

**PROCEEDINGS OF THE COCHISE COUNTY BOARD OF SUPERVISORS
WORK SESSION HELD ON
TUESDAY, FEBRUARY 11, 2020**

A work session of the Cochise County Board of Supervisors was held on Tuesday, February 11, 2020, at 11:00 a.m. in the Board of Supervisors' Executive Conference Room, 1415 Melody Lane, Building G, Bisbee, Arizona.

Present: Thomas E. Borer, Chairman; Ann English, Vice-Chairman; Peggy Judd, Supervisor

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

Attendees: Dan Coxworth, Development Services Director
Lori Kilpatrick, Citizen

Chairman Borer 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. Discussion and possible direction regarding the County's Strategic Plan: Census 2020 and County Marketing Update.

Ms. Amanda Baillie presented this item using a PowerPoint presentation. Ms. Baillie said that Cochise County receives approximately \$2,000 per person annually via federal programs and with a decrease in population since the 2010 Census, it is more important that every citizen is counted. All census information collected is safe and confidential. Every household will have the option of responding online, by mail, or by phone unless you have a Post Office box then a survey will be left at your physical address. Critical Dates •March 12 – Internet self-response opens •May 13 – Non-response follow up •July 24 – Last day to respond. Survey timeframe is March 12 – July 24.

Ms. Baillie gave the background of the Complete Count committee which has been meeting since August 2018. Each municipality, including the County, has its own Complete Count Committee with uniform messaging • Our State Committee Representative is Arlethe Morrison • Main focus is reaching the hard to count populations – low income, rural residents, limited access to internet, non-English speakers, elderly, disabled etc.

Ms. Baillie discussed the outreach budget, key departments, community partnerships and public awareness through banners, flyers, posters, newsletters, promotional materials, social media, events, presentations, mailings, website. She showed a video that was produced through an Arizona Complete County Committee grant and covered the ways every individual can help get the word out.

Next, Ms. Baillie moved on to Tourism, Marketing & Branding which is part of the County's Strategic Plan Priority of Increased Intergovernmental Cooperation. The Cochise County Tourism Council's name has changed to Cochise County Tourism & Economic Council which includes the County, Sierra Vista, Douglas, Willcox, Benson and Bisbee. She discussed when they meet annual investment amounts and new marketing strategies.

Ms. Baillie said the County is participating in a year-long Intercept Study that surveys visitors to find out why they come to Cochise County. The results will be used to reach our target market for advertising.

Ms. Baillie said the County conducted a Request for Proposal (RFP) for rebranding and eight submissions were received. She outlined the budget and process for logo selection and focus of rebranding campaign. She covered Strategic Plan priorities for Marketing and Economic Development and Tourism, future partnerships, keeping County data current and how advertising data will be gathered and tracked for future decision making.

Chairman Borer adjourned the meeting at 11:49 a.m.

APPROVED:

Thomas E. Borer, Chairman

ATTEST:

Kim Lemons, Clerk of the Board