

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

Date: Monday, June 1, 2015, 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, Stan Gibson, Tim Humphrey, Mac Feezor, Trena Grantham, Bill Bennett

Absent: Bob Pastor, Tim Grier

Administrative Manager: Sandy Palmer

Guest Present: Miguel Olivas, Olivas Group; Linda Gross, Globe-Miami Times; Bobby Davis, Town of Payson Economic Development Director; Sharon King and Debra Morris Rim Country Regional Chamber of Commerce

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.

Mr. Potts introduced new IDA Board Members: Trena Grantham and Bill Bennett; Ms. Grantham and Mr. Bennett each provided a brief summary highlighting their educational and professional backgrounds.

**1. APPROVAL OF THE MINUTES OF THE REGULAR MEETING OF
THE BOARD HELD ON MARCH 23, 2015.**

On motion made by Stan Gibson and seconded by Fred Barcon, the minutes of the Regular Meeting held on March 23, 2015 were approved as submitted.

2. APPROVAL OF THE TREASURER’S REPORT FIRST QUARTER, 2015.

On motion made by Stan Gibson and seconded by Fred Barcon, the Treasurer’s Report for first quarter 2015 was approved as submitted.

3. INFORMATION/DISCUSSION/ACTION AS DETERMINED REGARDING THE TONTO BASIN BRIDGE PROJECT BY MIGUEL OLIVAS OF THE OLIVAS GROUP.

Mr. Olivas briefed the IDA Board on his history working with Congressman JD Hayworth and Congressman Rick Renzi; including work on the Tonto Basin Bridge Project, EPA legislation, import/export, a farm build, and work with government and economic development groups. He explained the ramifications of Congress’ elimination of earmarks, the difference between hard and soft earmarks, and stated “Knowing the difference between soft and hard earmarks will mean the difference between a project that fails and one that succeeds.”

Mr. Olivas continued by stating, “The Olivas Group has been able to succeed by securing over 1 billion dollars for their clients. By creating strategic work plans, working with state and government officials, and working directly with the President’s staff to include client’s projects as part of the federal budget, the Olivas Group knows how to bring results.” In addition to lobbying for clients, the Olivas Group has worked pro bono to secure 12 million for homeless veterans and over 20 million for various charities.

Mr. Olivas provided an example of a tribal public utility project in which he was able to secure several million dollars of funding from an unlikely source-- a defense funding program. Another example: a flood project that had existed for over 20 years. The congressperson had a difficult time securing the funds for the project. After retaining the service of the Olivas Group, the project finally got done.

Mr. Olivas stated, “A good lobbyist understands the parliamentary aspects of the government, their first objective is to highlight all available discretionary funds. What the Olivas Group offers the IDA is the tenacity to secure the funding needed for projects.”

Mr. Olivas said the first benchmark for the Tiger Grant involving the Tonto Basin Bridge is February 2016. Over the years he has evaluated Tiger Grants and the five criteria used to

evaluate applications. According to the reports he reviewed, Gila County might have to match funds. How much does the County have invested? The County needs help finding the Members of Congress (MC) willing to use their discretionary funds as matching capital.

The County has hired a lobbyist that is pursuing the Tonto Basin Bridge Project, Forest Service and other projects. If the Tiger Grants do not come through, what other options are there for the projects. Member of Congress need to be on the projects to prevent budget cuts. The Olivas Group has work extensively with Congress. The Tonto Basin Bridge project is old-- from the 1970s-- there are a lot of people who would like to see it completed. The Olivas Group can help make it a reality.

Mr. Potts noted the IDA does not currently have the income stream to engage this service. There needs to be a return on the investment.

Mr. Olivas stated the Phoenix IDA contributed 16 million toward a development in Yuma. A contribution from a source the Olivas Group brings to the table could more than cover the cost of the Olivas Group's services. It would be his hope that the IDA would increase in funds from the grants, projects and sources the Olivas Group brings to the table.

Mr. Potts asked if there was a way to engage the Olivas Group to do a scoping to find out what projects, grants and other funding opportunities exist that the IDA is not currently aware of.

Mr. Olivas said he would recommend putting together a strategic plan for the IDA which would include the status of every project in Gila County, the stakeholders and management involved, identifying every funding source and financial opportunity available, combined with a public relations aspect. The Olivas Group would work at the federal and state level to move the projects forward. Within two months the ball would be rolling, the IDA would maintain the momentum initiated by the Olivas Group.

Mr. Potts asked Mr. Olivas to stay and listen to the other items on the agenda and provide feedback.

**4. INFORMATION/DISCUSSION/ACTION AS DETERMINED
REGARDING TIMES TRAVELER TOURISM PROJECT PRESENTED
BY LINDA GROSS.**

Ms. Gross introduced her travel tourism mobile app project-- a way to capture the journey and the travel dollars in Central Arizona.

The mobile app would feature the four main travel corridors of Central Arizona, highlighting points of interest, attractions and events for each area-- encouraging folks to stop and explore.

Discussion ensued.

Ms. Gross shared the process and projected costs associated with launching the mobile app. She is bidding the project, contacting potential project partners, and exploring methods of advertising the mobile app: QR readers in shop windows, billboards, Chambers of Commerce and Arizona Office of Tourism website, etc.

Mr. Barcon mentioned the IDA's goal of applying for a tourism grant through the United Fund of Globe-Miami, the need to meet the matching funds requirement of the grant, and suggested a pledge to make a contribution to the mobile app project as matching funds.

Mr. Potts stated the contribution should be contingent upon receiving the United Fund tourism grant.

Discussion ensued.

On motion made by Tim Humphrey and seconded by Fred Barcon, motion to award \$12,000 in matching funds for the mobile app project, with a \$7,000 deposit and \$5,000 balance, contingent upon the IDA receiving the Untied Fund tourism grant.

**5. INFORMATION/DISCUSSION/ACTION AS DETERMINED
REGARDING RIM COUNTRY TECHNICAL ASSISTANCE GRANT
PROGRAM UPDATE BY BOBBY DAVIS, TOWN OF PAYSON
ECONOMIC DEVELOPMENT SPECIALIST.**

Mr. Davis provided an overview of the Rim Country Technical Assistance workshops, the partners involved and the small business owners (6) that have reached out for continued support as a result of the workshops.

Mr. Davis said there are several retired executives in Northern Gila County who might enjoy participating in trainings and workshops for small business owners.

Mr. Davis highlighted the importance of supporting our small business owners and offered to reach out and assist with countywide efforts in any way possible.

Mr. Potts acknowledged the fine contribution the Rim Country team has made and thanked Mr. Davis for his offer to assist with countywide technical assistance.

**6. INFORMATION/DISCUSSION/ACTION AS DETERMINED
REGARDING TONTO BASIN TECHNICAL ASSISTANCE GRANT
PROGRAM UPDATE BY LINDA GROSS.**

Ms. Gross explained that tourism is the primary revenue stream in Tonto Basin. The small business community needs assistance advertising, encouraging folks to stop, and helping folks navigate their trip in and around Tonto Basin. In chatting with the small business owners in Tonto Basin, the overwhelming request was for a map to help travelers navigate the area, and help lure potential travelers into Tonto Basin.

Ms. Gross illustrated the 11 x 17 map project highlighting Tonto Basin, points of interest and businesses.

Mr. Barcon mentioned the tremendous success of the Pine-Strawberry Fire on the Rim Mountain Bike Race, and suggested inviting a group from the Fire of the Rim event to meet with the folks in Tonto Basin to discuss special event planning logistics. He suggested searching for special event seed funds through grants from Game & Fish.

Mr. Potts authorized Ms. Gross to proceed with the Tonto Basin map project.

**7. INFORMATION/DISCUSSION/ACTION AS DETERMINED
REGARDING TASK LIST UPDATE.**

Brownfields Assessment Grant: Efforts are ongoing, a Brownfields community meeting has been scheduled in September, Tod Whiter will be the guest speaker.

Red Bridge Apartment Project: Mr. Barcon provided an update, the apartment project is on track, scheduled to break ground this fall.

Mac Feezor left the meeting at 12:15 p.m.

Mr. Potts asked Mr. Olivas for his comments regarding current IDA projects.

Mr. Olivas said he would be excited to assist the IDA with advancing economic development. He highlighted how a firm such as the Olivas Group could assist in advancing economic development in Gila County.

Within two months the Olivas Group would have more than just a plan; they would set the stage with the status of every project in Gila County, discover whom --if anyone-- is working on the projects, determine the viability of each project, provide the contact information for key stakeholders and entities involved, or needing to be involved, uncover all possible funding sources, and initiate momentum on a state and federal level.

Within two months, the plan of action would be moving forward, Mr. Olivas stated. The Olivas Group moves quickly, calculated, and with intension. Mr. Olivas stated the urgency of making an impression on elected officials; funds need to be set aside before the next election. The Olivas Group would have a strategic plan and moving quickly toward those goals within two months.

The Olivas Group would research the status of all projects in Gila County and determine the viability of success of each project. Whichever project(s) the IDA determines advantageous, the Olivas Group would provide a list of available funding options-- grants, discretionary funds, etc. and assist as the IDA goes after those funds; provide key contacts, advice/consult on each project, and advocate on a state and federal level on behalf of the IDA as a liaison for governmental affairs.

Discussion and financial negotiation ensued.

On motion by Tim Humphrey and seconded by Fred Bacon, the amended motion made as follows:

Retain the Olivas Group for a term of sixty days for the sum of \$10,000; during this term the Olivas Group will create a strategic master plan for the IDA including a work plan/plan of action which will detail the status of every project in Gila County, reason for delay(s), disclose all parties and or entities involved or needing to be involved at federal and state level (with contact information), their level of involvement/commitment, all funding sources available to bring the project(s) to completion (federal funds, discretionary funds, grants, etc.); the strategic plan will also include a macro view of economic development in Gila County, highlighting various strategies, initiatives and overall direction the IDA should take to position Gila County for economic growth. This macroeconomic strategy will include an extensive list of all available funding opportunities (grants, discretionary funds, etc.), introduction to and contact information for key stakeholders, as well as an initial public relations established by the Olivas Group. The Olivas Group will work closely with the IDA through personal contact and weekly updates to develop the strategic master plan.

Motion passed by a vote of (5-1), with three members absent.

For: Tim Humphrey
Fred Barcon
Bill Bennett
Trena Grantham
Cliff Potts

Against: Stan Gibson

Absent: Tim Grier
Bob Pastor
Mac Feezor

8. CURRENT EVENTS

9. CALL TO THE PUBLIC

10. ADJOURNMENT

With no further items to come before the board, meeting adjourned at 12:36 p.m.

Minutes were approved as submitted on September 22, 2015.

Cliff Potts, President

Date