



RESOLUTION NO. 14-03-08

**A RESOLUTION OF THE BOARD OF SUPERVISORS OF GILA COUNTY
SUPPORTING THE SOUTHERN GILA COUNTY ECONOMIC DEVELOPMENT
CORPORATION COPPER CIRCLE: WAYFINDING AND SIGNAGE PROJECT**

WHEREAS, the Gila County Board of Supervisors is committed to, and strongly supports economic development and the tourism industry in Gila County; and

WHEREAS, the Southern Gila County Economic Development Corporation (SGCEDC) is acting as the lead organization for the Copper Circle: Wayfinding and Signage Project to build the region's capacity in economic/community development and cultural/historical preservation by providing a visually cohesive graphic communication system for visitors and residents in the Copper Circle Region; and

WHEREAS, the Copper Circle: Wayfinding and Signage Project sub-committee and members of the SGCEDC will act in an advisory and leadership capacity to participate in the following activities:

1. Attend two branding/marketing sessions to inform the SGCEDC and Building Communities with information to design and create an instantly recognizable brand for the Southern Gila County Region. This brand will be used on all materials for this project. This brand is also intended to be used by the Southern Gila County Economic Development Corporation and the Globe/Miami Regional Chamber of Commerce to promote and market the region as well.
2. Work with the local municipalities, county and state to determine Zones that identify orientation and informational reach, the two key elements that assist a person in finding their way.
3. Work with the local municipalities, county and state to determine the location for 8 outdoor "Community Connectors" that will provide area information, direction to points of interest, services and connections within the region. There will be a three-sided kiosk with QR codes and the ability to change the information displayed. They will be placed in gateways to the community and areas with the heaviest pedestrian and vehicle traffic.
4. Work with local municipalities, county and state to conduct signage inventories to determine location for 8 outdoor community locators, 30 directional signs, 12 indoor informational kiosks and 10 tradeshow displays to counteract blight in vacant storefront windows.
5. Work with political sub-divisions to install the outdoor "Community Connectors" and directional signs.

6. Coordinate with local businesses to offer customer service and hospitality training to staff on the Copper Circle: Wayfinding and Signage Project and local attractions.
7. Attend regularly scheduled meetings hosted by the SGCEDC to coordinate project related activities; and

WHEREAS, the Copper Circle: Wayfinding and Signage Project encourages the sense of well-being, safety and security in unfamiliar or stressful environments; and

WHEREAS, visitors and residents of the area will benefit from this community navigation project; and

WHEREAS, this project will address the lack of marketing and information necessary to promote the Copper Circle's numerous assets, points of interest and community services.

NOW, THEREFORE, BE IT RESOLVED, that the Gila County Board of Supervisors does hereby express its support for the development of the Copper Circle Connections: Wayfinding and Signage Project; and

BE IT FURTHER RESOLVED, that the Gila County Board of Supervisors is committed to working with the Southern Gila County Economic Development Corporation and offering any appropriate assistance to assure the development of the project including sign placement and installation.

PASSED AND ADOPTED this 25th day of March 2014.

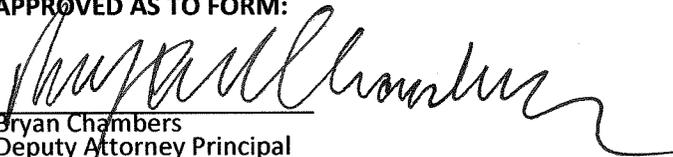
ATTEST:

GILA COUNTY BOARD OF SUPERVISORS


Marian Sheppard, Clerk


Michael A. Pastor, Chairman

APPROVED AS TO FORM:


Bryan Chambers
Deputy Attorney Principal