

**PROCEEDINGS OF THE COCHISE COUNTY BOARD OF SUPERVISORS
WORK SESSION HELD ON
Tuesday, January 9, 2018**

A work session of the Cochise County Board of Supervisors was held on Tuesday, January 9, 2018 at 10:00 a.m. in the Board of Supervisors' Executive Conference Room, 1415 Melody Lane, Building G, Bisbee, Arizona.

Present: Chairman Ann English; Vice-Chairman Patrick G. Call; Member Peggy Judd
Staff Present: Edward T. Gilligan, County Administrator
Elda Orduno, Civil Deputy County Attorney
Arlathe G. Rios, Clerk of the Board

Chairman English called the meeting to order at 10:18 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. Direction and possible discussion of Public Information and Communications as related to the Public Information Officer.

Mr. Gilligan said that Ms. Baillie had been doing a good job and he wanted to discuss direction of that position with the Board and get their ideas and feedback on what their priorities related to public information were.

Vice-Chairman Call said that he would like to see a focus on tourism, educating our public, and sharing County news with our public.

Mr. Gilligan said that if the Board wanted to fully support public information efforts a budget would need to be set up for Ms. Baillie to fund those types of projects. The funding would be used to build a message and develop marketing materials.

Chairman English said she was pleased with the articles Ms. Baillie had written and were being shared by the newspapers. She stated that her only concern was to insure the Board was aware of the issues before they went out to the public.

Supervisor Judd asked about the funding to the Cochise County Tourism Council.

Ms. Baillie said it was appropriate to continue the funding for a full year before making any decisions.

Vice-Chairman Call said another major concern was making sure that a positive message was sent out about the County. He wanted everyone to know that the County is a safe place to live and that it offers many opportunities. He added that the message needs to be used for retention and recruitment and that the Human Resources Department needs to be part of the team putting the message out.

Chairman English said that focus also needed to be put on the online presence of the County through a better, easy to use website.

Ms. Baillie said she would be researching the possibilities to partner with other entities to share the County's message.

Chairman English adjourned the meeting at 11:20 a.m.

APPROVED:

Ann English, Chairman

ATTEST:

Arlthe G. Rios, Clerk of the Board