

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

A public meeting of the Arizona Geographic Information Council was convened at 3:03pm on November 10, 2021 through WebEx. Present at the meeting were the following members or designees of the AGIC Outreach Committee:

Table 1: Committee Voting Members

Member	Agency/Company	In Attendance
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, Secretary	City of Phoenix	Yes, phone
Cheryl Begay Mizell	EASi	Yes, phone
Sage Donaldson	AZ Dept of Transportation	Yes, phone
Kasey Green	AZ State Land Department	Yes, phone
Paul Minnick	AZ Commerce Authority	Yes, phone
Lucas Murray	AZ Dept of Economic Security	No, with notice
Bill Nye		Yes, phone
Aparna Thatte		No, with notice

Table 2: Public Members At-Large

Member	Agency/Company	In Attendance
Ryan Blum	GIS Works Consulting	Yes
Samantha Dinning	City of Carrollton	Yes
Mike Hilstrom	AZ Dept of Water Resources	Yes
Morgana Laurie	AZ DEMA	Yes
Erin Murphy	ASU	Yes
Shaun Perfect	AZ Dept of Transportation	Yes

- I. **Call to order:** Quorum was established. Meeting was called to order at 3:03 PM; Introductions were made by the committee, ensuring attendance list was managed.
- II. **Approval of Minutes:** Jenna called for a motion to approve the September meeting minutes. Cheryl motioned and Patrick seconded. No discussion and the motion passed unanimously.
- III. **Monthly Topics of Discussion:**
 - **Announcements:**
 - AGIC Council meeting highlights: Jenna announced that the Council has moved the workplan approval date to May. Kevin Blake will be the Vice Chair next year. NAIP will be updated this year (2021) and will likely be available next summer.
 - AGIC Leadership Workshop – February 3, 2022

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- **GIS Related Activity Announcements:**
 - UA GIS Day – Intro to QGIS Workshop
 - AAG GeoEthics Webinar Series
 - North American Cartographic Society Conference 2021 videos posted on YouTube
 - OpenStreetMaps is hosting an event in April at UA

 - **AGIC Website Updates and Maintenance:** Lucas updated the participation page shortly before the conference to provide links for following social media accounts and the AGIC mentorship program.

 - **Professional Development:** Patrick recounted how the Mentoring Program was promoted during the AGIC symposium. The application closes on November 30th. Patrick suggested sending out another email to recruit Mentors for the program. He also brought up that the program might not be reaching part of the target audience – young professionals – as much as students and the group discussed how to reach that audience. Sage added that she has designed a few graphics that will be shared on social media. Jenna suggested reaching out to user groups and talking to individuals directly as well to increase participation. Kasey will post a link to the job board page. Ryan asked if AGIC had a YouTube channel that we could post to and Jenna announced that plans are in action to create one.

 - **AGIC-L:** The Mentoring Program will be featured in the next newsletter. Patrick asked if a review of the symposium events could be showcased in the next newsletter as well.
- IV. AGIC Symposium Debrief:** Jenna recounted the statistics of attendees from the conference and shared that the majority of attendees were technical specialists. There were 22 sponsors for the event, 42 presentations, and 83 presenters. Initial feedback from the event was very positive. The Maps and Apps competition had 34 participants and there were 6 different awards. From the participant view, the new platform seemed to work well, and Sage mentioned that she liked that it was easy to view presentations and navigate the pages. The on-demand content is available for all registered attendees for the next 90 days and Jenna will find out if we can put them up on YouTube as well.
- V. Executive Outreach Discussion:** Jenna gave an update that she and Sage are continuing to work on the StoryMap and it will be completed by the end of the year.
- VI. GIS Day Discussion:** Jenna suggested watching Jack Dangermonds “Happy GIS Day” video. Kasey and Sage shared the AGIC GIS Jeopardy application for GIS Day. It is a GIS themed Jeopardy game and teams will compete to receive AGIC swag. Cheryl asked if the social media WG could get a link to share.
- VII. Social Media WG Update:** Cheryl announced that the theme for the Geospatial Spotlight this month is “Year in Review”. After the conference, it was noted that our AGIC LinkedIn was the platform that gained the most new followers. We have been

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using Hootsuite for a year now and the workgroup is preparing reports to present to the council about the impact of the social media initiatives.

- VIII. Comments, requests, and items for future agendas:** The next meeting is planned for December 15th, 2021. The group will discuss a quarterly social event at the next meeting.
- IX. Adjourn:** Meeting was adjourned at 4:06 pm.