

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

Date: Monday, March 23, 2015, 1:00 p.m.

Place: Gila County Courthouse
Supervisors’ Conference Room
610 E. Highway 260
Payson, AZ

Presiding: Cliff Potts, President

Present: Cliff Potts, Fred Barcon, Bob Pastor, Stan Gibson, Tim
Humphrey, Mac Feezor

Absent: Tim Grier

Guests Present: Tod Whitwer, Allwyn Environmental; Linda Gross, Times
Traveler; Will Rhea, Dragons Flight Media

Administrative Manager: Sandy Palmer

Cliff Potts called the Regular Meeting of the Board of Directors of the Authority to order at 1:07 p.m., noting the presence of a quorum.

**1. APPROVAL OF THE MINUTES OF THE WORK SESSION AND REGUALR
MEETING OF THE BOARD HELD ON DECEMBER 4, 2014.**

On motion made by Stan Gibson and seconded by Tim Humphrey, the minutes of the Work Session and Regular Meeting of the Board held on December 4, 2014 were approved as submitted.

2. APPROVAL OF THE TREASURER'S REPORT FOR FOURTH QUARTER 2014.

On motion made by Bob Pastor and seconded by Fred Barcon, the fourth quarter Treasurer's Report of the Board passed unanimously by a vote of (5-0).

3. INFORMATION, DISCUSSION AND ACTION AS DETERMINED REGARDING BROWNFIELDS PRESENTATION AND DISCUSSION WITH TOD WHITWER OF ALLWYN ENVIRONMENTAL.

Tod provided an educational overview of Brownfields grants through the EPA, DEQ and other entities. The first step is to apply for an Assessment Grant. Property with either real or imagined contamination would qualify for an Assessment Grant. The property doesn't have to have actual contamination to qualify for an Assessment Grant. Identifying and cleaning Brownfields spurs economic development. Many times there's a fear or stigma that a property might be contaminated when it actually is not, an Assessment Grant will clear up misconceptions.

Mac joined the meeting at 1:21 p.m.

Grants can be used for private land, hazardous substances, petroleum substances, to develop an inventory, for public and/or private land (no federal land), grant funds can be used to pay a consultant to run the grant, and pay for some of the IDA's time to run the grant.

If an application is turned in by November 2015, EPA will announce May 2016, and the funds will be released November 2016. It helps to be associated with the EPA, and if you manage the grant well you will be eligible for future grants.

After further discussion, Fred Barcon and Bob Pastor were asked to meet with Tod Whiter to identify the target area, projects, and get the ball rolling.

On motion made by Bob Pastor and seconded by Stan Gibson, motion to appoint Fred Barcon and Bob Pastor to facilitate the Brownfields Assessment Grant, and report back to the Board, passed unanimously by a vote of (6-0).

4. INFORMATION/DISCUSSION/ACTION AS DETERMINED REGARDING TOURISM PRESENTATION BY LINDA GROSS OF TIMES TRAVELER.

Linda presented the new wave in the tourism world: mobile apps. Linda shared the tourism project she is working toward via slideshow—an interactive mobile app and printed travel guide book. Tourism is an economic engine that is not fully utilized in Gila County.

Discussion on mobile apps verses websites ensued. Linda pointed out that a website used as a mobile app is not the same; it requires a lot of goofing around to get to the right page, to get the desired info. The mobile app goes right to the desired information with one touch.

Will Rhea highlighted the benefit of having a website and mobile app working in tandem. Websites are not obsolete; they're the modern day store front, often used for researching and planning trips.

Cliff Potts said the IDA would be willing to consider a seed investment in the mobile app project if the project shows a future benefit.

Linda said she found out about the IDA meeting last minute. She will prepare a more detailed presentation with data and statistics at a future IDA meeting.

5. INFORMATION/DISCUSSION/ACTION AS DETERMINED REGARDING RIM COUNTRY TECHNICAL ASSISTANCE MEETINGS UPDATE BY BOBBY DAVIS, TOWN OF PAYSON ECONOMIC DEVELOPMENT SPECILIST.

Bobby provided an overview on the Technical Assistance Program and the meetings that were kicked off in the Rim Country. Overall, the meetings were a great success—very informative, and several businesses received professional mentoring after the meetings. The Technical Assistance Program will continue with meetings in Tonto Basin-Punkin Center, and Globe-Miami.

Bobby stated the fear of the unknown is a concern for many small business owners. The business plan and financial forecast are crucial tools for small business owners. Many small business owners start their business as a hobby without the proper training to get through lean and difficult periods. The Technical Assistance Program is an outreach to entrepreneurs and small business owners to bring training and introduce them to outstanding professionals who are available to mentor and grow small businesses.

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

Construction Loan Project: The IDA Board decided to expand the RFP to include attorneys in the Phoenix Metro area that specialize in construction finance.

7. CURRENT EVENTS

The Board discussed the need to expand the Work Force Survey to include Tonto Basin and other areas of the county, as the Work Force Survey has been instrumental in bringing economic development to Globe-Miami.

8. CALL TO THE PUBLIC

9. ADJOURNMENT

WITH NO FURTHER BUSINESS TO COME BEFORE THE AUTHORITY, UPON MOTION MADE AND DULY SECONDED, THE REGULAR MEETING WAS ADJOURNED AT 2:51 P.M., WITHOUT OBJECTION.

Minutes approved by the IDA Board on June 1, 2015.
