

**PROCEEDINGS OF THE COCHISE COUNTY BOARD OF SUPERVISORS
WORK SESSION HELD ON
Tuesday, April 17, 2018**

A work session of the Cochise County Board of Supervisors was held on Tuesday, April 17, 2018 at 10:00 a.m. in the Board of Supervisors' Executive Conference Room, 1415 Melody Lane, Building G, Bisbee, Arizona.

Present: Ann English, Chairman; Patrick G. Call, Vice-Chairman; Peggy Judd, Member

Staff Present: Edward T. Gilligan, County Administrator
Britt W. Hanson, Chief Civil Deputy County Attorney
Arlethe G. Rios, Clerk of the Board

Attendees: Ruben Miranda, Internal Services Administrator
Amanda Baillie, Public Information Officer
Cheyenne MacMasters, Citizen

Chairman English called the meeting to order at 10:00 a.m.

ANY ITEM ON THIS AGENDA IS OPEN FOR DISCUSSION AND POSSIBLE ACTION

PLEDGE OF ALLEGIANCE

THE ORDER OR DELETION OF ANY ITEM ON THIS AGENDA IS SUBJECT TO MODIFICATION AT THE MEETING

INTRODUCTIONS

ITEMS FOR DISCUSSION

Board of Supervisors

1. Discussion and possible direction regarding the County's Strategic Plan with a focus on marketing strategy, BDI Development, and the Sierra Vista Regional Service Center.

Mr. Miranda presented the discussion on the Colonia de Salud additional space options using a PowerPoint presentation. Mr. Miranda showed pictures of the current location, discussed options for build out, and showed a map of the possible areas where a new building could go.

Mr. Gilligan further discussed the outlay of the plan and how the work flow is imagined to work for the different departments. He said that moving in this direction would assist with beginning the big move of all departments from the Old Bisbee High School. He added that any building project at the Colonia de Salud Service Center would mean remodeling of the parking lot to accommodate the new structure and the flow of traffic.

Chairman English stated that \$2,000,000 had been previously set aside for this project and the Board thought the planning process should continue.

Mr. Miranda moved on to discuss the proposed new projects at the Bisbee Douglas International (BDI) Airport. He gave several financial scenarios for the Forest Service request to add buildings in order for them to enhance services at BDI.

Chairman English stated that it was a good business proposition.

Mr. Gilligan said that funding the project could come out of the half cent sales tax or a loan.

Chairman English said that it is a good reason to borrow money and added that the County should always be conscientious about the expenditure limit.

Mr. Miranda said that he would look at several options and bring back formal proposals to the Board.

Mr. Gilligan directed Mr. Miranda to get a project proposal from the Forest Service as next steps.

Ms. Baillie presented a countywide marketing strategy using a PowerPoint presentation. Ms. Baillie went over an airport focused marketing strategy first and said that the County should use the web to emphasize the positive aspects of the airport along with physical fixes to endorse an overall look.

Chairman English also noted that the building needed some remodeling to the bathrooms as well as good connectivity.

Ms. Baillie moved on to her countywide marketing strategy. She highlighted current statistics on the County's multiple social media sites and discussed the countywide newsletter. She discussed future goals to begin putting out a positive message on behalf of the County.

Mr. Gilligan said that he had discussed the future of the County's participation in tourism with the Tourism Council Steering Committee to notify them that the County would not be funding at the same level due to an internal marketing project.

Vice-Chairman Call added that he would like Ms. Baillie to also focus on internal promotion of the County.

Mr. Gilligan said that he was planning on several options of addressing internal promotion and marketing, as well as education. He felt confident that current staff could address those areas in a successful manner.

Chairman English adjourned the meeting at 12:00 p.m.

APPROVED:

Ann English, Chairman

ATTEST:

Arlethe G. Rios, Clerk of the Board