

**NOTICE AND AGENDA OF MEETING OF THE
ARIZONA GEOGRAPHIC INFORMATION COUNCIL
OUTREACH COMMITTEE**

A public meeting of the Arizona Geographic Information Council Administrative and Legal Committee was convened on Nov 20, 2024 at 1:00 pm on Google Meets. Present at the meeting were the following members or designees of the group:

Committee Voting Members

Member	Agency/Company	In-Attendance
Sage Donaldson, Co-Chair	AZ Dept of Transportation	Yes, Virtual
Cheryl Thurman, Co-chair	TerraSystems Southwest	Yes, Virtual
Patrick Whiteford	AZ Dept of Transportation	Yes, Virtual
Lucas Murray	AZ Dept of Transportation	Yes, Virtual
Bill Nye	AZ Dept Economic Security	Yes, Virtual
Kasey Green	Works Consulting	Yes, Virtual
Aparna Thatte	Self	No

Public Members At-Large

Member	Agency/Company
Chris Lukinbeal	University of Arizona
Garrett Raubinger	Maricopa County
Nicholas Dennis	AZ Dept of Transportation
Shaun Perfect	AZ Dept of Transportation
Shea Lemar	AZ State Land Department

Meeting Time:

Wednesday, February, 19 2025, at 1:00 pm – 2:30 pm

Meeting Location: Virtual only – Google Meets

Video call link: <https://meet.google.com/gxa-fxma-xfk>

Or dial: (US) +1 978-410-9307 PIN: 420 359 510#

More phone numbers: <https://tel.meet/gxa-fxma-xfk?pin=3060097749311>

Items on the agenda may be heard out of order. The Committee may discuss and act on the following items. The agenda of the meeting is as follows:

1:00 pm Establish a quorum, Call to order and introductions 1:04

1:05 pm Approval of [January](#) Meeting Minutes (Sage)

- Cheryl Thurman Motions
- Patrick Whiteford Seconds
- William Nye abstain
- **Motion Passed at 1:05pm**

1:10 pm Monthly Topics of Discussion

- Announcements/General discussion
- Newsletter Announcement/Support
- [Upcoming Meetings:](#)
 - [Google Calendar](#)
- Workgroup Report Out
 - Professional Development (Patrick)
 - Mentor Program kicked off - 37 pairings!
 - Had meetings for mentor and mentee to talk through expectations.
 - Session on 2/19 to have a meet your mentor
 - Outreach Education Workgroup Update (Lucas)
 - Emily LaSala had to step down as chair and Chuck Powell has stepped in as co-chair
 - Need more voting members and helpers to participate
 - Sending out Surveys
 - GeoAI Workgroup (Sage)
 - Had kick off meeting Feb 4
 - Had experts from the AI industry there to help with discussion
 - Came up with the 3 goals
 - Make sure to collaborate with Emerging tech & Admin & Legal
 - Communicate with Andrew spring event
 - Finish up GeoAI goals and send to Lucas

1:25 pm Workplan approved (Sage)

- Workplan is posted on Org Chart

1:30 pm Website Review Update (Sage/Lucas)

- Lucas is looking into pros and cons of transferring the site to new system and looking website update

1:40 pm Branding Discussion (Sage)

- Logo Feedback (Lucas)
- StoryMap & AZGeo Templates (Nick)
 - Storymap template available - working on more ESRI templates
 - Add the template links to the resource page
 - Add documentation on usage
 - Add template to AZGeo group for easy usage
 - Disclaimer for usage?
 - StoryMap footer for template with a disclaimer
 - Once templates are built, bring them to council for vote to be made public
 - How we use data on the different templates and make sure there is not mis-representation
 - Start the outlining audience for templates
 - If AGIC in corner in corner vs. AZGeo
 - Only sensitive parts of the logo so we may not need approval from the gov.
 - Experience builder templates.
 - Help Nick: Lucas, Patrick, Kasey
- Zoom Backgrounds, Slideshow, Profile pictures (Sage)
 - Shea sent slide deck that will build out
 - Sage will have profile picture banner ready by the next meeting
- Make a post! (Sage/Shea)
 - Would like to be able to post on social media more and need a picture to be able to make more engaging content
 - LinkedIn Group:
 - That way we can post or cross pollinate
 - Is member exclusive
 - Community Forum possibility?

1:50 pm AGIC Logo discussion (Sage/Lucas) - Social Media, Website, AZGeo, etc...

- Logo link:
<https://drive.google.com/drive/folders/1mWjlMejDivOtPxlcTPzW94KuZQUBK9Em>
- Based on AZ Gov standards
- Circle logo needed for social media
- Social media workgroup for different platforms and will start with

implementing linkedin and go from there.

- Cheryl looking for the previous circle logo to use
- Restricted by what can be done with the AGIC Logo. Cannot change the logo but can put the square on into pictures

2:05 pm GIS Events/Education (Sage)

- GISP Study Group (Garrett/Sage)
 - Garrett and Shiloh run the GISP study group and are interested in moving it into a facet of AGIC
 - Could run similarly to mentor program where it just coordinates but is separate from AGIC
 - Treat like event not a minute
 - Meet every Friday and present on topics in the GISP body of knowledge
 - Pivot to google meets and everything is stored in google drive
 - Garrett will have info ready for the following meeting
 - Can post it on AGIC calendar and newsletter and all the other AGIC sponsored events
 - Maybe coordinate into one event rather than individual ones
 - Maybe an event planning workgroup
- Lunch and Learn Feedback (Sage/Cheryl)
- GIS 101 (Garrett)
 - Online articles and tutorials and accompanying videos that highlight specific topics or analysis tools using AZGeo data
 - People could watch some videos and know how to use a few tools
 - Garrett to help with building out materials.

2:15 pm Planning Firms (Cheryl)

- Came out of Lunch and Learn dealing with BA where we have lost an audience on planning firms. Specifically, lost planners and should do some work to get planners.
- Recruitment of larger swath of expertise that could include planning and executive involvement

2:20 pm Social Media WG (Cheryl, Aparna)

- SM Activity Update - posting to all platforms, no geospatial highlights, postings will continue again, numbers are all up minus twitter (X) - looking into adding geospatial data spotlight
- Social media guidelines
- Volunteers send to Aparna
- Have mentees volunteer for social media

2:25 pm Comments, requests, and items for future agendas and meeting dates.

The working group may discuss matters of procedure relative to its meetings. Committee members may also wish to direct staff to study areas of concern and/or place such items on future agendas and to discuss and schedule future meeting dates.

2:30 pm Adjourn **2:31pm**

A copy of the agenda background material provided to working group members is available for public inspection at the Arizona Geographic Information Council's office at 1110 W Washington Street, Phoenix, AZ, 85007.

The Arizona Geographic Information Council does not discriminate on the basis of disability in the provision of its programs, services, and activities. Persons with disabilities who require accommodations for effective communication and participation in the meeting may request a reasonable accommodation by contacting the ADA Coordinator at (602) 542-2629. Requests should be made as early as possible to arrange the accommodation.

Members of the Committee will attend either in person or by telephone conference call. Questions regarding the meeting may be referred to Cheryl Thurman at 520-990-8366.

This agenda will be posted at Arizona State Land Department, [AGIC Website Calendar](#), 1110 W Washington St, Phoenix, AZ, 85007 by Sage Donaldson 24 hours prior to the meeting.