

**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 June 16, 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	No, with notice
Lucas Murray	AZ Dept of Economic Security	Yes, phone
Paul Minnick	AZ Commerce Authority	Yes, phone
Billy Nye	Dibble	Yes, phone
Aparna Thatte	Mesa Public Schools	Yes, phone

Table 2: Public Members At-Large

Member	Agency/Company	In Attendance
Seth Franzman	Renaissance Man	Yes
Shaun Perfect	AZ Dept of Transportation	Yes
Morgana Laurie	ASU	Yes
Erin Murphy	ASU	Yes

- I. **Call to order:** Quorum was established. Meeting was called to order at 1:04 PM; Introductions were made by the committee, ensuring attendance list was managed.
- II. **Approval of Minutes:** Jenna called for a motion to approve the May meeting minutes. Patrick motioned; Cheryl seconded. No discussion. Bill abstained from the vote, but the motion was still approved by the majority.
- III. **Monthly Topics of Discussion:**
 - **AGIC Symposium:** The event will be virtual this year and we received approval for a new platform management system. The date is set for October 25-29.
 - **GIS Related Activity Announcements:**
 - ESRI UC 2021 will be virtual July 12-15, virtual and free.
 - **AGIC Website Updates and Maintenance:** Lucas informed the group that Sage and Cheryl have been helping to keep the website updated. News articles are

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posted every two weeks. He also presented the proposal document for a new “Get Involved” AGIC webpage. Jenna shared this document a few days prior to the meeting for member review. The current “Participation” page was difficult to find on the website and the plan is to feature the new page on the homepage through a link on the top bar. Once the page is active, it will be a host for the overview and forms for the AGIC Outreach Mentorship Program. Cheryl suggested that we add a section for social media handles to the page. Erin added that it would be helpful to have student-centric language or a tab for students to guide them to resources for how to participate. The group discussed the benefits of adding student-specific language for involvement. Lucas suggested that we phrase the introduction with verbiage denoting that anyone is welcome such as “members of the public, students, beginners, experts, retirees, etc...”. Jenna, Lucas, and Erin will continue to work on the language for the page. Jenna called for a motion to approve the creation of the “Get Involved” page following the incorporation of suggested changes to the proposal document. Cheryl moved to approve the motion and Patrick seconded. The motion was unanimously approved.

- **Professional Development:** Patrick updated the group on the progress for the Outreach Mentorship Program. The committee decided to change the application form over from Google Forms to Survey123. Sage presented the draft StoryMap for promotion of the program with the Survey123 integrated to show the location of the participants. At the next meeting the plan to discuss how to develop a good list of mentors to start the program. The next mentoring program meeting is scheduled for Wednesday June 23rd at 8am.
- **AGIC-L:** The next quarterly newsletter will be sent out during the first week of July. Jenna asked if we should begin sending out information about the Mentorship Program and promoting social media. Cheryl agreed that it is a good idea to add some of the current social media content. If anyone has time/interest in helping to put together this issue contact Jenna.
- **Executive Outreach Discussion:** Last month Jenna showed an example of the Oklahoma Executive Outreach StoryMap and Sage put together a Survey123 to gauge if the group would want to create a similar StoryMap for AGIC. Patrick showed an example of “What is GIS?” that they created at ADOT and the group discussed the possibility of teaching some of the basics through our potential StoryMap. Jenna asked if the group wanted to search for feedback from a wider audience to learn what level of GIS education is needed for this project. Sage suggested embedding links to other resources within the StoryMap to help further expand the reach of the content.
- **GIS Day Discussion:** Jenna initiated planning for the 2021 GIS Day event. The group discussed the options and leaned towards an in-person networking event during the week of the holiday. Jenna added that a series of lightning talks would be good to inform participants of the GIS work happening around the state. Cheryl suggested getting a sponsor for the event, such as a County agency to help host regional/local events.

IV. Social Media WG Update: Aparna gave a brief overview of the recent social media

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activity. Their focus has been to evaluate the work involved in posting a job board on the website and other platforms, but the postings will be outsourced to their original location. The SM committee has approved Geospatial Spotlight content through July.

- V. **Comments, requests, and items for future agendas:** The next meeting is planned for July 21, 2021.
- VI. **Adjourn:** Meeting was adjourned at 2:13pm.