

*"The secret to
success is
constancy of
purpose."*

-Benjamin Disraeli

SORED I Board of Directors Meeting

Pacific Power, Medford

May 14, 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.

✓ **SORED I Values**

Integrity
Passion
Collaboration
Ingenuity
Commitment



Call to Order, Welcome

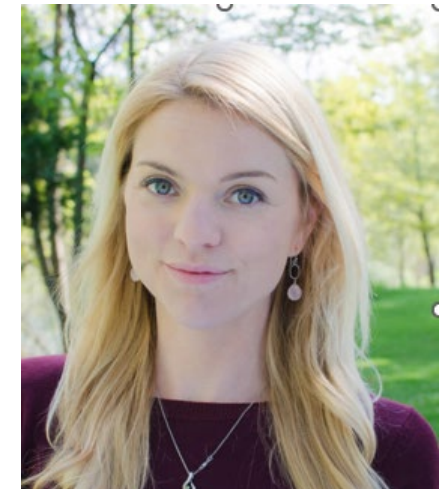
Chris DuBose, Board President

Executive Committee Report

Tom Fischer, Board Vice President

Consent Agenda

Kaycee Miller, Secretary/Treasurer



✓ INITIATIVE 1.
BUSINESS DEVELOPMENT

INITIATIVE 2.
INNOVATION AND
ENTREPRENEURSHIP

INITIATIVE 3.
TALENT

INITIATIVE 4.
TOURISM

INITIATIVE 5.
PLACEMAKING

SOREDI Quarterly Financials

@ March 31, 2024

Fiscal Year 2024-25 Budget

As recommended by the
Executive Committee (4/23/24)

✓ **Action**

Amy Browne, Operations Manager



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Strategic 3-Year Growth Project

Colleen Padilla, Executive Director

✓ **Action**

Philosophy:
Spirit of Abundance

Objectives:

1. **Add Business Development Staff Capacity**
2. **Increase *and* diversify revenues**
 - ✓ Pursue “fee for service” contracts
 - ✓ Increase loan program activity, loans booked
 - ✓ Amplify membership base
 - ✓ Create ROI



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Strategic 3-Year Growth Project, *cont.*

Colleen Padilla, Executive Director

✓ Action

Methodology:

1. Invest in Southern Oregon with reserve funding

- \$300,000 over from Special Projects Fund 300 over 3-year period, FYE 25- FYE27
- Represents 15.2% of **fund 300** equity;
- Represents 5.4% of total fund equity

2. Create additional board/membership committees to tackle the “Big Idea Bucket” to prioritize and complement growth/capacity decision-making

- Housing Consortium
- Long-term Sustainability (office space, staffing, mission)
- Aviation Training / Center of Excellence Initiative (One Rogue Valley CEDS*)
- Legislative Agenda
- Regional Identity (One Rogue Valley CEDS)
- Business Incentive Fund
- Membership Outreach/Amplification

** Updated One Rogue Valley CEDS for 2025-2030 period required next fiscal year*

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Board Roster & Executive Committee Changes

Chris DuBose, Board President

✓ **Action**

As recommended by the Executive Committee, April 23, 2024 (see handouts)

1. **Officers, FYE 2024-26**

- President, Tom Fischer
- Vice President, Kaycee Miller
- Secretary-Treasurer, Breanne Eagles

2. **New Executive Committee Member**

- Nick Fahey, Government Affairs Director – Southern Oregon Sanitation

3. **New Private Sector Board Members**

- Jessica LeMay, Hunter Communications
- Daniel Marple, Herb Pharm
- Victor Bautista, Avista
- Robb Mayers, Outlier Construction



Thanks to outgoing board members & past presidents: Aaron Ausland, Steve Vincent

✓ INITIATIVE 1.
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Guest Introduction

*Noah Robinson, Oregon Senate District 2
Primary Candidate*

New Business/Roundtable

Board Members – Guest/staff, time permitting

Pacific Power Update, Optional Facility Tour

*Alan Meyer
Director of Customer and Community Affairs (South)
Mike Curry
Director of Field Operations (South)*



**SORED
Foundation**

2024 Bowlarama – June 6, Lava Lanes!!

25 Teams are Committed! Still room for 13 more!

Team Sign Ups Ends, May 30

\$1,000 (5-person team)

Includes:

- Taco Buffet
- Drink Ticket
- Cool team name and the chance to win the Bowlarama Cup!
- Lane monitor signage
- Opportunity to network and contribute To the SOREDI Foundation



June 11 Meeting, 3 – 5 pm

@ The Herb Pharm in Williams, 110 Bonlinda Lane

- ✓ *Celebrate outgoing President, Chris DuBose*
- ✓ *Welcome incoming President, Tom Fischer*
- ✓ *Enjoy refreshments and network*
- ✓ *Tour and Wander Herb Pharm grounds*



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No July Meeting

Next Business Meeting: August 13, 2024 – location to be determined.

Colleen Padilla, Executive Director, colleen@soredi.org

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