

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

Date: Thursday, March 29, 2018 at 10:00 a.m.

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

Presiding: Fred Barcon

Present: Cliff Potts, Mac Feezor, Stan Gibson, Lisa Brazil, Bill Bennett

Absent: Tim Grier, Trena Grantham, Bob Pastor

Administrative Manager: Sandy Palmer

Guest Present: None

Fred Barcon called the Regular Meeting of the Board of Directors of the Authority to order at 10:01 a.m., noting the presence of a quorum.

**ADMINISTRATIVE REPORTS**

- I. APPROVAL OF THE MINUTES OF THE REGULAR MEETING OF THE BOARD HELD ON JANUARY 26, 2018.

On motion made by Stan Gibson and seconded by Lisa Brazil, the minutes of the Regular Meeting held on January 26, 2018, were approved as submitted.

II. APPROVAL OF THE TREASURER’S REPORT FOR FOURTH QUARTER 2017.

On motion made by Stan Gibson and seconded by Lisa Brazil, the Treasurer’s Report for fourth quarter 2017 was approved as submitted.

**ITEMS FOR DISCUSSION**

III. INFORMATION/DISCUSSION/ACTION AS DETERMINED RELATING TO THE TASK LIST UPDATE.

1.) Countywide Website:

Mac Feezor provided an update regarding Cameron Davis’ website presentation to the Gila County Board of Supervisors. Cameron received a short-term contract from the County to gather data and move forward with initial steps. The County is willing to discuss continued funding for the website project. The County would like to have the IDA involved with the marketing and business side.

Fred Barcon inquired about website ownership, generating advertising revenue from the website, and what would happen to the funds that exceed the annual maintenance and operations.

Mac Feezor responded that the County would own the website and manage the funds generated by the website. Any funds made over annual operating expenses would be devoted to economic development in the County via special events, etc. The County stated the site needs to be self-sustaining within three years.

Mac Feezor said the IDA would be able to use the website to post IDA-related public relations content and have input to the creative direction, marketing and business side of the website—it’s everything we could have asked for and more.

2.) Artist-Investor tour of Miami:

Fred Barcon provided an update on the artist-investor tour. Several leaders came out to welcome the group including Supervisor Humphrey, Mayor Dalley, Mayor Gameros, Linda Oddonetto, Keith Watkins of Arizona Commerce Authority, and others.

This is the same group of artists that started the artist movement on Roosevelt Row in Phoenix. They're large-scale artists. They renovated the Bentley building in Phoenix. Securing their interest and involvement in our community would be a tremendous boost to our economy.

3.) Wilson & Company:

Fred Barcon stated that the IDA has been facilitating meetings with Wilson & Company and the San Carlos Housing Authority, City of Globe, and Gila County regarding the Tonto Bridge project. Projects are being discussed, and the meetings will continue.

4.) EDA Project:

Community Needs Assessment project is in the planning stages, communitywide education and data gathering meetings will be scheduled during the summer.

5.) WaterSMART:

The grant application was submitted. Grant awards are expected to be announced between mid-late June.

6.) County Asset Inventory:

Fred Barcon provided an overview of the meeting with Supervisor Humphrey and County Manager, James Menlove, to discuss working with the IDA on a countywide asset inventory project and other economic development projects.

7.) MyGilaCounty:

Sandy Palmer stated that the \$2,000 used to develop the MyGilaCounty website came from USDA grant funds; therefore the website cannot fall by the wayside. The IDA needs to find a use for the site or repurpose it, perhaps give it to a non-profit entity.

Cliff Potts asked if there is a way to use the website to garner income from the site. He suggested the IDA retain and enhance the site and sell advertising to generate revenue.

Fred Barcon agreed. It's a good idea to retain the site to monetize the site and promote IDA projects and press releases.

Cliff Potts clarified that the MyGilaCounty website would focus on business-related resources and economic development as to not compete with the County's government site or the new countywide tourism marketing site.

8.) Broadband:

Mac Feezor provided an update on the Town Hall meeting with Congressman Gosar, turned out to be a disappointment. Jeff Mirosola of CenturyLink was invited by Gosar to lead the dog and

pony show regarding CenturyLink's outages. The side conversations were more productive than the meeting.

Mac Feezor continued, Cable One and Zayo have both turned in bids to provide massive amounts of fiber and speed to the area.

The E-Rate project will bring in additional service providers to compete with CenturyLink. Broadband is not a luxury; it's mandatory.

Cliff Potts said broadband in rural and outlying areas is a long-term issue that will require focus and dedication for years to come. Establishing broadband is an issue where the IDA can shine.

Discussion ensued.

## **COMMUNICATION TO AND FROM THE BOARD**

### **IV. CURRENT EVENTS**

Fred Barcon mentioned meetings with Globe and Miami schools regarding a tutoring program to help struggling students.

Mac Feezor provided an update on the pre-fire meetings and strategic planning to place water bladders. Forest is the driest it has been in years. Mac Feezor encouraged education and preparation by having a grab it and go kit ready to pick up and go to the event in the emergency.

### **V. CALL TO THE PUBLIC**

### **VI. ADJOURNMENT**

With no further items to come before the IDA Board, on motion made and duly seconded, the meeting adjourned at 11:18 a.m.