

**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

| 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 | No, with notice |
| Aryn Musgrave, Secretary | City of Phoenix | Yes, phone |
| Cheryl Begay Mizell | EASi | Yes, phone |
| Paul Minnick | AZ Commerce Authority | Yes, phone |
| 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 |

Table 2: Public Members At-Large

| Member | Agency/Company | In Attendance |
|------------------|---------------------------|----------------------|
| Jay Corum | BOR | Yes |
| Samantha Dinning | Coconino County | Yes |
| Seth Franzman | Renaissance man | Yes |
| Bill Nye | Dibble | Yes |
| Shaun Perfect | AZ Dept of Transportation | Yes |
| Eric Shreve | ADOA | Yes |
| Aparna Thatte | Mesa Public Schools | Yes |

- I. **Call to order:** Quorum was established. Meeting was called to order at 1:01 PM; Introductions were made by the committee, ensuring attendance list was managed.
- II. **Approval of Minutes:** Meeting minutes were distributed via email prior to the meeting. Jenna called for a motion to approve October meeting minutes. Cheryl T motioned and Paul seconded. There was no discussion. Motion was approved unanimously.
- III. **Follow-Up from October:**
 - **Conference Banner:** Jenna showed a revised conference banner and sent out a link for feedback. The group provided feedback on the draft banner which features an Arizona Ecosystem graphic with reduced text. Jamie also added the AGIC Mission to the banner and the group supported this addition.

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- **Participant Recognition Proposal Update:** Jenna announced that the Council approved that anyone who participates in AGIC for at least one year will receive a certificate. Lapel pins will be awarded to leadership. Also, leadership can recommend that great volunteers or members can be awarded special recognitions. It is feasible to track member participation through meeting attendance and Jenna asked for the group to suggest any methods to automate the tracking process. Sage and Cheryl asked clarifying questions about the way that we plan to qualify a “year” of service. Cheryl suggested that we look into software including iAttend which helps to track attendance. Eric supported researching these options and provided an example of one that he has used. Sage added that we could keep it as simple as a Google form or sheet that could be updated by the member with examples of scripts/if-statements that could help track who has attended for at least a year. This could also help us populate the names for the certificates. She also suggested that we could use queries to help with these tasks in Excel.
- **Scavenger Hunt:** Kasey gave a report on the GIS Day Scavenger Hunt event. It was a huge success. It may be a feature of next years plans too. William Nye won and shared that he really enjoyed the experience and thought it was a great way to connect with spatial elements of Arizona.

IV. **AGIC Council Meeting Report:** The Council approved the purchase of a few swag products for distribution at events. Cheryl discussed some of the previous items that we have handed out in the past and requested some new creative ideas. Jenna shared the link to the Land Promotional Products website (<http://lanepromotionalproducts.com/>). The limit from the Council is \$250.00.

V. **Monthly Topics of Discussion:**

- **Announcements:** Jenna announced that we have registered with Esri for the 2021 Student Map Competition. The competition will be active in the spring, so please consider how to promote it to middle school and high school students.
- **GIS Related Activity Announcements:** No announcements for December.
- **AGIC Website Updates and Maintenance:** Jenna discussed the benefits of starting a Website Content Management Workgroup. Lucas added that the group would be trained with how to post articles and meeting minutes to help keep the website updated to assist Jenna with these tasks. Lucas will participate in this group which will meet quarterly or as needed and Jenna asked for additional volunteers.
- **Professional Development:** Patrick sent an update on the AGIC Mentoring Program. Sage is working on flyers to help generate interest. Patrick and Aryn built

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a Google Form for application to the program which will help with matching mentors and mentees. Sage asked for feedback on the Mentor/Mentee program flyers. Aryn shared the link for the AGIC Mentorship Program Application form and requested feedback as well.

- **AGIC-L:** Jenna is developing a 2021 Quarterly Newsletter which will be distributed the first week of January. Cheryl thought that we should include a section about GIS Day and highlight the winners of the scavenger hunt.

VI. Social Media WG Updates: Aparna and Cheryl shared that the Social media workgroup have acquired Hootsuite. Shauna is the social media manager and overseeing Twitter and the other social media channels. Kasey and Aparna are learning how to use Hootsuite and Shauna is helping with their training. The workgroup developed a workplan for 2021 which will focus on awareness and participation. Goals include creating social media content and monitoring channels through Hootsuite and developing a best practices guidelines document. The guidelines document will be reviewed by the Admin and Legal Committee and hopefully approved by the AGIC Council in February. Jenna asked for feedback on this document which is located on the Google Drive in the social media directory.

VII. 2021 Work Plan Development: Jenna shared the 2020 Work Plan document asked for suggested changes to the current plan for next year. The group approved continuing the current schedule for meetings. The group also agreed to continue to work on Goal 1 as proposed in the 2020 plan, which involves increasing awareness and participation to rural and tribal communities, as well as students and educators. Jenna explained a few of the changes she already made to the other goals and will share the draft of the 2021 document after the meeting. She also shared that the completed Standard Work for Website Maintenance document compiled by Lucas is also on the Google Drive for review. The group agreed that the 2020 goals were successfully met, with some adjustments for COVID restrictions.

VIII. Comments, requests, and items for future agendas: Next meeting is January 20th, 2021.

IX. Adjourn: Meeting was adjourned at 2:30pm.