

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

A Public meeting of the Arizona Geographic Information Council (AGIC) was convened on Wednesday, June 21st at 1pm on Google Meet. 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
Sage Donaldson, 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
Patrick Whiteford	AZ Dept of Transportation	Yes, phone
Kasey Green	AZ State Land Department	Yes, phone
Mariah Modson	AZ State Land Department	Yes, phone
Lucas Murray	AZ Dept of Transportation	Yes, phone
Aparna Thatte	Self	Yes, phone
Bill Nye	AZ Dept of Economic Security	Yes, phone

Table 2: Public at Large

Name	Agency/Company	In Attendance
Shaun Perfect	ADOT	Yes
Krystal Saverse	Arizona Commerce	Yes

The Committee discussed and acted on the following items.

I. Establish Quorum, Call to Order, and Introductions

Meeting was called to order at 1:04 PM. Introductions were made, and quorum was established.

II. Approval of May Meeting Minutes

Mariah Modson motioned, and Sage Donaldson seconded. The April minutes were passed unanimously with no further discussion.

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III. Monthly Topics of Discussion

- Announcements/General discussion
 - AGIC Education and Training Symposium | Prescott Resort | August 29 – Sept 1
 - [Registration is Open!](#)
 - [Maps & Apps Contest](#)
 - Esri UC AGIC Meet up

Registration is open for the Symposium, so sign up if you can! Maps and apps is open as well, so submit any amazing maps and/or apps that you've created that you would like to share. Although we were unable to get a dedicated AGIC meetup at the ESRI UC, we were able to get signed up for the ESRI UC Regional formal for a meetup. This will be on 7/10 at 7PM at the Stone Brewing Tap Room

- Professional Development

The next Mentor in Training session in a few weeks that will go through elevator pitches and techniques. The Professional Development program continues to grow through word of mouth, including interest from ADOT. This is important because it can show a standard of practice within GIS for the agency, which could trickle into others that may be interested.

The conference this year will have a full 90-minute block dedicated to the mentorship program, which lead to a discussion on what to highlight. Sage suggested including a summary of all presentations that have happened at any trainings or check-ins. This can give the participants of the Mentorship Program an audience as well as show those attending the Symposium the kind of work that is done within the program. Shaun Perfect suggested using this time as a way of advertising the program to get more involvement for next year, to which Jenna thought was a great idea.

During the conference, Jenna wants to organize an informal meetup for the program in order get the conversation going throughout the week as well having everyone able to meetup in general. Patrick suggested the Eagles Nest, which is located within the Conference Center and would allow those that did not have a vehicle be able to attend.

- AGIC Website Activity Update

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▪ **Resources Page Subgroup Update**

The Subgroup met and assigned different people to work on separate sections of the resources page on the AGIC website. There will be a meeting Friday to discuss changes and/or more ideas. Articles are still being updated on the website and the newsletter is still going out.

○ **Quarterly Social Network Planning**

The Socials are on August 16th in the four locations we've been having them. Since the weather will be hot, the socials will be held inside for this date.

IV. Hootsuite Update

Although this group agreed to change platforms based on the recommendations from social media, ASLD has agreed to split costs with AGIC for social media management planning. With this new information, the decision to move platforms has been reversed and we will continue to use Hootsuite for AGIC.

V. Geospatial Summit Debrief

The first day included demonstrations with traditional and ad-hoc surveys from the sponsors of the summit. These demonstrations had differences in software and drone advancements, which gave the attendees a great look inside what goes into surveying. The second day had presentations about GIS for Good. All these presentations were well-received and had a lot of interesting information in them. All that attended had nothing but great things to say during this meeting.

VI. AZGeo WG Outreach Activity Update

Patrick shared the two items that the AZGeo was tasked with: the evaluation of authoritative data and data discovery. The White Paper, 'Guidance for Authoritative Data', was shared. The Data Discovery flyer was shared in its most updated form, which was now changed into a document for better reception. A final meeting was decided on just before submission to the Council in August. Jenna suggested highlighting these documents during the Symposium, which Patrick agreed with.

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VII. Future Events Discussion

- Support for the fall Symposium
 - Swag and conference banner setup
 - Mentorship Program session and meetup
 - Social Media
- UAS WG Fly-in – Oct 4, 2023
- GIS Day

Round AGIC stickers were discussed previously, to which the committee agreed to stick to. These stickers would include both all blue and the multi-colored ones. The AGIC logo will be on the front of navy-blue shirts, covering the entire front for attendees. The vendor has been contacted for options on the exhibitor banner, to which we are currently awaiting response for. Pint glasses and/or coffee mugs for trivia winners were suggested, to which both were agreed upon. Kasey suggested posting a '30 for 30' campaign on social media leading up to the conference to celebrate 30 years. There were ideas on a timeline being printed and displayed at the conference as well as a StoryMap being made. Both ideas were received well.

The UAS WorkGroup Fly-in will be on October 4, 2023, and information on registration will be at a later date. The Fly-in will feature Boy Scouts of America and is anticipated to be a fantastic event. This will be featured on social media as well. A graphic will need to be created for this function as well.

GIS Day has included an interactive scavenger hunt in the past, which will also be implemented this year. Ideas were introduced for trivia, location identification, all GIS work done in AZ, and introducing our work to the capital. Everyone agreed with investigating these ideas.

VIII. Social Media WG

- SM Activity Update
- Geospatial Spotlight

Mariah shared that our pages continue to grow in follow count and views on YouTube. This month will feature Pima Parks and Rec and next month will be Tucson Parks and Rec. All holidays that are coming up are represented and if anyone wants to add any, reach out to Mariah for

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suggestions.

- IX. 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.

- X. Adjourn

Meeting adjourned at 2:24 PM

Upcoming 2023 Meeting Dates (Monthly):

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