

**MEETING MINUTES OF THE ARIZONA
GEOGRAPHIC INFORMATION COUNCIL
OUTREACH COMMITTEE**

A Public meeting of the Arizona Geographic Information Council (AGIC) was convened on Wednesday, July 20 at 1PM WebEx only due to COVID-19 health precautions. Present at the meeting were the following members or designees of the AGIC Outreach Committee

Table 1: Committee Voting Members

Member	Agency/Company	In Attendance
Jenna Leveille, Co-Chair	AZ State Land Department	Yes, phone
Patrick Whiteford, Co-Chair	AZ Dept of Transportation	Yes, phone
Cheryl Thurman, Co-Chair	TSSW	No, with notice
Aryn Musgrave	Phoenix Botanical Gardens	Yes, phone
Sage Donaldson	AZ Dept of Transportation	Yes, phone
Kasey Green	AZ State Land Department	Yes, phone
Paul Minnick	AZ Commerce Authority	Yes, phone
Mariah Modson	AZ State Land Department	Yes, phone
Lucas Murray	AZ Dept of Transportation	Yes, phone
Aparna Thatte	Self	No, with notice

Table 2: Public at Large

Member	Agency/Company	In Attendance
Brandon Barnett	ASLD	Yes, phone
Erin Murphy	Arizona State University	Yes, phone
Sean Perfect	ADOT	Yes, phone
Ryan Blum	GIS Works	Yes, phone

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The Committee discussed and acted on the following items:

- I. Establish a quorum; Call to order and introductions.

Quorum was established and the meeting was called to order at 1:06 PM

- II. Approve April meeting minutes

Patrick Whiteford motioned to approve the April meeting minutes, Mariah Modson seconded. The April meeting minutes were passed unanimously with no further discussion.

- III. Monthly Topics of Discussion

- Announcements
 - AGIC Education and Training Symposium
 - Registration
 - Maps & Apps – open through Aug 19
 - Award Nominations
- GIS Related Activity Discussion/Announcements
 - 2022 UC Debrief
- AGIC Website Updates and Maintenance (Lucas)
 - Website Content Management WG Report
- Professional Development (Patrick)
 - AGIC Mentoring Program update
 - Q2 Check-in survey & virtual drop-in session (Patrick & Sage)
 - Hub site update (Sage)
- AGIC-L Posts

Registration for the conference is open and those that have not registered are urged to do so. Maps and Apps are open for submissions, which include college and grade-school student categories. The competition will be open through the 19th of August for those that want to submit. Outstanding Service, Volunteer, Arizona Geospatial Service, Lifetime Achievement Award, and the Arizona Geospatial Volunteer Awards are open for nominations. Those that are chosen to receive these awards and the winners of the contests will be announced Thursday, September 1st.

Registration, agenda, and contests can be accessed [here](#).

No questions were brought up for the upcoming AGIC conference.

Those attending are urged to call and make room reservations for the Prescott Conference and Convention Center before the block is filled.

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The UC garnered a range of takeaways for the committee members that attended. One takeaway was the variety of people and professions that were present at the conference, supporting the networking aspect that many enjoy. There were presentations that gave opportunities to witness the levels of uses that different organizations have with Esri products. With how specific a lot of workplaces are in their product use, it was a good change of pace to be able to see the different products and variations of uses. The stories that were told at the UC by presenters were perceived as genuine and heart-warming, with the re-cap ending by urging those that could not attend this year to attend next year.

The Website Content Management WG continues to update webpages as need add relevant news to the AGIC website and assign these to the Social Media WG for distribution.

A lot of work is in progress for Professional Development, with the next quarterly meeting taking place on July 28th for those that are interested in getting involved in GIS Professional Development to attend. Sage suggested that their outline for the meeting will include breakout sessions for more structured interactions. Recognition for successful mentor-mentee pairs will be included in the Professional Development Program as well, to show the efforts that have been made by the participants. There will still be a sit-down discussion between Sage, Jenna, and Patrick to decide on specific structure for that meeting. The Hub site that has the tools for mentors, resources for participants, and different projects available for completion is almost finished and will be shared when completed.

Those that wish to suggest content for the professional development section of the AGIC conference are instructed to reach out to Jenna, Patrick, or Sage prior to the conference.

With 20 pairs still involved in the Mentor Program, it is considered quite a success! Any feedback and involvement are strongly encouraged. Any of those that were not able to get into the program at the beginning of the year will be able to have the opportunity to enter it in October.

AGIC-L posts have been getting consistent feedback that the community is pleased with the inclusion of the newsletters. With the Symposium coming, AGIC-L is having tons of Symposium-related posts.

IV. AGIC Education & Training Symposium support discussion

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- Mentorship Session
- Advertising and SM Posts

The mentorship session within the AGIC Symposium will include an overview of the program as well as the mentioning of the program opening back up for registration in October. Patrick mentioned one positive takeaway from the program so far, as a mentor, is being able to think outside of his thought process with his mentee's questions and style of problem-solving. A holistic mindset is pertinent and encouraged when performing as a mentor and should be supported throughout the program length.

Advertising and Social Media posts have content to post but are open to ideas on what else those in the committee would like to see. An idea proposed would be to showcase those within the mentorship program and things like what to expect, current projects, or to meet those involved.

V. AZGeo/Outreach Committee Activity Update (Patrick)

Patrick reported that two subgroups have been formed to develop best practices related to authoritative data and tagging for AZGeo. These groups will meet over the next few months and develop a white paper for each topic. Any ideas on tagging, authoritative data requirements, or any other remarks are all welcome for those involved.

VI. Quarterly Social planning (Sage)

The 9th and 11th of August are two dates that are being entertained for the quarterly socials. Phoenix and Tucson locations may change from the last social, but the Prescott location is assumed to stay the same. A second day was suggested for those in Tucson given the amount of people that turned out, which will also be included within the fliers. Any volunteers involved with planning or development with these socials are always welcome.

VII. Rural/Tribal Flyer content development (Cheryl)

Content development was tabled for this meeting because of conflicts with scheduling.

VIII. Social Media WG

- SM Activity - brief update
- SM Guidelines

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- Geospatial Spotlight

Social Media Guidelines made extensive progress in updating the guidelines, with more to come in next month's meeting. July will feature the 911 group, coordination being with Eric Shreve, for this month's spotlight. August's spotlight will feature AGIC for the upcoming Symposium.

- IX. 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.

- Next meeting: Aug 17, 2022

No additional comments or remarks were made regarding the committee.

- X. Adjourn

The meeting was adjourned at 1:58PM

Upcoming 2022 Meeting Dates (Monthly)

- January 19
- February 16
- March 16
- April 20
- June 15
- July 20
- August 17
- September 21
- October 19
- November 16
- December 21

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