

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

A public meeting of the Arizona Geographic Information Council was convened at 1:02pm on March 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	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	Yes, phone
Bill Nye	Dibble	Yes, phone
Aparna Thatte	Mesa Public Schools	No, with notice

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

<b>Member</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Brandon Barnett	AZ State Land Department	Yes
Samantha Dinning	Coconino County	Yes
Shauna Evans	ADWR	Yes
Seth Franzman	Renaissance Man	Yes
Morgana Laurie	ASU	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 the January meeting minutes. Patrick motioned; Kasey seconded. No discussion. Motion approved unanimously.
- III. **Monthly Topics of Discussion:**
  - **AGIC Symposium:** We have set the dates for the annual symposium for August 23-27<sup>th</sup>, 2021. If everyone is vaccinated, we might host in-person, but planning is moving forward as a virtual event.
  - **GIS Related Activity Announcements:** ESRI UC 2021 will be virtual July 12-15, the event will be virtual and free. Patrick added that the GIS for Transportation Conference hosted by Minnesota DOT is in late April, there is a fee, but it is a great

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conference. Eric added that the NASPG (National Alliance for Public Safety GIS) is also in April and registration is open and free. The PHXGeo Meetup is on March 31<sup>st</sup> – trivia night hosted by Bill Nye.

- **AGIC Website Updates and Maintenance:** Lucas continues to update the website with news and articles, and all have been pushed out by the social media WG. Jenna started the discussion about creating a content management workgroup. Lucas added that the tasks involved also include posting agendas and meeting minutes. Jenna called for volunteers to join the workgroup and asked for feedback on potentially thanking our volunteers and posting about volunteer opportunities on the website. Patrick supported the idea and Lucas informed the group that there is no coding involved since the website functions on Drupal. Sage Donaldson and Cheryl Begay-Mizell volunteered to be on the Website Content Management WG. Lucas and Jenna will follow-up with training and a meeting to move forward with this group.
- **Professional Development:** Patrick shared that the AGIC Mentoring Program received feedback from the Council. He will be working with Jenna and Lucas to get the form running on the website and make the google drive documents available to the Mentoring WG. Patrick reviewed the next steps and activities need to move forward. He also called for volunteers to assist.
- **AGIC-L:** The next quarterly newsletter will be sent out at the beginning of April. Jenna reviewed the sections of the newsletter and asked for the group to share content. Patrick offered to help with reviewing the draft.

IV. **Rural AZ Outreach:** Cheryl discussed the need to reach out to rural communities to educate them about the benefits of GIS. Patrick asked if we knew what the communities are looking for and Cheryl answered that their needs vary, and some might not even know about GIS. She suggested putting together a PowerPoint or a virtual meeting to help get them acquainted with AGIC. Cheryl has started putting together a list of GIS managers and specialists throughout AZ by city to share on the website. Jenna suggested organizing an “Open House” for AGIC/AZGEO to help with networking. We have some marketing materials already creating including the video for University outreach from last year and other informational materials as well. Cheryl suggested that we create a survey to find out the community needs, and Jenna thought this could also be utilized for the larger/more general AGIC community too. Kasey, Patrick, Jenna will begin working on the survey and put a call out to the other committees.

V. **Social Media WG Update:** Cheryl discussed the tutorial about Hootsuite that Shauna ran recently and mentioned that it was great for increasing understanding of the platform. Kasey gave an update on the Map of the Month post which will highlight a local agency – the first month will be ADEQ. The agency is engaged and will help to promote the posting on various social media accounts. Cheryl confirmed that ADWR has been selected as the next agency for May. A dedicated AGIC job board is being investigated by Kasey and Lucas, but for now Kasey will continue to cross post listings from other organizations. Jenna added that the SM Guidelines document has been posted on the website.

VI. **Comments, requests, and items for future agendas:** The next meeting is planned for

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April 21<sup>st</sup>, 2021.

**VII. Adjourn:** Meeting was adjourned at 2:11pm.