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	No
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	AZ State Land Department	No
Aparna Thatte	Self	Yes, Virtual

Public Members At-Large

Member	Agency/Company
Jenna Leveille	Sanborn Geospatial
Nick Dennis	Az Dept. of Transportation
Shaun Perfect	Az Dept. of Transportation

Recording of meeting (Minute each item occurs in the video is highlighted in red below):

Meeting Time:
Wednesday, November, 20 2024, at 1:00 pm – 2:30 pm

Meeting Location: Virtual only – Google Meets
Video call link: https://meet.google.com/mjo-nzpp-bgv
Or dial: (US) +1 205-844-5291 PIN: 978 204 118#
More phone numbers: https://tel.meet/mjo-nzpp-bgv?pin=7593612227787

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 - 1:04pm

1:05 pm   Approval of October Meeting Minutes (Sage) - Bill/Lucas Passed unanimously

1:10 pm   Monthly Topics of Discussion

- Announcements/General discussion

  o Q4 Newsletter - Link to Q3\4 Newsletter. Lucas will start working on Q1 2025 newsletter in December

  o Upcoming Meetings:
    - Google Calendar

- Professional Development (Patrick) - MIT technical discussion last week focused on how to work with mentees. Smaller group so got to go into a lot of detail. First week of Dec, MIT, mentorship, and bootcamp wrap-ups. Currently have 45 signed up for next year (mentors and mentees). 17 mentor, 22 mentee, and a few "you tell me"

- Website activity update (Lucas)

  o Continuing to review and post articles

- Quarterly Social Network Planning (Shaun)

  o November 20 for GIS Day!

  o Multiple locations - Phoenix, Tucson, and Prescott.

  o December 12 for next social

- Outreach Education Workgroup Update (Lucas/Emily)

  o No updates. Working on building business and former student survey.

1:20 pm   Mentor Program Application Open! Closes Dec. 15 -

1:25 pm   ArcGIS Online Student Competition (Lucas)

- AZ Only competition, will use AZGeo to make accounts and got approval from council for $1000 for awards and prizes. Some buy in to help - Jenna helping with 2025
- Meeting in early December to start planning discussion
- Looking for strategies for engagement
- Green drone may be a good support system

- Kasey has contact info

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

- Started looking at resources tab. Did some work previously but lost focus. Will look at other state webpages for inspiration. Several sites are pushing into their respective Hub sites. Talking with Utah to see if someone can talk about their website.
- Ryan Johnson working on a sandbox of Drupal so that we could play in the new version. Looking at using experience builder to enhance the site.
- With Shea coming on board, she wants to look at AGIC holistically and revamp of website would be right in this.

1:40 pm   Branding Discussion (sage)

- Zoom backgrounds, Linkedin patches, etc…

- Council removed $800+ dollar encumbered amount for branding because was not being used. However, at Council meeting, many talked about focusing more on branding, like zoom backgrounds and such.

- Jenna - Ask community to see what logo/branding book would look like. Could do a competition to get contribution

- Kasey - a competition might create some buz around the community and could increase activities, highlight winner at AGIC (could get free registration - Sage bring this up at Conference)

- Shaun - color scheme is updating so it is a good time to update

- Lucas - shared color guide to use

  - https://showcase.az.gov/sites/default/files/media/State-of-Arizona-Digital-Style-Guide.pdf

- Kasey - will have look at AZGeo for redesign

- Jenna - include AZGeo logo in design competitions. Style guide has accessibility requirements for web accessibility

1:50 pm   GeoAI/ML Guidelines & Use Cases Workgroup (Sage)

- Working with Emerging tech and possibly A&L. First thing likely policy guidelines with focus on public sector. First meeting will be in January. Anyone who wants to join
- Many public agencies cannot use AI due to unknown risk. ADOA broadly has said state should not use any AI. Group would put

together formal standards to help agencies better understand risks, include use cases, etc. Basically help agencies become more comfortable implementing AI.
- ADOA has a generative AI workgroup. Josh (?) planning to join group as well. Will be somewhat of a joint effort.
- ==Jenna, Kasey, Patrick would like to join==

2:00 pm   Business Analyst Lunch and Learn planning (Max/Sage)

- Max planning to do business analysts lunch/learn. Would show off what BA can do and show some use cases. First will start in late January. Will begin with 2 sessions. If enough interest, will keep going.

2:10 pm   Workplan (Sage/Cheryl)

- Requested members to review last work plan and start thinking of what to include in 2025 work plan, including goals and accomplishments.
- Revise Social media with new changes
- Shea and Lucas starting annual report workgroup - accomplishment section is important to include.
- Volunteer to help with report - Jenna, Nick
- Council changed timeline so it is calendar year now - Jenna will help

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)
  - Posting to all platforms, no geospatial highlights,
  - AGIC news, GIS news, Job board
  - 37 new followers on Link, FB and Insta went down
- Bluesky has come up as an alternative to X/Twitter. Sage asked if this is something we need to research more. WiGIS is leaving X for Bluesky.
- GIS Day app was sent out on AGIC-L asking people to add their favorite app.

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.

- Meetings dates for Outreach
- 3rd Wednesday of the month

2:30 pm   Adjourn 1:50pm

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.