

**PROCEEDINGS OF THE COCHISE COUNTY BOARD OF SUPERVISORS
WORK SESSION HELD ON
Tuesday, August 12, 2014**

A Work Session of the Cochise County Board of Supervisors was held on Tuesday, August 12, 2014 at 11:00 a.m. in the Board of Supervisors Executive Conference Room, 1415 Melody Lane, Building G, Bisbee.

Present: Patrick G. Call, Chairman; Ann English, Vice-Chairman; Richard R. Searle, Supervisor
Staff Michael J. Ortega, County Administrator; Jim Vlahovich, Deputy County Administrator;
Present: Britt W. Hanson, Chief Civil Deputy County Attorney; Arlethe G. Rios, Clerk of the Board;
Adam Ambrose, Civil Deputy County Attorney; Elda Orduno, Civil Deputy County Attorney

Chairman Call called the meeting to order at 11:00 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. Possible discussion and direction regarding Economic Development and Marketing Efforts in Cochise County.

Mr. Michael J. Ortega, County Administrator, said that staff needed direction regarding Economic Development and Marketing Efforts in Cochise County. He noted that there were already ongoing efforts, but wanted to make sure that staff was in line with the Board's goals.

Vice-Chairman English stated that resources also needed to be focused on environmental preservation.

Mr. Ortega stated that environmental preservation was a focus. He added that the County currently had an intergovernmental agreement (IGA) with each of the cities for tourism, but would revisit with each city to ensure all involved had the same focus.

The Board agreed that a higher level look needed to be done and noted that it was the County's responsibility to take a role.

Mr. Ortega said that small steps had been taken, but he wanted to know the Board's direction before he branched out.

Chairman Call stated that staff needed to look at the bigger picture and focus on our assets, while relying less on the military influence on the economy.

Vice-Chairman English suggested looking at the expertise that the County has in this area and possibly consulting with outside resources to see what opportunities there are in the County.

Mr. Ortega said he would begin to look into other agencies the County can partner with to enhance economic development. He added that he also needed the direction of the Board regarding the marketing effort for the County.

Vice-Chairman English stated that she did not think marketing efforts were necessary at this time.

Supervisor Searle stated that he was supportive of a small marketing role by the County through a consultant.

Chairman Call said he supported a marketing effort as it could address certain topics the County deals with on a day-to-day basis and also support other efforts, specifically public information output.

Mr. Ortega said he would work on a proposal and bring it back to the Board for approval.

Chairman Call adjourned the meeting at 11:50 a.m.

APPROVED:

Patrick G. Call, Chairman

ATTEST:

Arlenthe G. Rios, Clerk of the Board

"PUBLIC PROGRAMS, PERSONAL SERVICE"