

**PROCEEDINGS OF THE COCHISE COUNTY BOARD OF SUPERVISORS  
WORK SESSION HELD ON  
TUESDAY, JUNE 16, 2020**

A work session of the Cochise County Board of Supervisors was held on Tuesday, June 16, 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  
Christine Roberts, Chief Civil Deputy County Attorney  
Kim Lemons, Clerk of the Board  
Amanda Baillie, Public Information Officer

Attendees: Keith Buonocore, Finance Director  
Daniel Duchon, Budget Manager  
Brent Davis, President/CEO Visit Southern Arizona

Chairman Borer called the meeting to order at 11:38 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**

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***ITEMS FOR DISCUSSION***

**Board of Supervisors**

1. Discussion and possible direction regarding Visit Southern Arizona and Membership Dues.

Mr. Brent Davis, President/CEO of Visit Southern Arizona, presented this item using a PowerPoint handout. Mr. Davis described Cochise County as the gem of Southern Arizona. He discussed the importance of Tourism and how it has been disjointed with so many groups associated with it in the past. He gave his credentials and the vision for a portal organization of Visit Southern Arizona along with the tourism statistics and the impact of Covid-19. He outlined the County bed tax rates and comparables to other Arizona cities. He said they want to serve as the Destination Marketing Organization. He outlined the structure of directors; funding, projected revenues and expenses, including a visitor bureau with staff, branding, website, Facebook and other media, public relation efforts, and possible events. He continued with projected revenues and expenses if all municipalities participated. He outlined the marketing plan and said Visit Southern Arizona is asking for Cochise County to contribute an amount equal to a 2% bed or accommodation tax. He listed the Board of Directors and current staff that are working as volunteers.

Chairman Borer asked about the current assets of the organization, current municipalities participating, and the impact of Covid-19.

Supervisor Judd explained her role in Southern Arizona as a citizen in support of her community and the importance of bringing multiple partners to the table.

Chairman Borer expressed his concerns for a possible conflict of interest with Supervisor Judd serving on their board.

Supervisor Judd asked about County participation.

Supervisor English said she wants to promote southern Arizona, but the County's focus is through the Tourism Council. She wished their organization well but did not want the County to become a member.

Chairman Borer concurred.

Vice-Chairman English reiterated her earlier points but said if the Tourism Council is interested in Visit Southern Arizona, she would listen to their thoughts.

Mr. Gilligan voiced his concerns about the municipality-to-County stake in the organization.

Mr. Davis thanked Supervisor Judd for her participation as an individual, not representing the County. He asked for a founding membership of \$5,000 and said he had heard from constituents who were frustrated with the Tourism Council.

Chairman Borer and Vice-Chairman English said they know Supervisor Judd's motives are for what is best for her community, but they support the Tourism Council, and want to stay neutral.

Supervisor Judd said she believes in Visit Southern Arizona and there is a growing interest in their organization, and that she will continue as a member of this and other organizations.

Mr. Gilligan said he will discuss the points presented today to the Tourism Council to consider Visit Southern Arizona's marketing strategy.

The Board thanked Mr. Davis for his time and information and wished the organization well.

Mr. Davis also thanked the Board.

Chairman Borer adjourned the meeting at 12:16 p.m.

APPROVED:

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Thomas E. Borer, Chairman

ATTEST:

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Kim Lemons, Clerk of the Board