

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

A public meeting of the Arizona Geographic Information Council was convened at 1:03pm on February 17, 2021 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	No, with notice
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	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>
Bert Aceves	EASi	Yes
Brandon Barnett	AZ State Land Department	Yes
Samantha Dinning	Coconino County	Yes
Seth Franzman	Renaissance Man	Yes
Mike Hilstrom	AZ Dept of Water Resources	Yes
Morgana Laurie	ASU	Yes
Mariah Modson	AZ State Land Department	Yes
Shaun Perfect	AZ Dept of Transportation	Yes
Eric Shreve	ADOA – 911	Yes
Aparna Thatte	Mesa Public Schools	Yes

- I. **Call to order:** Quorum was established. Meeting was called to order at 1:03 PM; Introductions were made by the committee, ensuring attendance list was managed.
- II. **Approval of Minutes:** Jenna called for a motion to approve the January meeting minutes. Patrick motioned; Bill seconded. No discussion. Motion approved unanimously.
- III. **Follow-Up:**
  - **Leadership Workshop and Council Meeting Report:** Jenna announced that the pins, banners, the social media workplan, and the AGIC Mentorship Program were approved by the Council. They asked for some additional information on the

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Mentorship Program. The AZGeo Workgroup has been sunsetted and there is a new AZGeo Advisory Committee that will provide guidance and oversight on the continued use and development of AZGeo. If anyone is interested in participating contact Jenna. There will be a Google Group set up that will provide a forum to facilitate communication between AZGeo users.

- **Valentines Day Activity:** Volunteers created a Valentine's Day map activity showcased on AZGeo and it had a great turnout! There were some technical difficulties, but the group was able to fix them and learn for future activities. The group discussed some opportunities for the next holiday and suggested an Irish-themed map for St. Patrick's Day.

**IV. Monthly Topics of Discussion:**

- **GIS Related Activity Announcements:** The PHXGeo Meetup is tonight at 7pm. The next event in March will be trivia with Bill Nye. Jenna and Kasey will be presenting at the AZGeo Webinar for UA on March 4 from 2-3pm.
- **AGIC Website Updates and Maintenance:** Lucas has updated the website with all the current approved 2021 Work Plans and the new AGIC Organizational Chart. Please continue to send Lucas articles to post on the website.
- **Professional Development:** Patrick shared the Mentoring Program Vision and Strategic Plan and the feedback from the Council. The program is highly anticipated, and the next steps include finalizing the documentation. Sage developed the Mentor/Mentee flyers which will be distributed to the target groups as defined in the strategic plan. He also shared that they have created a Frequently Asked Questions List to help the potential participants understand the program. The Council was very enthusiastic about the program and the group discussed creating a sub-committee specifically for the Mentorship program. Lucas motioned to approve and, Cheryl seconded. The group voted and all were in favor of the creating of the Mentorship sub-committee.
- **AGIC-L:** The next quarterly newsletter will be sent out at the end of March. Jenna asked for some help with coordinating and organizing the content of the newsletter. Feedback on AGIC-L has been positive, and we have shared several job listings recently. The Council discussed implementing an HTML alternative or a Google Group for the newsletter and Jenna explained that it might help with formatting and compatibility issues. Patrick also suggested that we explore a GeoNet page, like Esri uses as a platform.

- V. Social Media Workgroup Updates:** Aparna discussed the ideas presented in the last Social Media WG meeting. One idea was a "map of the month" to highlight an agency. Kasey will be starting with ADEQ and he also suggested ADOT for another feature. Patrick added that ADEQ produces a citizen science map that allows the users to contribute to water quality data. Mike shared that ADWR is also working on a few projects that might be good to highlight. Shaun and Mike added that the AZ Department of Health Services might have resources to share too. Aparna added that the group will

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increase their focus on careers and sharing job opportunities. Lucas shared some options for an alternative job board including Survey123, LinkedIn and Indeed. Humberto offered to help post job listings too. Jenna and Aparna discussed the potential to partner with the Data Committee to help reach the rural community. The video for University Outreach could be re-used for this purpose too. Patrick suggested that we create a survey to learn about the GIS needs of the rural communities and the group discussed the work involved in this project. Eric supported the creation of a survey to find out how we can support the underserved community agencies. Sage added that social media might be able to help us narrow down what resources are used at the county and city level. Aparna asked for additional volunteers to help with social media tasks.

- VI. Comments, requests, and items for future agendas:** The next meeting is planned for March 17<sup>th</sup>, 2021.
- VII. Adjourn:** Meeting was adjourned at 2:06pm.