

PURSUANT TO A.R.S. §38-431.01, THE GILA COUNTY BOARD OF SUPERVISORS WILL HOLD A MEETING AT THE GILA COUNTY COURTHOUSE, BOARD OF SUPERVISORS' HEARING ROOM, 1400 EAST ASH STREET, GLOBE, ARIZONA. ONE OR MORE BOARD MEMBERS MAY PARTICIPATE IN THE MEETING BY TELEPHONE CONFERENCE CALL OR BY INTERACTIVE TELEVISION VIDEO (ITV). THE MEETING IS ALSO TELEVIEWED TO THE GILA COUNTY COMPLEX, BOARD OF SUPERVISORS' CONFERENCE ROOM, 610 E. HIGHWAY 260, PAYSON, ARIZONA.

**NOTE:** Per the most recent guidelines from the federal government regarding COVID-19 and to protect citizens, no citizens will be allowed in the Board of Supervisors' hearing room at the Globe Courthouse or at the County Complex, Board of Supervisors' conference room in Payson. The only exception to this statement is for public hearings. Citizens may attend the public hearing in person, one at a time, in Globe or in Payson to provide comments. A face mask must be worn while in the building; however, it may be removed while addressing the Board of Supervisors.

Citizens may watch the Board meeting live-streamed at:

<https://www.youtube.com/channel/UChCHWVqrI5AmJKbvYbO-k2A/live>

Citizens may submit written comments related to the October 27th Work Session agenda by no later than 5 p.m. on Monday, October 26th, by emailing to the Clerk of the Board at [msheppard@gilacountyaz.gov](mailto:msheppard@gilacountyaz.gov) or calling 928-402-8757. Citizens may also submit written comments during the meeting through YouTube. Please include the meeting date, agenda item number, your name and residence address in the email.:

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## **WORK SESSION - TUESDAY, OCTOBER 27, 2020 - 10:00 A.M.**

1. **CALL TO ORDER - PLEDGE OF ALLEGIANCE**
2. **REGULAR AGENDA ITEMS:**
  - A. Information/Discussion regarding an update on the Tourism and Marketing Initiative for Gila County. **(Jacque Sanders/Cameron Davis)**
  - B. Information/Discussion regarding an update on the pilot composting program for Gila County. **(Steve Sanders)**
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.

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 information presented.

IF SPECIAL ACCOMMODATIONS ARE NEEDED, PLEASE CONTACT THE RECEPTIONIST AT (928) 425-3231 AS EARLY AS POSSIBLE TO ARRANGE THE ACCOMMODATIONS. FOR TTY, PLEASE DIAL 7-1-1 TO REACH THE ARIZONA RELAY SERVICE AND ASK THE OPERATOR TO CONNECT YOU TO (928) 425-3231.

THE BOARD MAY VOTE TO HOLD AN EXECUTIVE SESSION FOR THE PURPOSE OF OBTAINING LEGAL ADVICE FROM THE BOARD'S ATTORNEY ON ANY MATTER LISTED ON THE AGENDA PURSUANT TO A.R.S. §38-431.03(A)(3).

THE ORDER OR DELETION OF ANY ITEM ON THIS AGENDA IS SUBJECT TO MODIFICATION AT THE MEETING.

**ARF-6318**

**2. A.**

**Work Session**

Meeting Date: 10/27/2020

Submitted For: Jacque Sanders, Deputy County Manager/Librarian

Submitted By: Sherry Grice, Management Associate

Department: County Manager

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Information

Request/Subject

Update on the Tourism and Marketing Initiative for Gila County.

Background Information

On March 27, 2018, Gila County began the process of a coordinated effort to promote all of the events, activities, destination sites, and opportunities that exist within Gila County. Discussions included recognizing the need for this initiative to be managed in the long term by a non-profit entity in order to qualify for private donations as well as future grant opportunities to assist with expanding the effort into a financially self-sustaining effort at some point. Following a work session in March 2018, formal stakeholder meetings throughout the county, a brand Strategy "Explore the Wild- Discover Gila County" was adopted on June 5, 2018. On October 2, 2018, a Marketing Plan and Strategy was adopted. In November 2018, a corresponding effort was initiated to create Discover Gila County, Inc., a private, non-profit entity to ensure that the marketing initiative had sustainability and representation throughout Gila County. On February 14, 2019, the website and corresponding social media campaigns were begun to promote Gila County. Discover Gila County, Inc was officially recognized as a 501(c) 3 on March 8, 2019.

On December 3, 2019, the Board of Supervisors approved an Economic Development Agreement and License Agreement between Gila County and Discover Gila County, Inc., for the marketing and tourism initiative website and all related social media platforms.

Evaluation

It would advantageous for the Board of Supervisors and the public to receive an update on how often the Discover Gila County website is being visited and other information pertaining to the County's marketing and tourism initiative.

Conclusion

N/A

Recommendation

N/A

Suggested Motion

Information/Discussion regarding an update on the Tourism and Marketing Initiative for Gila County. **(Jacque Sanders/Cameron Davis)**

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Attachments

Discovery Gila County Presentation

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# DISCOVER GILA COUNTY



**Web Address: [discovergilacounty.com](http://discovergilacounty.com)**

**2<sup>nd</sup> Full year of Marketing Plan**

## **FEATURES:**

**526 Pages · 4,000+ Photos · 220+ Videos · Over 1 Million Words**

## **WEBSITE 2020**

- **53,237 Visitors (Yr. 2)**  
**Up from 22,000 in (Yr1)**  
**And we still have 3 months to go.**
- **#1 Page - Calendar**
- **66% of traffic is now being generated from search engines**
- **22% of traffic is generated from social media**
- **Over 7,000 visitors per month**
- **Over 1,500 email inquiries for more information**
- **Over 500 phone calls asking more questions**

## **SOCIAL MEDIA**

- **10,000 Followers Since go live**
- **Giveaway Campaigns have reached over 500,000 people and generated over 145,000 engagements**
- **DGC has posted over 900 posts that reached over 1 Million people and generated over 296,000 engagements**
- **DGC is seeing a 29% engagement rate across all posts (Google Says Typical Engagement rates are between 0.50 -0.99%)**



## 2020

- Free Service
- 322 Jobs Posted
- 115 Companies have registered
- 4,800 Job Searches
- 190 people have submitted resumes to open jobs listed on the job board.

# Other Web Stats

## OUR AUDIENCE

- 88% of our visitors are first time visitors
- 46.5% are male
- 53.6% are female
- Median age is 38-65
- They are affluent
- Like to travel
- They are outdoor enthusiasts
- They like to shop
- They like to eat out
- They are pet lovers

## WHO IS VISITING THE WEBSITE

### International Visitors

1. USA (96% of all Traffic)
2. Canada
3. Germany
4. United Kingdom
5. Mexico
6. France
7. Spain
8. Ukraine
9. Italy
10. India

### Arizona Visitors

1. Phoenix (30%)
2. Mesa
3. Chandler
4. Tempe
5. Tucson

### US Visitors

1. Arizona (73%)
2. California
3. Oregon
4. Texas
5. Massachusetts
6. South Carolina
7. Colorado
8. Nevada
9. New Mexico
10. Illinois

6. Gilbert
7. Payson
8. Scottsdale
9. Globe
10. Glendale

## WHAT ELSE ARE WE DOING?

- Participated as a booth sponsor at the 2020 Great Canadian Picnic – handed out 1,000 of pamphlets to visiting snowbirds and introduced them to Gila County and the Discover Gila County website.
- We are revamping the Eat and Stay sections of the site to make it easier to find information.
- We are working with the Gila County IDA on several new additions that are projected to happen in 2021.

**ARF-6319**

**2. B.**

**Work Session**

Meeting Date: 10/27/2020

Submitted For: Steve Sanders, Director

Submitted By: Steve Sanders, Director

Department: Public Works    Division: Recycling & Landfill Management

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Information

Request/Subject

Information and discussion to provide an update on a pilot composting program

Background Information

After meeting with other government agencies which operate a composting program, Gila County decided to try a pilot program at the Russell Gulch Landfill.

Evaluation

N/A

Conclusion

The Town of Miami provided the sludge and Gila County provided the cardboard and wood chips for the project.

Equipment was borrowed from the Pinetop Lakeside Sanitary District.

Recommendation

The pilot program should generate approximately 69 tons of compost.

Suggested Motion

Information/Discussion regarding an update on the pilot composting program for Gila County. **(Steve Sanders)**

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Attachments

Composting Presentation

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# GILA COUNTY COMPOSTING PROGRAM



# Composting Program

- The Opportunity
  - County landfills receive green waste and cardboard
  - Cities and Town generate wastewater sludge and may have to dispose of this material into our landfills
  - These materials are the necessary components for compost
    - 1 ton of Cardboard
    - 12.5 tons of Green Waste
    - 20 tons of sludge
  - ADOT has expressed interest in compost material for their highway maintenance

# Composting Trial Material

Each test batch consisted of 8000-8500 lbs. of sludge, 5000 lbs. of wood chips, and 400 lbs. of shredded cardboard.

10 batches were made using approximately 40 tons of sludge, 25 tons of wood chips, and 2 tons of shredded cardboard/paper.

From this we expect to generate approximately 69 tons of compost.





# Composting Trial Mixture

For class A compost, the compost needs to reach a temperature of 131° for three consecutive days. The material is then turned, and this process continues for five additional times. We started with 10 piles and now have it down to 3

It took five employees, two from Pinetop Lakeside Sanitary District and three from Russell Gulch landfill two days to create the mixture.





# Compost Trial Equipment

This is a Roto-Mixer. It is used to mix the batch or recipe.

Cost of new Roto Mix 540-14XD is \$60,000 new and used are \$25-30K.

To operate both the Roto Mixer and Roto Grind a New Holland T6 or comparable is needed with a minimum 140 horsepower to run the PTO attachments. Price of a used tractor is approximately \$50,000.



# Compost equipment

For shredding of the cardboard and paper we used Roto Grind Model 760, price new about \$25,000.



## Next steps

Determine Project Cost and  
compost Cost per cubic yard

Front End Loader – 2 yd bucket	\$95,000
Tractor - 140 Hp	\$50,000
Roto Mix	\$30,000
Roto Grind	\$25,000
Trommel Screen	\$13,000
Windrow Turner	\$15,000
Concrete Work Pad(90 by 150)	\$25,000
Storage Building (90 by 150)	\$100,000

Labor Cost and other costs - Will be based on  
labor hours from Trial and input from Pinetop  
Sanitary District

Determine ADOT and  
Mine requirements  
Test material and

Contract  
with ADOT  
and mines

US Composting  
Council Certification

Multi year  
contract for target  
quantity

Pursue Grant Monies – USDA