

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

A Public meeting of the Arizona Geographic Information Council (AGIC) was convened on Wednesday, October 19 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

**Table1: Committee Voting Members (16)**

<b>Member</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Jenna Leveille, Co-chair	AZ State Land Department	Yes, phone
Patrick Whiteford, Co-Chair	AZ Dept of Transportation	Yes, phone
Cheryl Thurman, Co-chair	TerraSystems Southwest	Yes, phone
Brandon Barnett, Secretary	AZ State Land Department	Yes, phone
Aryn Musgrave	Phoenix Botanical Gardens	No, with notice
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	Yes, phone

**Table 2: Public at Large**

<b>Name</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Erin Murphy	ASU	Yes
Bill Nye		Yes
Nahide Aydin-Reynolds	WestLand Resources	Yes
Ryan Blum	GIS Works	Yes
Seth Franzman	Renaissance Man	Yes

The Committee discussed and acted on the following items.

I. Call to Order and Introductions

**Meeting was called to order at 1:03 PM. Introductions were made, and quorum was established.**

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

II. Approval of September Meeting Minutes

**Approval was motioned by Patrick Whiteford and seconded by Mariah Modson. No additional discussion on meeting minutes and they were passed unanimously.**

III. Monthly Topics of Discussion

- Announcements/General discussion
  - AGIC Council Meeting – November 3, 2022 | 10AM | Hybrid | AZDEMA EOC – 5636 E McDowell Rd, Phoenix, AZ 85008
  - AZ DroneFest | Oct 22 | <https://www.usdronefest.com.com/Arizona/>
  - Green Drone education engagement opportunities ([survey](#))
    - GIS & UAS Career Day | Oct 28<sup>th</sup> | 11A – 2P Rio Salado Audubon Center
    - Geospatial Professional Outreach to middle and high schools | National Geography Awareness Week | Nov 14-18
  - [2022 Esri SW User Summit](#) | Nov 15 | Hyatt Regency Downtown | 7:30A – 5:30P | Free (*registration required*)
  - ASU Career Day | Oct 25, 2022 | In-person

**The Council Meeting will be hybrid, with the in-person portion at the Emergency Operations Center at Papago Park and the virtual option through a WebEx link that is accessible either through the AGIC Calendar or upon an email request to Jenna. This will be the final Council meeting for the year, which will include Patrick Whiteford's nomination for Vice Chair and bringing us into 2023.**

**Kasey and Chuck will be manning a booth at the AZ Drone Fest this weekend, where they will be informing the attendees of topics such as Green Drone and the opportunities and projects within AGIC. The link in the list item above directs to the information on the event.**

**Green Drone will be hosting the GIS and UAS Career Day in partnership with the Rio Salado Audubon Center next Friday, the 28<sup>th</sup>. This event will welcome both GIS professionals and students alike, where GIS will be discussed as career choices and include a look into the field with presentations and demonstrations. So far, there are 75-80 students signed up and this event is anticipated to be successful. Those that are interested in participating in any capacity are urged to access the survey through the link above and express, in specificity, your interest. GIS Professionals are actively being sought out to go into classrooms, and those individuals interested in participating to that capacity are urged to reach out to Jenna or**

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

Patrick with their interest in order to get directed to the correct outlet.

ESRI's SW User Summit will be hosted on the 15<sup>th</sup> of November and is free, but registration is required. Those interested can access the information needed in the link above. This event will be Esri-based and includes technical talks on their updates, new features, and solutions that are in progress.

The ASU Career Fair that will be taking place next Tuesday, October 25<sup>th</sup>, at ASU's Tempe campus. ASU's school of Geographical Sciences and Urban Planning are holding this event. There will be career presentations an hour before the fair begins, which will have professionals that cover each of the school's disciplines: urban planning, geography, meteorology, and GIS. Professionals from across the state, as well as some representatives from national organizations will be attending to educate the students on opportunities within their organizations and what their options may be depending on their discipline. The pre-planning session for the students to prepare for the career had a great turnout, met with excitement and anticipation for the fair. Those that are interested in participating next year are urged to send an email to Erin Murphy, as well as any that are interested in sharing any opportunities within their company. RSVPs for this event is sent out in July, so any interest given before then would be included. Every Tuesday an internship is highlighted to increase opportunity exposure to the students, which should be considered as well for those interested.

Bill Nye brought to attention the Phoenix Geo virtual meet-up that will take place tonight, October 19<sup>th</sup>, from 6-8. This event will discussing Experience Builder and various other application presentations.

This can be accessed at:

<https://www.meetup.com/phxgeo/events/288593324/>

- AGIC Website Activity Update

Lucas shared that the major AGIC website updates were covered and shared in the last meeting. Jenna reminded the group that if anyone comes across any interesting articles or events within the community should share those with either Lucas or herself via email.

- Professional Development

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

- **Mentor Program for 2023**

**Patrick expressed that there is a decent amount of internal work for the program in getting ready for the 2023 season. There will be a presentation on the program at the November 3<sup>rd</sup> Council Meeting that will highlight the work and updates of the Mentorship Program, as well as inform those that weren't aware. There was a facilitated discussion at the AGIC Symposium in August that showcased the experiences of 3 different mentor-mentee groups. This discussion also helped to provide some feedback that will assist in the planning for the 2023 installment of the program. The application is open for 2023 for both mentors and mentees to register. Updated fliers and materials on the goals of the program are being put up, with the goal of more exposure being at the forefront. The current cohort will be meeting to gather more feedback on the program, which will include benefits, progress, and lessons learned. Fliers for the program will be distributed this weekend at the Drone Fest, as well as included in social media posts on the official AGIC pages.**

- **Quarterly Social Network Planning**

**The next meeting is anticipated to be held in either January or February, with the official dates to be announced at the next meeting. The Prescott location is being dropped, but Yuma and possibly Surprise will be added to the roster. No additional changes or updates were reported.**

**IV. GIS Day**

**Green Drone will be coordinating GIS Professionals in middle and high schools, which was covered earlier. There was discussion on some interactive maps being created for the community this year, like last year's since it was received well. An idea of an event similar to a treasure hunt was mentioned. There will be a meeting in the future to discuss specifics of the interactive maps.**

**V. ArcGIS Online Student Competition**

**The competition has opened with the same leadership as last year, with the expectation of more participation than previously, given the amount of interest. The forms from the last competition will be updated for this year and will be sent out soon. This competition will only be open for middle and high school students, and participants are encouraged to let those that they know aware of the contest.**

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

VI. AZGeo WG Outreach Activity Update

Patrick prefaced with the AZGeo request that the Outreach Work Group support two different activities. The first being the creation of document that shows best practices or guidance around what constitutes authoritative data. They met earlier in the week to hone in on some specific integral pieces in the form of a white paper. Multiple team members have been assigned different sections of this document to have it completed efficiently. Once this information has been compiled, it will be sent to the Council for review and approval, to which it will then be posted on the AGIC website. The second activity is the data discovery or best practices around data tagging and sustainability of data. The current data tags on AZGeo and what could be standard have been researched, with the final deliverable on this activity being a single-page flyer that will be an executive-level summary on best practices around data discoverability with AZGeo. They have met a few times to discuss this topic and has made considerable progress. If any individual is interested in being involved within either of these activities, they are urged to contact either Jenna or Patrick via email.

VII. Social Media WG

- SM Activity Update
- SM Guidelines
- Geospatial Spotlight

Mariah updated us on the current state of the Social Media workgroup and informed us that there has been a steady increase of followers, with LinkedIn being the main platform for gain. The geospatial highlight of this month features the GIS user groups in Arizona, with a different group being featured each week. Another holiday activity is being planned within the group, with the specifics to be decided. The guidelines for the Social Media Work Group have been paused for review, but still include considerable progress. Anyone interested in reviewing these documents are welcome to do so. The YouTube channel is being updated with the videos captured at the AGIC Symposium.

The Social Media Work Group guidelines can be accessed here:  
<https://docs.google.com/document/d/14YeVVKCUZCVJcN68YUCgRQ0aQfjJtBrU9/edit>

VIII. Comments, requests, and items for future agendas and meeting dates. The working group may discuss matters of procedure relative to its meetings.

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

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.

**GIS Day/Week was mentioned earlier and will be looked into in the next meeting. An education subgroup was mentioned in another group that would be well-facilitated in this group and can be discussed next month to gauge bandwidth. The idea with creating AGIC/AZGeo stickers will be brought up next meeting, as well as creating an AGIC banner for events.**

IX. Adjourn

**Meeting adjourned at 1:35 PM**

Upcoming 2021 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