

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

DRAFT

A public meeting of the Arizona Geographic Information Council was convened at 1:00pm on March 16, 2022, 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	AZ State Land Department	Yes, phone
Cheryl Thurman	TerraSystems SW	Yes, phone
Patrick Whiteford	AZ Dept of Transportation	Yes, phone
Aryn Musgrave	City of Phoenix	Yes, phone
Sage Donaldson	AZ Dept of Transportation	Yes, phone
Kasey Green	AZ State Land Department	No, with notice
Paul Minnick	AZ Commerce	Yes, phone
Mariah Modson	AZ State Land Department	Yes, phone
Lucas Murray	AZ Dept of Economic Security	No, with notice
Aparna Thatte		Yes, phone

Table 2: Public At-Large

Name	Agency/Company	In Attendance
Brandon Barnett	AZ State Land Department	Yes, phone
Samantha Dinning	City of Carrollton, TX	Yes, phone
Shauna Evans	AZ Dept of Water	Yes, phone
Seth Franzman	Renaissance man	Yes, phone
Tom Mueller	Cochise County	Yes, phone
Erin Murphy	ASU	Yes, phone
Shaun Perfect	AZ Dept of Transportation	Yes, phone

- I. **Call to order:** Quorum was established. Meeting was called to order at 1:00 PM; Introductions were made by the committee, ensuring attendance list was managed.
- II. **Approval of Minutes:** Jenna called for a motion to approve the February meeting minutes. Patrick motioned and Cheryl seconded. No discussion, Jenna abstained, and the motion passed unanimously.
- III. **Monthly Topics of Discussion:**
 - **Announcements:** Jenna shared and reviewed the draft AGIC Strategic and Business Direction document. The goals outlined need to be incorporated in some way into each AGIC Committee and Workgroup Work Plan. Additional items announced included the AZGeo User Group Meeting on April 5 and the State of the Map Conference in Tucson on April 1-3. Patrick shared that GIST will be in mid-April in Charleston, SC. The maps and apps contest deadline has been extended.
 - **AGIC Website Updates and Maintenance:** Lucas continues to send out geospatial related articles to both the AGIC website and to the Social Media Workgroup for posting. He updated the Council page and regular annual maintenance to the AGIC Organizational chart. More updates will occur

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after the May Council meeting.

• **Professional Development:**

- **Mentoring Program:** Patrick updated the group on recent activities. Now 3 months into the program. Mentors and mentees are continuing to meet. Planning to develop an AZGeo hub site for the mentor program. A code of conduct and expectations will be included in the content. The first quarterly survey is ready to send out. The intent is to get an idea of how things are going for each pair. April 7th there will be a Mentoring meet-up after hours from 5:30-6:30P. Jenna asked for the SM workgroup to assist in advertising.
- **AGIC Job Board:** Sage reported that the custom script implemented to exclude jobs that are past the application deadline turned out to be a one-time thing. Sage and Kasey have recently worked out a modified solution that incorporates a task scheduler. This means that a job deadline is a required component. Regular posts on the jobs board are going out every other week on AGIC social media.

- **AGIC-L:** Coming up on quarter 2. Jenna has asked Lucas to help with developing the AGIC Newsletter. Follow-up from Feb meeting – discussion on agic-l serving its purpose and is modernization needed. Overall, the tool is still beneficial and serving its purpose.

IV. **AGIC Events - Support:** Jenna shared announcements relating to other AGIC Committee/Workgroup events and the support Outreach could provide. Coming up is a federal funding session scheduled for April 14th. Discussion surrounded the needs of state agencies relative to the funding opportunities. Cheryl mentioned the opportunity to package up the recording to share with rural entities. Jenna also shared that UAS, Lidar and Natural Resources workgroup are putting together a Spring Symposium. The details are still being coordinated and support from the Outreach Committee will be needed for advertising and streaming live for the demonstration portion. This will be a day and a half event; in person only for the demonstrations and hybrid for the second full day. This event will be hosted by Yavapai College.

V. **AZGeo Advisory Committee – Outreach task:** The Outreach Group was tasked at the last Advisory Committee meeting to put together a best practices document that defines the authoritative context of the data in AZGeo. The second piece surrounds data discovery and best practices concerning tags. Patrick will be presenting on this topic at the April 5 AZGeo User Group meeting. Patrick called for volunteers to assist with the development of these documents. If interested in participating in creating this document, contact Patrick or Jenna. Sage volunteered. Jenna suggested using a shared doc to develop content. Jenna will create the document and follow-up for input.

VI. **Quarterly Social Event Planning:** Sage reported on the planning details to date. This event will be similar to previous efforts. There will be 2 places in the metro area, one in Tucson, Prescott and Flagstaff. Tentatively planned for early evening on April 13. Planning is still in process. Sage has reached out to folks in each location to find locations. She cautioned on the dates and requirements for

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reservations. The group discussed outreach materials and reusing what was previously developed for flyers. Mariah mentioned providing an informational/facilitated session quarterly to encourage social/professional networking. She suggested utilizing Phoenix Library system for free meeting space. Sage and Mariah put out a survey to gauge interest.

VII. 2022/2023 Work Plan: Jenna shared the draft plan to date and the group worked through the detailed changes as a group. Focus was on the outlined goals and comments related. Jenna walked through each activity/goal. Paul suggested developing a basic flyer for rural outreach. His organization has tribal and rural liaisons, as does ADOT and USFS. An action item for next meeting is to develop the content. An in-person GIS Day event was suggested for 2022. Outreach to elementary schools was mentioned as a potential goal. Social Media Workgroup goals were touched on. One item reviewed was following through with obtaining a banner and tablecloth. Professional development support language was updated. Homework to incorporate the strategic goals into the plan and the Work Plan will be on the agenda for approval next month.

VIII. Social Media WG Update: The SM Workgroup did not meet last month. Mariah shared highlights of posts that were developed for the past month. Among the examples were poetry day, St. Patrick's Day survey, Pi Day and interactions are being reported from Hootsuite. She shared the geospatial spotlight for this and next month. Yavapai County and MAG will be highlighted.

IX. Comments, requests, and items for future agendas: The next meeting is planned for April 18, 2022. Content for tribal and rural flyers, ArcGIS Online Student Competition, Work Plan approval.

X. Adjourn: Meeting was adjourned at 2:29 pm.