

**Minutes  
of the  
Regular Meeting of Board of Directors of  
The Industrial Development Authority of the County of Gila  
(the “IDA”)**

Date: Friday, April 8, 2016 at 10:00 a.m.

Place: Gila County Courthouse  
Supervisors’ Hearing Room  
1400 E. Ash Street  
Globe, AZ

Presiding: Cliff Potts

Present: Cliff Potts, Fred Barcon, Mac Feezor, Tim Grier, Bob Pastor, Bill Bennett, Stan Gibson

Absent: Tim Humphrey, Trena Grantham

Administrative Manager: Sandy Palmer

Guest Present: Linda Gross, Globe-Miami Times Media; Natalie Robb, Arizona Game and Fish Department; Bobby Davis, Town of Payson.

Cliff Potts called the Regular Meeting of the Board of Directors of the Authority to order at 10:00 a.m., noting the presence of a quorum.

**1. APPROVAL OF THE MINUTES OF THE REGULAR MEETING OF  
THE BOARD HELD ON DECEMBER 8, 2015.**

On motion made by Stan Gibson and seconded by Fred Barcon, the minutes of the Regular Meeting held on December 8, 2015 were approved as submitted.

**2. APPROVAL OF THE TREASURER’S REPORT FOR THIRD QUARTER 2015.**

On motion made by Mac Feezor and seconded by Tim Grier, the Treasurer’s Report for fourth quarter 2015 was approved as submitted.

**3. INFORMATION/DISCUSSION/ACTION AS DETERMINED REGARDING ARIZONA COMMERCE AUTHORITY’S 2016 RURAL ECONOMIC DEVELOPMENT ENHANCEMENT (REDE) GRANT APPLICATION FOR BROADBAND INFRASTRUCTURE IN RIM COUNTRY. PRESENTATION BY BOBBY DAVIS.**

Bobby Davis provided an update on the Rim Country broadband initiative and the progress to date, which included meetings with APS and broadband service providers. Mr. Davis stated that our broadband consultant, Jim Simms, has invested a tremendous amount of time on this initiative, and will continue to spearhead the initiative. Mr. Davis suggested pursuing Arizona Commerce Authority’s 2016 REDE grant as a means to compensate Jim Simms for his work on this important initiative.

Linda Gross mentioned that she is doing a story on the broadband needs and efforts in Central Arizona.

Cliff Potts underscored the need for broadband in economic development. He suggested Linda Gross contact Mac Feezor as a resource for the broadband article.

The IDA Board agreed that the need for broadband availability and resiliency in Gila County is significant and every effort to achieve that goal is worth pursuing.

**4. INFORMATION/DISCUSSION/ACTION AS DETERMINED REGARDING THE NEED FOR AN OUTDOOR RECREATION GUIDEBOOK TO INCREASE TOURISM WITHIN THE COPPER CORRIDOR. PRESENTATION BY LINDA GROSS AND NATALIE ROBB.**

Linda Gross briefed the IDA Board on the success of Globe-Miami Times recent Tourism Guide featuring the Frank Lloyd Wright Taliesin School of Architecture’s four-year studio project. Through this project, the need for an outdoor recreation guide was magnified.

The outdoor recreation industry is a 10.6 billion dollar industry in the State of Arizona. Gila County has a lot of natural resources. What has always been missing is a comprehensive guide that highlights all the natural and outdoor amenities. The first phase of the project is amassing the information, mapping trails, creating easy to follow graphic maps, and printing the guidebooks. The second phase involves developing social media platforms and uploading maps and information to a website.

Natalie Robb explained that she is an Arizona Game and Fish game ranger, biologist, and outdoor guide. She has met many people, who have lived here their entire lives, yet they didn't know certain trails and/or sites existed. She emphasized the goal to increase and expand awareness of our wealth of outdoor resources.

Bob Pastor said a pamphlet helped him plan and expand his trip to Oregon. It featured several activities that he might be interested in exploring.

Linda Gross mentioned the outdoor guide will also include art, museums, photography, etc. to encourage tourist to extend their stay and explore more of what we have to offer.

Cliff Potts said the Roundup in Payson publishes several guides. Our outdoor recreation guide should expand to northern Gila County and co-op with the others.

Tim Grier stated the IDA Board is economic minded. The longer folks stay in the area, the longer they're spending money in the area. The guide should feature the entire county; the county is more interesting and has more to offer as a whole.

Linda Gross said the southern portion of the county has a lot to offer that may not be as well-known as points of interest in the north. Natalie has sixteen hikes laid out in south and central Gila County. The goal is a comprehensive outdoor recreation guide. If visitors have a reason to stay overnight, studies have shown they not only spend more, they may have a better experience.

Tim Grier said he agrees, yet cautions against a county divide. The county is more interesting and offers more as a whole.

Fred Barcon agreed that the entire county should be included, and stated that we have an opportunity to pick up grant funds to get the project started. This puts us one step closer to our goal of marketing the entire county.

Cliff Potts asked Linda Gross to explore a more cohesive central Arizona outdoor recreation guide.

## **5. INFORMATION/DISCUSSION/ACTION AS DETERMINED REGARDING THE TASK LIST UPDATE.**

Sandy Palmer reported that the Brownfields and Promise Zone applications were submitted on time with announcements expected in spring or early summer.

Bob Pastor mentioned that if we are awarded these grants we will need to discuss how to move forward with them.

Fred Barcon mentioned that the meetings with the San Carlos Tribe have been very positive. Chairman Rambler asked to continue relationship with the IDA.

Sandy Palmer stated the USDA TA grant is in progress and will be ready to submit on time.

GIS Planning: Cliff Potts noted that NGCEDC does not have the staff to move forward, and suggested the IDA's contribution be applied to the north.

Bob Pastor mentioned that Arizona House Bill 2440 passed. Mr. Pastor stated that in his opinion the Bill is another barrier to free enterprise. The regulations may hinder the IDA in small business assistance efforts.

## **6. CURRENT EVENTS**

Fred Barcon mentioned that former IDA Board Member, Bill Long, suffered a stroke and is in Heritage. Mr. Barcon suggested sending flowers and a card, and encouraged the IDA to visit Bill Long.

## **7. CALL TO THE PUBLIC**

## **8. ADJOURNMENT**

With no further items to come before the Board, on motion made and duly seconded, the meeting adjourned at 11:02 a.m.