

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

A Public meeting of the Arizona Geographic Information Council (AGIC) was convened on Wednesday, April 19th at 1pm WebEx only due to COVID-19 health precautions. 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	Yes, phone
Sage Donaldson	AZ Dept of Transportation	Yes, phone
Kasey Green	AZ State Land Department	Yes, phone
Paul Minnick	AZ Commerce Authority	No, with notice
Mariah Modson	AZ State Land Department	No, with notice
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
Shaun Perfect	ADOT	Yes

The Committee discussed and acted on the following items.

- I. Establish Quorum, Call to Order, and Introductions
Meeting was called to order at 1:02 PM. Introductions were made, and quorum was established.
- II. Approval of February Meeting Minutes
Patrick Whiteford motioned, and Kasey Green seconded. The February minutes were passed unanimously with no further discussion.
- III. Monthly Topics of Discussion

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- Announcements/General discussion
 - [Q2 AGIC Newsletter](#)
 - AGIC Data Committee Geospatial Summit | Yavapai College | June 8 & 9 | *Registration Coming Soon*
 - AGIC Education and Training Symposium | Prescott Resort | August 29 – Sept 1
 - T-Shirt Design Contest Open | [Submission Link](#)
 - *Call for abstracts coming soon*
 - Maps & Apps Contest
 - Upcoming AGIC Council and Committee meetings (see [AGIC calendar](#) for details):
 - AGIC 4D Geospatial Data Workgroup | April 20 | 2p – 3:30p
 - AGIC Imagery Program Workgroup | April 25 | 11a – 12p
 - AGIC Council Meeting | May 4 | 10a – 12p | Hybrid – Google Meet & MAG

The Q2 Newsletter has been transitioned into a StoryMap, which is linked above. The cost to attend the AGIC Data Geospatial Summit is \$50 for two days, essentially for the cost of food. Registration will be open shortly for this. Day 1 will consist of _____. Day 2 will consist of GIS for good. The T-shirt design contest is open for the AGIC Education and Training Symposium, with the hopes of incorporating '30' to signify 30 years of AGIC. Abstracts will be requested soon for those anticipating presenting. The Maps & Apps contest is open for submissions; all are welcome to submit.

- Professional Development
 - Mentor Bootcamp | April 19 | 5:30p
 - Quarterly check-in meeting | April 20 | 5p

The Mentoring Program is off to a great start this year! Tonight there is a Mentor Bootcamp, which has the goal of supporting resources and skills of encouragement for the mentees. The quarterly check-in will have the mentees present their abstracts on their ongoing projects from the program, which takes place on the 20th. These presentations will be 7 minutes in length, with 3 minutes allotted for questions, with the intention being a safe space to present and learn presentation skills. The Mentoring Program has gotten national recognition through NSGIC, expanding the reach of the program and its intentions.

- AGIC Website Activity Update

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- [Org Chart – Experience Builder](#)
- Resources Page

Lucas Murray redesigned the organizational chart for AGIC (link available above) as an experience builder. This redesign offers a more user-friendly version of the groups, including hierarchy, members, contact information, missions, and workplans. He also added an area for users to request information about joining these groups directly from the group information pages. Anyone who is interested in assisting Lucas develop different sections of the site, specifically the resources page, will be welcomed with open arms.

- Feb meeting follow-up items
 - AGIC Swag – stickers and conference banner
 - Podcast discussion

AGIC Swag, including the stickers and conference banner, were discussed in terms of how many different designs to use, the frequency of stickers, and the design/verbiage on the banner. It was decided to try out one design of sticker that has the AGIC logo on it, and some organizational changes were proposed for the banner that will be reviewed during the next Outreach meeting. The podcast was tabled for this meeting due to time.

- Quarterly Social Network Planning
 - Next Social | May 17, 2023

The next Social Network meet-up will take place on May17, at Huss brewery in downtown Phoenix.

IV. AZGeo WG Outreach Activity Update

Patrick shared the different updates and changes to both the Data Discovery flier and the White Paper that himself and others have been working on for months. If anyone would like to review this document or is interested in helping to revise, please reach out to Patrick or Sage. Kasey and Sage met to discuss the importance of data tagging and concluded that categories might be the more impactful portion to discuss when deciding what people search for and how they search for it on the Data Hub.

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V. AZGeo Advisory Committee Representation

Jenna motioned Sage Donaldson to be the Outreach Committee representative on the AZGeo Advisory Committee, and Patrick Whiteford seconded. The vote passed unanimously.

VI. 2023 Work Plan Discussion & Approval

After Jenna led a review of the changes that was made to the Work Plan, Patrick Whiteford motioned to approve; Lucas Murray seconded. The vote to approve passed unanimously with no further discussion.

VII. May Council Report Items

- Work Plan & Accomplishments
- SM Guidelines

The discussion on the Work Plan and Accomplishments for this year included continual torque behind the current goals, and to also include a running list of accomplishments throughout the year.

The SM guidelines were reviewed, with Jenna motioning approval to bring it to the Council, and Patrick seconding. The vote passed unanimously.

VIII. Esri User Conference AGIC Meet-up

This discussion item will be covered again next meeting, but was briefly covered at the end of the meeting. The goal will be to organize a gathering of AGIC members during the Esri UC. We will reach out to Esri and see if there are any accommodations that can be had.

IX. Social Media WG

- SM Activity Update
- SM Guidelines
- Geospatial Spotlight

The Social Media Work Group reviewed different social management options (Loomly, Zoho, MeetEdgar, Buffer, and Social Pilot). After using the

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different trials for them, Buffer was the social media management platform that was decided. It was decided to bring this decision to the Council.

It was reported that the AGIC social media activities were all steadily increasing, including growth from a 'Presents' series on the YouTube channel.

The Geospatial Spotlight for April was the Natural Resources Work Group, the May spotlight will be AZDEMA, and June has been proposed to be Tucson Parks and Rec. StoryMap creation sessions for upcoming holidays are being help bi-weekly as a way to create content and teach mentees at the same time.

- X. 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.

There were no comments.

- XI. Adjourn

Meeting adjourned at 2:26 PM

Upcoming 2023 Meeting Dates (Monthly):

- January 18
- February 15
- April 19
- May 17
- June 21
- July 19
- August 16

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- September 20
- October 18
- November 15
- December 20