



THE INDUSTRIAL DEVELOPMENT AUTHORITY  
OF THE CITY OF SIERRA VISTA

EXTRAORDINARY OPPORTUNITIES | UNCOMMON PARTNERSHIPS

IDA Board Meeting Minutes  
Saturday, August 24 · 4:00 – 6:00pm  
Time zone: America/Phoenix

Google Meet joining info

Video call link: <https://meet.google.com/jbg-jmme-cwe>

Or dial: (US) +1 601-680-7102 PIN: 275 545 274#

More phone numbers: <https://tel.meet/jbg-jmme-cwe?pin=1089646526167>

1. Call to Order - Roll Call

**Meeting called to order at 4:07 PM by President Demetry Simonton. The following members were present: President Demetry Simonton, Vice President Larry Goodhue, Treasurer Brandy Kea, and Operations and Innovation Manager Stephen Peterson. Board member Adrienne Weiss was absent.**

2. Approval of Agenda

**Motion to approve the agenda by Larry Goodhue; seconded by Brandy Kea.  
Approved unanimously (3-0).**

3. Approval of Minutes from Special Meeting on July 16th, 2024

**Approval of Minutes from Special IDA Meeting 7-16-2024 was tabled due to a lack of circulation ahead of meeting.**

4. Old Business

A. Sale of Sierra Linda

**President Demetry Simonton and Stephen Peterson provided an update on the close of Sierra Linda and the outstanding creditor accounts from prior evictions beginning 2009. Larry Goodhue inquired whether the IDA was paying for this service ongoingly or if a percentage of the funds collected went to the creditor.**

B. Chiricahua Medical Center

**President Demetry Simonton described the success of the Chiricahua project as being a positive development in the IDA's contribution to a prominent organization in Cochise County. He further described the IDA's intention on supporting the medical center's expansionary efforts and the possibility of a future bond issuance application.**

C. UACI Incubator Project

**President Demetry Simonton announced a local business completed their program with the UACI Incubator and would be opening their new location in the West End of the City in September, 2024. He extended an invitation to the other board members to attend the grand opening and support the business with their physical presence.**

D. 2024-2026 Budget

**President Demetry Simonton advised the board that the IDA is on track with its financial projections to achieve its budget allocations established in November of 2023, with only slight variations. He further described some of the final updates to the 6049 Economic Garden location off of Arizona 90.**

## E. OI Manager Update

**Operations and Innovation Manager Stephen Peterson provided a brief update on the progress of the IDA's operations. Peterson gave an overview of his quarterly planning rhythm, the establishment of bond facility operational systems, economic SWOT analysis, and cash flow forecasting to support transparency in tracking the activities of the IDA and its levels of direct financial contribution in the community.**

## F. Cultivate Cochise

**President Demetry Simonton announced the completion of the Cultivate Cochise 501(c)(3) entity and housing specific programmatic initiatives under this new entity to ensure clear separation from the IDA's core operations. The President described the purpose of this migration was to incubate programmatic initiatives that fall outside the scope of the IDA's mission which is to issue and pass municipal bonds.**

## 5. New Business

### A. Consideration of Board Resolution Establishing Endowment

**President Demetry Simonton referred to the supporting documents that were issued to the board ahead of time. The President reminded the board that a motion had already been passed during a prior meeting for the establishment of an endowment. This item was to increase the amount of the endowment from the original \$25,000 to \$250,000 to ensure the endowment could generate enough funds to support the IDA's initiatives at a future date, and to offset any loss of income, if the organization were to experience heightened levels of volatility in its core function as bond issuer.**

**The motion to approve was led by Larry Goodhue; seconded by Brandy Kea and approved unanimously (3-0).**

### B. Consideration of Board Resolution to Allocating Funds into Investment CD

**President Demetry Simonton described the idle money situation the IDA was facing, where its fund balance was more than enough to cover operating expenses and its budgetary items, having excess funds currently generating no yield inside the IDA's bank account. The resolution described allocating \$100,000 into a yielding CD for either 1, 2 or 3 years, locking in a rate of around 5.6%.**

**The motion was carried by Larry Goodhue, seconded by Demetry Simonton. Treasurer Brandy Kea abstained from the vote, due to conflict of interest. Motion passed (2-0).**

### C. Consideration of Board Resolution Partnering with Cultivate Cochise for Regional Programmatic Work

**President Demetry Simonton described in more detail the programmatic work that the Cultivate Cochise entity would take on, partnering with the IDA to define distinguished leadership development, grant writing and economic and community development programs that align with the IDA's goals of expanding the region's industrial base.**

**Motion to approve by Larry Goodhue; seconded by Brandy Kea (3-0).**

### D. Consideration of Resolution for Board Member Retention

**President Demetry Simonton presented a resolution for an "engagement" package, to support board members' engagement level as participants in the IDA's activities. The resolution described non-compensatory benefits for board members with one of the goals being an 80% attendance rate for IDA board meetings.**

**Motion to approve by Larry Goodhue; seconded by Brandy Kea (3-0).**

### E. Consideration of Board Resolution Establishing "The Power of Membership" Sales Strategy

**President Demetry Simonton presented the board with a resolution to join relevant memberships that would support the IDA's function in issuing and passing bonds. The focus of these memberships would be to promote the IDA's function to relevant associations such as the National Association for Charter Schools. This membership focus would also be to prioritize recruiting additional legal counselors, especially bond counselors, to diversify its sources of bond deal flow.**

**Motion to approve by Larry Goodhue; seconded by Brandy Kea (3-0).**

F. Consideration of Board Resolution to Digitize and Properly Disposing of IDA Historical Documents

President Demetry Simonton described the IDA's intention to digitize all historical records of the IDA, going as far back in some cases as the 1980's. Stephen Peterson described the Library of Congress' guidance on digital quality standards and the classification of documents to meet the LOC's guidance on archiving. Goodhue recommended an Enterprise license with Microsoft to leverage their OneDrive cloud product as well as the Copilot Generative AI solution to ensure all documents would be easily accessible and searchable. Simonton agreed to revisit the suggestion at a later date, with the current protocol being an external hard drive as cold storage.

Motion to approve by Larry Goodhue; seconded by Brandy Kea (3-0).

G. Consideration of Renewing Operation and Innovation Manager Contract

President Demetry Simonton highlighted the work of Operations and Innovation Manager Stephen Peterson, suggesting the board vote on extending the contract with Launch Shop for an additional year. VP Larry Goodhue inquired about the IDA's capacity to support a financial increase towards the contract. Simonton alluded to the base pay plus bonus if Launch Shop were to hit specific metrics regarding the issuance and passing of bonds.

Motion to approve by Larry Goodhue; seconded by Brandy Kea (3-0).

H. Consideration of County Leadership Retreat Project

President Demetry Simonton announced a conflict of interest for this particular item. Simonton presented a plot of land he acquired to be used as a leadership retreat "glamping" destination to support entrepreneurs and other professionals to decompress and experience the outdoors. The proposal was for the IDA to retain 85% ownership in the property (land) by way of a \$30,000 contribution towards the project, with a 3 year timeframe for completion. Simonton described the possibility of a 3-year claw-back where if the project didn't meet the board's satisfaction, they could claim full ownership of the property, which Zillow values at \$128,900 as of the time of the board meeting. Treasurer Brandy Kea suggested 85% ownership stake for the IDA to be excessive and suggested a reduction to 50%. Larry Goodhue mirrored the sentiment.

Motion to approve by Larry Goodhue; seconded by Brandy Kea. Demetry Simonton abstained from the vote due to conflict of interest. (2-0).

I. Consideration of Civic Leadership Memorial Monument

President Demetry Simonton presented a proposal for an investment from the IDA of \$15,000 to erect a monument in honor of specific leaders throughout the years that have immeasurably contributed to the growth and development of Sierra Vista and perhaps Cochise County. Board members Larry Goodhue and Brandy Kea inquired on location and the form the monument was intended to take place.

Motion to approve by Larry Goodhue; seconded by Brandy Kea (3-0).

J. Consideration of Legal Fees Slania Law

President Demetry Simonton presented the case to improve the rhythm of billing from Bond and General Counsel Slania Law, PLC. Simonton recommended a \$15,000 cap in which the firm would advise the IDA upon reaching. VP Larry Goodhue suggested a monthly invoice to avoid large lump-sum accrual of fees. Simonton further suggested negotiating with the firm as to how the fees are split on any deals that fall through to ensure the IDA doesn't get stuck with the total fee. All board members were in favor of approving Slania Law's legal fees due to the volume of deals the firm brought to the IDA.

Motion to approve by Larry Goodhue; seconded by Brandy Kea (3-0).

K. Consideration of New Board Members

President Demetry Simonton presented resumes of three potential new board members. VP Larry Goodhue inquired on the reasons behind the decision to recruit these three board members: Theresa Malone, Romana McCaa, Leigh Muckey. Simonton described their quality of leadership and professional achievements, as well as their contributions in the community. Goodhue also inquired if board member recruitment needed to become a public process, such as running classified ads in the local newspaper. Simonton advised internal recruitment was common even at the City level with the establishment of Commissions, which the IDA has modeled after.

**Motion to approve by Larry Goodhue; seconded by Brandy Kea (3-0).**

L. 2024 Board Elections

**President Demetry Simonton proposed all current board member positioned be extended by an additional term. Treasurer Brandy Kea inquired if there were term limits for IDA board members. Simonton reassured there were not. Simonton further proposed Kea take on the role of Secretary as well as Treasurer and for Larry Goodhue to remain VP. Kea asked for further clarification of the duties of Secretary at a later date. Both Goodhue and Kea voted to retain Demetry Simonton as Board President.**

**Motion to approve Demetry Simonton as President by Larry Goodhue; seconded by Brandy Kea (2-0). Motion to approve Brandy Kea as Secretary and Treasurer by Larry Goodhue; seconded by Simonton (2-0).**

6. Call to Public

**None**

7. Time and date of next meeting

**TBD**

8. Adjournment

**Motion to adjourn meeting by Larry Goodhue; seconded by Brandy Kea. Meeting adjourned at 6:05 PM. (3-0).**

---

**Signature - President**