

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

A public meeting of the Arizona Geographic Information Council was convened at 1:01pm on December 16, 2020 through WebEx. Present at the meeting were the following members or designees of the AGIC Outreach Committee:

**Table 1: Committee Voting Members**

<b>Member</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Jenna Leveille, Co-Chair	AZ State Land Department	Yes, phone
Cheryl Thurman, Co-Chair	TerraSystems SW	Yes, phone
Patrick Whiteford, Co-chair	AZ Dept of Transportation	Yes, phone
Aryn Musgrave	City of Phoenix	Yes, phone
Cheryl Begay Mizell	EASi	No, with notice
Sage Donaldson	AZ Dept of Transportation	Yes, phone
Kasey Green	AZ State Land Department	Yes, phone
Lucas Murray	AZ Dept of Economic Security	Yes, phone
Bill Nye	Dibble	Yes, phone
Aparna Thatte	Mesa Public Schools	Yes, phone

**Table 2: Public Members At-Large**

<b>Member</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Seth Franzman	Renaissance Man	Yes
Shaun Perfect	AZ Dept of Transportation	Yes
Eric Shreve	ADOA – 911 Office	Yes

- I. **Call to order:** Quorum was established. Meeting was called to order at 1:02 PM; Introductions were made by the committee, ensuring attendance list was managed.
- II. **Approval of Minutes:** Jenna called for a motion to approve December meeting minutes. Cheryl motioned; Lucas seconded. No discussion. Motion approved unanimously.
- III. **Follow-Up from December:**
  - **2021 Work Plan:** Jenna reviewed the changes the group made following the December meeting to the 2021 Work Plan. An Accomplishments section was added to highlight specific achievements from the previous year pertaining to each goal. Additions and revisions were made to Goal 2, to explain the expansion of the social media workgroup. Patrick motioned to approve the 2021 Work Plan and Bill seconded. There was a discussion about the reason that the conference banner has been on the Work Plan for a couple consecutive years and Jenna explained that it was due to Council approval and her transition to the new position. The motion approved unanimously.
  - **AGIC Mentoring Program Update:** Patrick presented the latest Vision and Strategic Plan draft for the Mentoring Program and requested feedback, especially

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about the timeline. This document will be presented to the Council for approval in February. Sage commented that a year should be the minimum time frame for the duration of the program. Shaun added that a 6-month option might be preferable, and Sage agreed that a shorter period might be better for the professional offering to be the mentor. The group discussed the obligations of the partnership and decided to develop a set of procedures to facilitate the program and account for the need to end the partnership or re-pair. Casey also suggested that we might offer two mentors or an alternate option that the mentee can choose between. Patrick also presented the revised AGIC Mentoring Program Application Form and the flyers to publicize the program. Bill commented that the flyers would look cleaner with centered text and he will contact Sage to discuss the suggestion.

- **Conference Banner:** Jenna showed the mock-up conference banner and requested feedback. The group offered a few minor suggestions to the formatting. Jenna asked for a motion to approve taking the banner to the Council with the changes/comments discussed. Bill motioned to approve and Cheryl seconded; the motion was approved unanimously.
- **Participant Recognition Proposal Update:** Jenna presented the pin design options that were approved by the Council. The group liked the designs but suggested minor changes to the color schemes. Sage explained the process that will help us keep track of pin recipients. The tracking system relies on the exported WebEx attendance to calculate when each participant has reached one year. Sage will share a more detailed process for this at the next meeting.
- **AGIC Swag:** Jenna revisited the need for suggestions and ideas for swag items and shared the link for the website again. The conference committee is also providing ideas and we will vote on the final options at another meeting. Bill suggested that we purchase a couple of nicer items for winners of competitions/contests, in addition to smaller/less costly giveaway items.
- **2021 ArcGIS Online Student Competition:** Jenna announced that this year we have a partnership with the Department of Education which will help with publicity immensely. There are two upcoming webinars. Sage suggested that we build a StoryMap to help share and publicize the competition. The UAS group will also help to promote the event.

**IV. Monthly Topics of Discussion:**

- **Announcements:** Jenna announced that the AGIC Council Orientation and Leadership Workshop is on February 4<sup>th</sup>, 2021 from 10-12pm. Anyone who is interested is welcome to attend, just reach out for the meeting link. The upcoming AGIC/ESRI Hands-On Training for Field Maps is open for registration.
- **GIS Related Activity Announcements:** No announcements for January.
- **AGIC Website Updates and Maintenance:** Lucas has been keeping the website content updated. Please send him any relevant articles or news.

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- **AGIC-L:** Jenna sent out a Quarterly Report the first week of January.
- **Social Media WG:** Aparna showed the progress the social media workgroup has made with the HootSuite software. She presented the 2020 Year in Review snapshot and highlighted a few tracking features that they use for the social media channels. Cheryl shared the suggestions from the Councils review of the Social Media Guidelines document. Aryn motioned to approve the Social Media Guidelines document with the discussed revisions and Jenna seconded. No discussion and the motion approved unanimously. Aparna will produce a report of the social media trends from HootSuite for the Council Meeting.

V. **Comments, requests, and items for future agendas:** Need to discuss the Mentoring Program documents at the next meeting on February 17<sup>th</sup>, 2021.

VI. **Adjourn:** Meeting was adjourned at 2:27pm.