

**PROCEEDINGS OF THE COCHISE COUNTY BOARD OF SUPERVISORS  
WORK SESSION HELD ON  
Tuesday, October 3, 2017**

A work session of the Cochise County Board of Supervisors was held on Tuesday, October 3, 2017 at 2:00 p.m. in the Triangle T Ranch Meeting Room, 4190 E. Dragoon Road, Dragoon, Arizona.

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

Staff Present: Edward T. Gilligan, County Administrator  
Arlethe G. Rios, Clerk of the Board

Attendees: Judy Hector, Economic Development, City of Sierra Vista

Chairman English called the meeting to order at 2:11 p.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**

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***INTRODUCTIONS***

***ITEMS FOR DISCUSSION***

**Board of Supervisors**

1. Chairman English asked that Ms. Hector give a presentation on the Cochise County Tourism Council status.

Ms. Hector said that the City of Sierra Vista was continuing the original program that had been formed by the County. She noted that the County and the City had entered into an Intergovernmental Agreement to change the administrative and fiscal agent responsibilities to the City. She added that since taking over, the Council had created a strategic marketing plan that would keep them focused on their mission and goals. She shared the plan with the Board and highlighted several big projects.

Supervisor Judd said she would like the Council to help and encourage communities on how to present themselves in the best light and added that she would like to see more tourism events shared on social media.

Ms. Hector said that they would share more to the County's Facebook page if that is the direction given by the Board. She stated that she could leave tourism literature at the Board office for distribution.

Mr. Gilligan asked Ms. Hector what she thought the future of the Council looked like and

where she would like to see the initiative go.

Ms. Hector said there were some structural changes that were already made to the Council and she did not have additional changes at this time. She noted that the Council has been a model for other entities in the state and that the partnership benefits all entities countywide.

Chairman English asked how success for the new plan would be measured.

Ms. Hector said that interaction on social media would be tracked, clicks on banner ads online, and the hotel tax increase countywide.

Chairman English said that the Board wanted to ensure that investments made in tourism were thoughtful and successful as all entities participating were dealing with strained budgets.

The Board thanked Ms. Hector for her presentation.

The Board moved on to continue the discussion of the County's building infrastructure.

Mr. Gilligan said he would work with staff to create a plan and brief the Board.

Chairman English adjourned the meeting at 3:27 p.m.

APPROVED:

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Ann English, Chairman

ATTEST:

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Arlethe G. Rios, Clerk of the Board