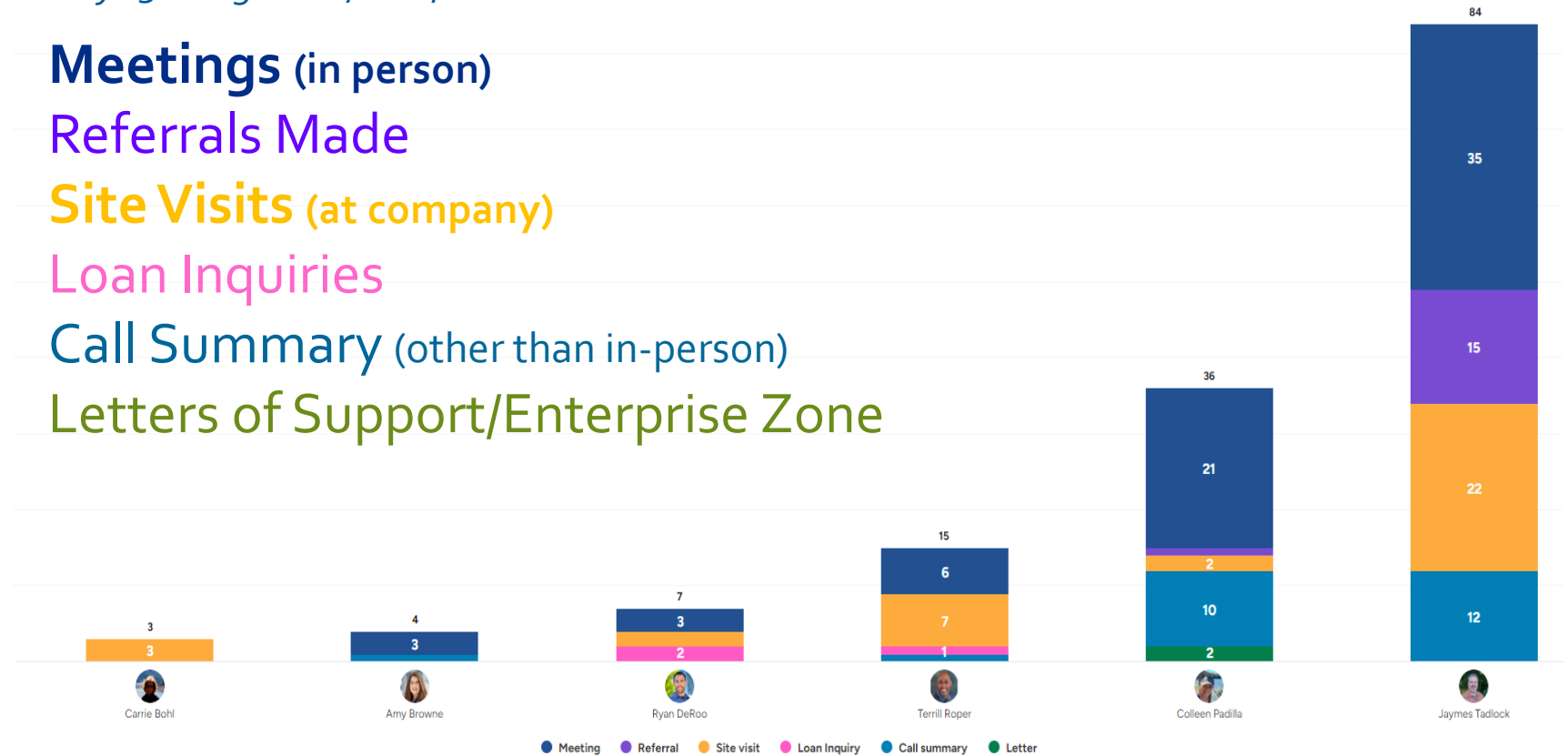
Referrals Made

Site Visits (at company)

Loan Inquiries

Call Summary (other than in-person)

Letters of Support/Enterprise Zone



INITIATIVE 1.
BUSINESS DEVELOPMENT

INITIATIVE 2.
**INNOVATION AND
ENTREPRENEURSHIP**

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Staff Sharing – Meaningful Connections

Amy Browne: Operations, Special Projects

- ✓ Office Move
- ✓ Moss Adams Succession Planning Luncheon
- ✓ Southern Oregon Innovation Hub
- ✓ Oregon Economic Development Districts/HB3395

Amy Browne, Operations Manager

Amy@soredi.org, (541) 621-3405



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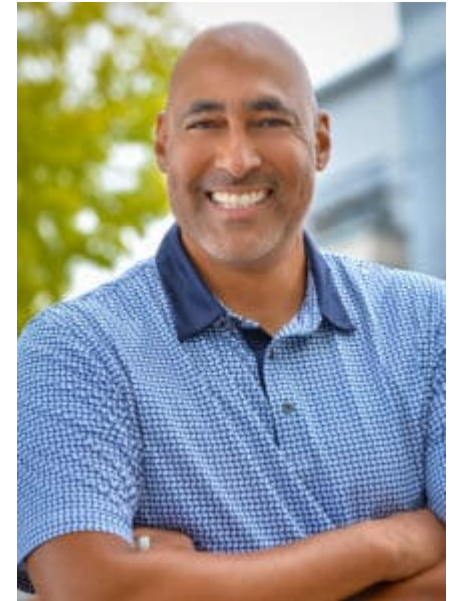


Staff Sharing – Meaningful Connections

Terrill Roper: Tours, Recruitment, Properties

- ✓ Industry Tour
- ✓ Recruitment Leads / Response
- ✓ Industrial/Commercial Properties Portfolio

Terrill Roper, Business Development Manager
Terrill@soredi.org, (541) 499-3395



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Staff Sharing – Meaningful Connections

Jaymes Tadlock: Expansion Needs, Referrals

- ✓ Succession Planning/ESOP
- ✓ Mergers & Acquisitions
- ✓ Rail Service

Jaymes Tadlock, Business Development Manager

Jaymes@soredi.org, (541) 829-9061



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Staff Sharing – Meaningful Connections

Ryan DeRoo: Loans, Program Development

- ✓ Micro-loan Approved
- ✓ Loan Committee Meeting August 22
- ✓ New Opportunities, Creative Thinking
- ✓ Community Connections, Referrals

Ryan DeRoo, Business Development Loan Manager
Ryan@soredi.org, (541) 941-3239



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Strategy & Growth Roundtable

1) Long Term Growth & Strategy Committee

- *10-12 members by September 15*
- *Formal Committee by October 8*
- *Report/Recommendations to Board @ Feb 2025 Meeting*

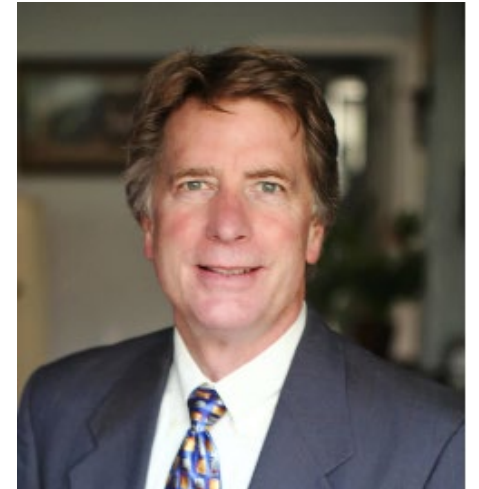
2) Facilities Committee

- *October – March*
- *Report/Recommendations to Board @ Feb 2025 Meeting*

EcDev Updates and Needs

1) Board of Directors Roundtable

New Business & Adjourn



Next Business Meetings:

September 10, Club Northwest – Grants Pass

October 9, TBD – Medford/Central Point

November 12, TBD – Medford/Central Point



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Colleen Padilla, Executive Director, colleen@soredi.org

Full digital packet of all reports, and a meeting summary, will be emailed within one week.