

**PROCEEDINGS OF THE COCHISE COUNTY BOARD OF SUPERVISORS
WORK SESSION HELD ON
Tuesday, October 16, 2018**

A work session of the Cochise County Board of Supervisors was held on Tuesday, October 16, 2018 at 2:00 p.m. in the Board of Supervisors' Executive Conference Room, 1415 Melody Lane, Building G, Bisbee, Arizona.

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

Staff Present: Edward T. Gilligan, County Administrator
Sharon Gilman, Associate County Administrator
Britt W. Hanson, Chief Civil Deputy County Attorney
Elda Orduno, Civil Deputy County Attorney
Amanda Baillie, Public Information Officer
Arlethe G. Rios, Clerk of the Board

Attendees: Carrie Langley, Health & Social Services Director
Ray Falkenberg, Deputy Health & Social Services Director
Thad Smith, Chief Deputy, Sheriff's Office
Dan Coxworth, Development Services Director
Shar Porier, Sierra Vista Herald

Chairman Judd called the meeting to order at 2:01 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

INTRODUCTIONS

ITEMS FOR DISCUSSION

Board of Supervisors

Discussion and possible direction regarding the County's Strategic Plan specifically Marketing; Animal Welfare; and Community Health & Wellness.

Chairman Judd said Ms. Baillie would begin by discussing Marketing.

Ms. Baillie presented this item using a PowerPoint presentation. She said that the County Seal would remain as that is a statutory requirement, but that she thought that a brand was necessary for several reasons:

- Updated Look
- Address Loss of Population
- Focus on Economic Development
- County's Perception as a Safe Community

She went over the current tourism strategy and said that she wanted to go beyond people visiting the County and instead entice them to want to make the County their home. She said the new brand would focus on the quality of life of the County, specifically: healthcare, safety, recreation, education/learning, sense of purpose, financial security, and opportunity. She moved on to the targets of the branding campaign. She added that the focus was to develop a positive brand that could encompass the great things about the County. She explained the branding process and said she would keep the Board up to date as the project moved forward.

She moved on to discuss the Cochise County Tourism Council and said that group was currently looking at an impact study to make decisions about future goals. She added that funding sources would also be reviewed to help with that objective. She noted that tourism was targeting: rural relaxation, old west/culture, outdoor enthusiasts, culinary tourists, day/weekend trip getaways, and birding. She also discussed social media usage and the County newsletter and gave statistics related to sharing information.

She touched on public outreach and her presence at events to give a positive perception of the County. She added that emergency services had also been a great partner in her focus to partner with several local agencies to ensure residents have immediate and consistent information.

Chairman Judd asked about the marketing budget.

Mr. Gilligan said that there was a small budget this year, but he would see what was needed and bring back to the Board during the next budget cycle.

Vice-Chairman Call commended Ms. Baillie for her work and added that he would also like to see a focus and outreach to the retiree community.

Chairman Judd said that Ms. Langley would present on several Health and Social Services topics.

Ms. Langley used a PowerPoint presentation. She went over the essential functions of public health and said that these were addressed under the strategic plan for her department, as well as aligned with the County's overall strategic plan.

She moved on to the Community Health Assessment and Improvement Plan and outlined the three main priorities based on a countywide survey:

1. Mental Health and Substance Abuse
2. Good Jobs and Healthy Economy
3. Overall Wellness and Healthy Eating

She said that she had secured two grants from the Center of Disease Control and Prevention to fund a full time licensed clinical social worker and an opioid fatality review team to help address some of the issues with priority one. She added that she had also received a grant from the Legacy Foundation of Southeastern Arizona for the healthy eating initiative while collaborating with local partners to reach large groups in the community.

She moved on to jail medical and said that the issue of a 24-hour operation was still a major concern. She added that \$500,000 would be needed for staffing to address the issue.

Supervisor English asked if funding was the only issue.

Ms. Langley said that the budget was the major issue, but staffing would be an issue as well due to the quality of work life in a jail environment.

Supervisor English asked if juvenile detention medical was an issue.

Mr. Gilligan said that program was under the Judicial branch of the County and the Chief Probation Officer and the Presiding Judge had to make those decisions.

Mr. Hanson moved on to discuss mental health treatment and said a solution was still not finalized but would discuss a recent proposition with Mr. Gilligan and Ms. Langley and if viable bring back to the Board for consideration.

Mr. Gilligan said he would discuss animal control and shelters. He said that the major concern was the shelter in Willcox since the City had backed out of the agreement and the County would have to begin running this shelter.

Vice-Chairman Call asked that options be brought to the Board as this was the County's responsibility and a long term solution had to be found.

Mr. Gilligan said Ms. Gilman was researching and they would come back with a proposal in a month.

Chief Deputy Smith said if traveling further distance was required as a temporary solution, mileage would be a factor for the animal control division budget.

Chairman Judd thanked everyone for their input.

Chairman Judd adjourned the meeting at 3:58 p.m.

APPROVED:

Peggy Judd, Chairman

ATTEST:

Arlethe G. Rios, Clerk of the Board