

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

A Public meeting of the Arizona Geographic Information Council (AGIC) was convened on Wednesday, February 15, 2023 at 1pm on Google Meets. Present at the meeting were the following members or designees of the AGIC Public Safety Committee

Table 1: Committee Voting Members (16)

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	TerraSystems Southwest	Yes, phone
Brandon Barnett, Secretary	Republic Services	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

Name	Agency/Company	In Attendance
Bill Nye	ADES	Yes
Nahide Aydin-Reynolds	WestLand Resources	Yes
Keean Bloomfield		Yes
Shaun Perfect	ADOT	Yes
Julie Mikolajczyk	ADEQ	Yes

The Committee discussed and acted on the following items.

- I. Establish Quorum, Call to Order, and Introductions

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

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II. Approval of January Meeting Minutes

Changes were suggested by Bill Nye, to which Jenna Leveille motioned and Patrick Whiteford seconded. Changes were passed unanimously with no further discussion.

III. Monthly Topics of Discussion

- Announcements/General discussion
 - AGIC Imagery Program WG established
 - NSGIC Western State Caucus Roundtable
 - AGIC Education and Training Symposium
 - Date change to Aug 29- Sept 1
 - Joseph Kerski is Keynote speaker
 - Change of format

The Imagery Program Workgroup, created by the Data Committee, was established with the purpose of providing a mechanism to cost share on imagery to augment the NAIP. This was due to NAIP inefficiency to business needs, which supplemented interest in an imagery program creation. The Imagery Program Workgroup has its first official meeting sometime mid-March and any that are interested are urged to express their interest through email to Jenna.

The NSGIC Western State Caucus Roundtable is a NSGIC initiative that is hosted on March 15th from 1-3PM with the goal of bringing western states together to have a discussion on how they can have a common operating picture as it relates to landscape-scale issues. The Keynote for this event is former Governor Kitzhaber and will be providing examples of what collaboration would look like. Registration is free and online through this link:

https://docs.google.com/forms/d/e/1FAIpQLSeeQqiHxiLIWHFUUQDjRKU-DK1n_sjYH7a2IVAgdrC12WjDgQ/viewform

If you wanted more information, a link to a StoryMap on issues in the West is here:

<https://storymaps.arcgis.com/stories/fa9cd81998944f77b71521a4f8d2c800>

The AGIC Education and Training Symposium has changed dates to August 29- September 1 due to conflicts with the NSGIC Annual Conference. Joseph Kerski has agreed to be the Keynote speaker for

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this year. The format for the symposium has changed slightly from last year. Instead of Tuesday being focused on SIGs, this year will start with the Keynote and regular sessions, with the SIGs shuffled throughout the conference. This allows for the bulk of the content to be enjoyed by those that cannot make it to the conference for the entire week.

- **AGIC Website Activity Update**

The AGIC website has been updated where all of the chair positions and council member positions are accurate. Jenna and Lucas are working on converting the Organization Chart to be akin to a Hub site. The newsletters and appropriate articles continue to be updated as usual. There has been discussion on reorganizing the resources page to be able to make certain documents, such as the Strategic and Business Direction document, more accessible. No movements within the Resources tab have been made yet but is planning to be.

- **Professional Development**

The Mentorship Program had 39 pairings this year, which is about two times the number of pairings as last year. New programs are being introduced, such as the Mentor Boot Camp and the Mentor in Training Program. The Slack channel, which is being used for centralized communication for the program, is seeing activity and is working well. Patrick and Jenna will be presenting at NSGIC Midyear on best practices for professional development as it related to the Mentorship Program during the GIO Academy. This is a great milestone as the program gets national recognition. The new MIT and Boot Camp programs kick off in March and are looking optimistic. Volunteerism is a large factor of our community, which has created a spotlight on Arizona for other states on how to conduct volunteer opportunities and organizations within the GIS community. There are five remaining spots for the MIT program for those interested in transitioning from mentee to mentor. The question from the group following this section was if the slides from the NSGIC presentation will be available, to which Jenna said would be uploaded onto the AGIC site.

- **Quarterly Social Network Planning**

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The Quarterly Social Network Meetup will take place Wednesday the 22 at Huss Brewing in Phoenix, Beavers creek Brewing in Flagstaff, The Red Moon Alehouse in Yuma, and The Tucson Hot Shop in Tucson. The link to RSVP is here: <https://arcg.is/u50Wa>

This form could also be used for suggestions for other venues or even cities. Future meetups include May 17, August 16, and November 8. These dates will be updated on the AGIC calendar. All meetups are posted across Social Medias.

IV. AGIC Leadership Workshop & Q1 Council Meeting Summary

The Leadership Workshop and Quarter 1 Council Meeting facilitated several discussions. The Workshop was well attended and prett productive. There was a discussion on the results from the survey on AGIC that was sent out, which received more than 100 submissions. Input included priorities on framework data and collaboration to improve the spatial data infrastructure of Arizona through AZGeo. Four groups discussed addressing and centerlines, boundaries, imagery, elevation, and hydrology in breakout sessions during this meeting. Each group was tasked with discussing opportunities for collaboration across agencies and sectors, data development and quality improvement strategies, as well as outreach and communication strategies for executive leadership. All of the discussions and reported information were summarized and attached to the meeting notice on the AGIC site. Next steps include AGIC Leadership to combine the information and put it into a one-page strategic document to lead all workgroups through a common goal. A draft will be out in the next month of this strategic document. After opening for discussion, Patrick Whiteford commented on how much information was given in the session with Addresses and Transportation and how interesting and important these sessions can be for those that haven't heard these breakdowns from everyone collectively. Kasey Green expressed how much he had enjoyed the conversations within the groups as well and suggested extended time for those meetings to be able to delve further into the topics. Jenna responded by suggesting bringing this to the next Council meeting to see if that's a possibility. Other comments included how amazed they were on the different topics that AZGeo goes into and how that interest has led them to other Work Groups.

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ASLD has a new commissioner, Robyn Sahid, who has an economic development background and will report mid-March. When she reports, she will be briefed on AGIC and AZGeo and everything the group does. The Admin and Legal Committee keeps the AGIC manual updated with informative and relative operational materials, which helped the Council make the decision to make the manual required reading for all chairs within AGIC. The Census BAS program is a national program where entities submit boundary changes to the census and state, where state officials need to validate all changes. The reports are checked through authoritative agencies before March 10, which is in progress currently. This check relates to questions within different workgroups on which authoritative data to use for boundaries, which will be this dataset. The 2023 NAIP includes Arizona this year, per the USDA. It is likely that Arizona will be collected at 30cm, with 60cm being the average, suggesting an upgrade for the state. Collection starts in June, with cloud storage being the main host for data. Local copies will be available, but access will be improved with cloud availability. The NSGIC survey, GMA, comes out every other year and assesses the maturity of spatial data infrastructure by state. It comes through in seven themes and is important to go through as it communicates the state of data and what needs to be worked on. In the past, the survey is given to Jenna and tasks are given to help go through what to submit. The themes are all represented by different groups that AGIC has, and if anyone is interested in previous scores or information on the GMA, you can refer to that here: <https://www.nsgic.org/geospatial-maturity-assessment>

The Geospatial Data Act, approved in 2018, gave us a good start on Federal Reporting and Requirements to collaborate with state and local entities for the national spatial data infrastructure. It was quickly learned that the act was quite as thorough as expected, and an amendment for recording requirements and fiscal reporting has been proposed, with it being presented to Congress this week. A link to the discussion on this topic is here:

[https://drive.google.com/file/d/1kDDQcGdQi9TPdZHKgSuZhes7Tqw4kGjX/view?usp=share link](https://drive.google.com/file/d/1kDDQcGdQi9TPdZHKgSuZhes7Tqw4kGjX/view?usp=share_link)

3DHP work that NSGIC has been doing to inform states on what the next steps are for hydrology data across the nation.

- V. AZGeo WG Outreach Activity Update

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The AZGeo WG Outreach was requested to create two documents by the AZGeo Advisory Committee, a White Paper and documentation on data and data tagging. The White Paper consists of discussion on best practices on what constitutes authoritative data. The second document consists of defining and homing in on data discoverability through proper data tagging.

After multiple meetings with different groups going through the White Paper, the whole document was worked through and revised since the last Outreach meeting. Since this review, a second major review will take place internally before submitting to this group, and then the Council. Any other members that are interested in collaborating or review with this documentation are encouraged to do so here: <https://docs.google.com/document/d/1ngMtfU6eLf7ic03ZM1YBkBwuBsJzRldFaKYoT1N3z8M/edit?usp=sharing>

The second deliverable on data discovery and tagging has been updated recently to include less text and more attractive graphics. This PDF will be sent out to the group but can also be accessed through request through Patrick Whiteford. Once this has been finalized, like the White Paper, it will be brought to the Council for approval in May.

VI. 2023 Work Plan Discussion

The 2022- 2023 Work Plan was reviewed extensively last time, and the accomplishments section of the document was completed through the second goal. The review of accomplishments began this meeting with the social media, outreach, and professional development goals. Social Media has been objectively successful and has agreed to stay the same. Outreach had a few points that needed more attention this year, including finalizing and acquiring AGIC marketing materials for participants at conferences and events. Options will be reviewed during the next meeting. Creating and revising AGIC outreach materials as needed has been a consistent goal that has been met through this and the Social Media groups. The next portion of the document covers supporting professional development opportunities, starting with continuing support and development for the AGIC Mentorship Program. This has been received very well and has gotten extensive praise, supporting the continuation through the next year. Supporting and promoting social networking and professional development opportunities has had a good amount of success but can be improved this next year. The 2023-24 Work Plan includes updates for the voting members and updated goals that were agreed at the last two meetings, as reported. If you have attended one of the last three meetings, you are

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considered Public at Large, and if you are interested in becoming a voting member, please reach out to Jenna. During this review, it was suggested to add a more extensive participation tracking element for volunteers. Nahide brought attention to the want to include rural and tribal communities by facilitating a special portion of meetings or groups to incentivize participation from those areas. Engaging in career day activities was added as a bullet under awareness this session, as well as including more in-person events to allow for presentations and student involvements. Homework given was to increase outreach for the spatial data infrastructure conversation. Next meeting will encompass a final review of the workplan before the may council meeting.

- VII. Social Media WG
- SM Activity Update
 - SM Guidelines
 - Geospatial Spotlight

The Social Media Workgroup has had a steady increase in activity the last month, aside from Facebook. The Geospatial Spotlight for March will be based on Women's History Month, and April will be based on the Natural Resources Workgroup. The group has been reviewing different Social Media Management Platforms before their next meeting to replace Hootsuite. The 2023 Social Media Guidelines from the Workgroup was sent out to members to review before this meeting to approve. Going through the document, there were no concerns or revisions suggested, confirming the document to be pushed to the Council meeting in May. This was motioned for approval by Patrick Whiteford and seconded by Mariah Modson.

- VIII. 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.

Patrick mentioned to include a section on brainstorming on AGIC flair for the next meeting. Kasey Green suggested researching podcasting opportunities to get more exposure for some of our groups or

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communities, which was suggested to go over at the next meeting.

There were no other comments.

IX. Adjourn

Meeting adjourned at 2:23 PM

Upcoming 2023 Meeting Dates (Monthly):

- January 18
- February 15
- March 15
- April 19
- May 17
- June 21
- July 19
- August 16
- September 20
- October 18
- November 15
- December 20