

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

A public meeting of the Arizona Geographic Information Council Outreach Committee at March 19 at 1:00 pm on Google Meets. Present at the meeting were the following members or designees of the group:

**Committee Voting Members**

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

**Public Members At-Large**

<b>Member</b>	<b>Agency/Company</b>
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, March, 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

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1:05 pm Approval of [February](#) Meeting Minutes (Sage) - Lucas motioned, aparna second - Passed without changes

1:10 pm Monthly Topics of Discussion

- Announcements/General discussion
- Newsletter Announcement/Support - q2 coming week of april 1
- [Upcoming Meetings:](#)
  - [Google Calendar](#)
- Workgroup Report Out
  - Professional Development (Patrick) - Mentor has 36 pairs (1 dropped). Looking for anyone who has volunteer projects.
  - Outreach Education Workgroup Update (Lucas) - no updates at this time. Meeting 3/26 at 3:30.
  - GeoAI Workgroup (Sage) - talking about standards and guidelines. Next meeting 4/2.
- Aparna updated early.
  - LinkedIn has most followers. Increase in followers. Concern about putting logo on a background, like a circle. Arizona Digital Guidelines say we cannot alter the logo but not sure if adding a frame constitutes an alteration
    - Shea says we can only use small icon as a favicon. Shea would be willing to take it up the chain but asking someone in Outreach to create examples that can be shown.
  - SM will need to update a lot of graphics. Request to ask mentees to help.
  - Creating email to send out to groups who would like to update their own graphics with instructions on dimensions and such.

1:20 pm [Committee/Workgroup Liaisons](#)

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

- Drupal 7 is out of date and no longer supported. Admin and legal is working on it
- Could be mentee project

- 1:40 pm Branding Discussion (Sage)
- StoryMap & AZGeo Templates (Nick)
    - Ready to be shared
    - Nick will work on creating instructions or a video on how to access and use the template.
  - Zoom Backgrounds, Slideshow, Profile pictures (Sage)
    - Shea uploaded templates for slideshows
    - Will share out entirely.
    - Will post to AGIC website and announce to AGIC council
  - Make a post! (Sage/Shea)
    - Created Canva image template for people to quickly create announcements for social media
    - Make for each color (Sage)
- 1:55 pm AGIC Logo discussion Social Media (Aparna)
- Circle logo for posting and for profile pictures
- 2:05 pm Lunch and Learn Planning (Sage)
- People have expressed interest in doing more L&L on more topics
  - Planning GeoAI, Data, and other topics
  - Can also do a presentation to promote spring summit by inviting Natural Resources or Emerging Tech to do a talk
  - GIS 101 on Accessibility for Lunch & Learn - existing resources (Cat Moody, Lucas talk through NSGIC, Chris Quality Matters - Standards, Bill - DES legislative handbook has to have accessibility component and might have some components to share, PDF,
    - <https://agencyplatform.az.gov/sites/default/files/2025-02/State-of-Arizona-Digital-Style-Guide.pdf>
    - Section 9 talks about accessibility
    - <https://nsgic.org/initiatives/accessibility/>
    - State governments are required to conform to WCAG 2.1 Level AA standards by April 2026
    - <https://mn.gov/mnit/about-mnit/accessibility/training/>
    - Bill, Em and Lucas
  - L&L meet with Data Com chairs to address other things that could be Lunch and Learn - Sage
  - SPCS topic for L&L - Jack Avis, Michael Dennis
  - Need to post sessions on website/youtube channel
- 2:10 pm GIS Events/Education (Sage)
- GISP Study Group Outreach effort (Garrett/Shiloh)
    - Garrett - will keep study group outside of AGIC so it doesn't have to follow OML. Working to get one kicked off soon - late April/early May maybe?
  - GIS 101 (Garrett)

- Garrett has an idea for a workshop to debut through mentorship discord. Will push out an ArcGIS Pro package and send an invite for people to join if they want to. Can record event and publish video or step-by-step guide.
- Desire for learning material at beginner and intermediate levels
- Can build a resource page on AGIC Resources page.
- Will start in mentorship program and possibly expand out from there.
  
- Fit in with AGIC strategic plan & keep it going, fits really well in the “Investing in GIS com & promoting AGIC brand
  
- Community Forum
  - Lucas & Aparna

- 2:15 pm Involving non-GIS Industries (Planning Firms, Surveyors, Engineering, ATA, etc...) (Cheryl)
- Cheryl expressed growing audience of AGIC.
  - Arizona Professional Land Surveyors (APLS) - Shea and Lucas will talk with Jack about approaching them and get more surveyors to participate in AGIC.
  - Workgroup for Outreach to Non-GIS Industries
    - Possibly focus on surveyors and engineers in year 1, planners in year 2, etc...

- 2:xx pm Committee Liaisons
- Added people to spreadsheet to list what other committees people are attending

- 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)

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 2:11pm

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.