BOARD OF SUPERVISORS MEETING MINUTES
GILA COUNTY, ARIZONA

Date: October 29, 2024

STEPHEN CHRISTENSEN
Chairman

TIM R. HUMPHREY
Vice-Chairman

WOODY CLINE
Member

JAMES MENLOVE
Clerk of the Board

By: Charlotte Asrarynezami
Clerk of the Board (Present)

Gila County Courthouse
Globe, Arizona

PRESENT: Stephen Christensen, Chairman; Tim R. Humphrey, Vice-Chairman; and Woody Cline, Member.

NOTE: Vice-Chairman Humphrey and County Manager James Menlove arrived at the meeting at 11:10 a.m.

STAFF PRESENT: James Menlove, County Manager and Clerk of the Board; Michael O'Driscoll, Deputy County Manager; Joe Albo, Deputy County Attorney; and Samantha Trimble, Deputy Clerk of the Board.

Item 1 - CALL TO ORDER - PLEDGE OF ALLEGIANCE

The Board of Supervisors met in a Work Session at 10:00 a.m. on this date in the Board of Supervisors' hearing room. J.J. DeCola led the Pledge of Allegiance.

Item 2 - REGULAR AGENDA ITEMS:

A. Information/Discussion regarding a Gila County Rural Drinking Water Program.

Michael O'Driscoll, Deputy County Manager, introduced Collin Gottard, Vice President of SOURCE Global, PBC, who presented an overview of the company's mission and operations. SOURCE Global, founded in 2014, is a certified public benefit corporation focused on providing clean, renewable drinking water through innovative solar atmospheric water harvesting (SAWH) technology. Mr. Gottard provided a PowerPoint presentation as follows:

Major Water Challenges In Arizona

- Water scarcity
- Contamination

- High cost of water infrastructure

SOURCE Hydropanel

- SOURCE's technology harnesses Arizona's abundant solar resources to extract water vapor from the air, providing clean, mineralized water without the need for traditional water infrastructure.
- Collects water vapor, condenses it into liquid form, and mineralizes it with magnesium and calcium for a healthy taste. The system is self-contained, cloud-connected for monitoring, and can be installed in various configurations for homes, communities, and remote locations.

The company has successfully implemented its technology across the Southwest, including over 2,500 homes.

Case Studies

- Highlighted communities where residents now have access to safe drinking water and the Navajo Nation, where over 500 homes have been equipped with Hydropanels.

He added that there are grants through the Water Infrastructure Finance Authority (WIFA) Water Supply Development Fund to support rural residents and local workforce development for water harvesting systems.

Mr. Gottard also discussed potential areas in Gila County that could benefit from the technology, such as the areas north and east of Payson, Young, Jake's Corner, Aztec Lodge, and outside Globe.

Supervisor Cline shared an example of Carrizo Creek receiving water through this system. Mr. Gottard confirmed that 32 homes have received systems in partnership with Resolution Copper. Supervisor Cline inquired about the system's performance on overcast days, and Mr. Gottard explained that while it produces less water, it still functions. He further discussed how the water's taste improves, noting the use of a sponge filter and hot water to clean it and raise the pH levels.

Supervisor Cline asked about maintenance and the system's cost. Mr. Gottard explained that the filters are changed once a year, and each unit costs approximately $2,400 per panel. The total installation is around $7,500, making the cost per unit about 7 cents per bottle of water. This is marginally cheaper than hauling or using bottled water.

Chairman Christensen pointed out that the system is manufactured in Arizona and it is unique in that it requires no external power, enabling the panels to generate water even in arid areas.

Supervisor Cline concluded by stating that these units have been beneficial to the Carrizo Creek community. Mr. O'Driscoll confirmed that he would ensure that Joshua Beck, Public Health and Community Services Department Director, receives the relevant information.

B. Information/Discussion regarding whether the Gila County Tommie Cline Martin Complex is a viable new location for the construction and installation of the Rally Around the Flags Project.

Mr. O'Driscoll reported that the Board of Supervisors (BOS) approved the Economic Development Grant in the amount of $15,000 for the Rally Around the Flags Project. Initially, the Project was intended to be located on the Tonto Apache Reservation, but it has been proposed to move it to the Gila County Tommie Cline Martin Complex.

Jerry DeCola, former Tonto Apache Tribal Chairwoman, shared that the Tonto Apache Tribe (Tribe) has raised $33,085, including a $10,000 contribution from the Tribe. Additionally, Payson Concrete has offered an in-kind donation of concrete, and Payson's 1st graders have raised $1,100 in donations.

Mr. O'Driscoll explained that if the Board would like staff to proceed with this Project, there are challenges related to the proposed location, given its proximity to the highway. The project will require design and engineering, and collaboration with the Arizona Department of Transportation will be necessary. The process is expected to take 8 to 10 months.

Supervisor Cline supported the project and proposed a new site along Highway 260 in Payson. He expressed concerns about the current location, which is very busy, and he suggested that staff review other options. He recommended considering the Project in phases.

J.J. Decola, a local veteran from Payson, shared his experience with schoolchildren and expressed his desire to promote patriotism.

C. Information/Discussion regarding an update on Discover Gila County, the County's tourism and marketing initiative.

Cameron Davis and Chaz Davis provided the following PowerPoint presentation:

<u>Stakeholder Meetings (February 2024)</u>

- Held in Payson and Globe, engaging over 80 attendees.
- Focused on "Return and Report," reengaging with original stakeholders and introducing new ones.
- Conducted a new Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis.

- Attendees included AZ State Parks, U.S. Forest Service, AZ Game and Fish, county and municipal leadership, local tourism businesses, event promoters, museums, and nonprofits.

Public Relaunch Meetings (November 2024)

- Scheduled for November 12 (Globe Hollis Cinema) and November 14 (Payson Sawmill Theaters).
- Purpose: Debut new website, showcase award-winning videos, and build excitement for the next five years.

Website Performance

- Over 4.3 million page visits since launch.
- Visitors spend an average of nearly 7 minutes per session.
- Ranked in the top 86% of tourism websites in North America.
- 81% of traffic comes from Google, performing 91% better than industry peers.
- 293 pages rank in the top five search results for 73% of targeted keywords.
- Over 600,000 visitors in five years.

Social Media Growth

- Facebook reach: 11.6 million, with 21,000+ followers.
- Instagram followers increased by 84% in 2024 (now at 13,900).
- YouTube watch time went up 71% in 2024, with an 89% increase in traffic.

Economic Impact of Tourism

- Direct tourism spending increased from $296.5M in 2019 to $380.1M in 2023 (+29% or $83.6M).
- Three of the last five years saw record-breaking tourism spending.
- 2024 spending expected to surpass previous records based on AOT (Arizona Office of Tourism) reports.

Marketing & Media Campaigns

- Six professional tourism videos were created in the past year, featuring Roosevelt Lake, Mogollon Rim, and Gila County Wine Country.
- Streaming video campaigns (Feb-April) targeted major events, i.e., NCAA (National Collegiate Athletic Association) Tournament, Barrett Jackson Car Show, etc.
- Generated a 45% watch-through rate and 17,000+ attributable website visits.
- Roosevelt Lake fishing page is now the most visited section of the website.
- Video watch-through rate is 97.8%, with 1,907 hours watched.
- Local Pro Fisherman reports increased visibility from TV ads.

Awards & Recognition (2019-2024)

- 12 awards in five years, including:
    - AAED (Arizona Association for Economic Development) Website of the Year (2019)
    - Best Marketing Campaign – Arizona Office of Tourism (2022)
    - National Association of Counties Achievement Award for Best Marketing Program (2023)
    - Arizona Innovation Marketing Association SEO Strategy of the Year (2024)
    - AAED Best Multi-Media Presentation for Streaming Video Campaign (2024)

Upcoming Initiatives

- New Spring Video Campaign featuring Peridot Mesa, Pine/Strawberry, Pinal Mountains.
- New Market Study & Marketing Plan to establish a five-year vision.
- Stakeholder-driven Optimization to refine marketing strategies.
- Website Monetization Strategy through strategic sponsorships.

The Board commended the tourism and marketing team for the success of the Discover Gila County initiative. They noted that the program has significantly increased visibility, economic activity, and tourism, particularly noticeable during COVID (Coronavirus disease) when city residents flocked to the area.

The Board highlighted measurable benefits, including direct spending returning value to the County - something they had hoped for but could not initially prove. They praised the website, promotional work, and awards earned as key drivers of the County's $83 million growth in tourism impact.

Some suggestions included exploring advertising partnerships to offset program costs and continuing creative marketing efforts. Overall, the Board expressed strong appreciation and support for the team's contributions to Gila County's economic and tourism success.

Art Schear, a member of the public, said, "What Cameron and Chaz have done for the veterans has been amazing."

Item 3 - CALL TO THE PUBLIC: A call to the public is held for public benefit to allow individuals to address the Board of Supervisors on any issue within the jurisdiction of the Board of Supervisors. Board members may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to Arizona Revised Statute § 38-431.01(H), at the conclusion of an open call to the public, individual members of the Board of Supervisors may respond to criticism made by those who have addressed the Board, may ask staff to review a matter or may ask that a

matter be put on a future agenda for further discussion and decision at a future date.

There were no public comments.

Item 4 - At any time during this meeting pursuant to A.R.S. § 38-431.02(K), members of the Board of Supervisors and the County Manager may present a brief summary of current events. No action may be taken on the information presented.

County Manager James Menlove and each Supervisor provided a summary of current events.

With no further business to come before the Board of Supervisors, Chairman Christensen adjourned the meeting at 11:35 a.m.

APPROVED:

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Stephen Christensen, Chairman

ATTEST:

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James Menlove, Clerk of the Board