

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

A public meeting of the Arizona Geographic Information Council was convened at 1:04 PM on August 19, 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	No, with notice
Patrick Whiteford, Co-chair	AZ Dept of Transportation	Yes, phone
Aryn Musgrave	ASU	Yes, phone
Cheryl Begay Mizell	EASi	No, with notice
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

Table 2: Public Members At-Large

Member	Agency/Company	In Attendance
Samantha Dinning	Coconino County	Yes
Seth Franzman	Renaissance Man	Yes
Michael Hilstrom	ADWR	Yes
Aparna Thatte	Mesa Public Schools	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 asked for a motion to approve June meeting minutes. Kasey motioned, Lucas seconded. No discussion. Motion approved unanimously.
- III. **August Council Meeting Report:**
 - **Conference Banner:** Some language on the conference banner was changed by request of the Council, but the general design was fine. The first panel is about AGCI, the second panel is about AZGeo, and the third panel is about how AGIC supports the AZ Geospatial community.
 - **Council Meeting Action Items:** The Council has decided to highlight two committees per meeting and Outreach was one for the last meeting. We proposed the pins for recognition but they were not approved. Other action items included updating the AGIC logo to be more aligned with the AZGeo logo and new colors were approved. Also, a social media management software was approved – will likely work towards procurement of Hootsuite. The AZGeo Advisory Committee was formed to take the place of the AZGeo Workgroup. Five voting members were

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approved, including a representative from Outreach.

- **Outreach Presentation:** Patrick did a great job presenting on Outreach priorities to the Council.
- **AGIC Participant Levels:** Jenna reviewed the participant levels that were presented to the Council. The proposal for recognition pins received mixed reviews. Most supported pins only in the case of long-term engagement of at least 5 years. Jenna invited feedback from the group regarding these recommendations. Group members discussed the level of involvement required for a pin or other recognition. Kasey proposed a nomination process for awarding a pin – a nomination committee could be established by the Council. Discussion about the time or other requirements for receiving a pin were discussed. The group also debated the relevance of pins and certificates. Jenna reviewed the other honors which have recently been approved by the Council. Several group members supported the idea of awarding the pins based on time due to ease of tracking. Certificates would also be helpful for applying for GISP and for general display.

IV. Monthly Topics of Discussion:

- **GIS Related Activity Announcements:**
 - Tonight, August 19th, is the PHXGeo meetup from 7-8:30pm. Jenna provided the rsvp link in the agenda which was distributed prior to the meeting.
 - Women in GIS - the Summer meeting was last week and they are hosting Mugs & Mornings sessions on Thursday/Friday mornings of the last week of each month.
 - Planet has a free event coming up on October 13th. Planet Explore 2020 is a free and virtual event, but requires registration.
 - AGIC Education and Training Symposium will take place from October 19-23. Registration is not open yet but will be soon.
- **AGIC Website Updates and Maintenance:** Updated to a cloud-based storage. Two versions will be live during the migration. In the meantime, we will rely on the Drupal based site. Most changes will be very minimal. AZGeo has been live for a few weeks with few problems. Patrick noted that ADOT is very pleased with the AZGeo site. Lucas announced that we recently posted a congratulatory message to the City of Phoenix on social media/website.
- **Professional Development:** Patrick is meeting with Vinnie LaBella and Javier Ramirez from the office of continuous improvement at ADOT to learn about their best practices. He requested assistance from the team in the future with sharing the information. For virtual networking, Patrick reported that the Conference Committee is meeting tomorrow and Jenna/Sage offered to discuss networking and professional development events at the annual symposium. Jenna encouraged volunteers from the group to help with planning these events/opportunities.
- **AGIC-L:** More updates coming closer to the conference.

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- V. **Social Media WG Updates:** Jenna reported that the social media WG met to discuss options for the social media management software prior to presenting to the Council. The Council approved purchasing and the top choice was Hootsuite. The guidelines document will be edited and submitted to Admin/Legal to review again and reviewed by Council at October meeting.
- VI. **University Outreach Update:** Aryn Musgrave presented an update of the work that the University Outreach group has completed in the past few weeks. The presentation is nearly ready and we need a presenter/narrator to record the presentation. The completed presentation will be sent to contacts at AZ universities and colleges. If you know GIS/geography instructors at any of these institutions please let Aryn know their name and other contact information.
- VII. **GIS Day:** Kasey and Sage presented the ideas for the scavenger hunt and provided an example of one task. Jenna suggested following up with Jen Psillas who designs the trivia for the AGIC Conference. The outline and the questions will be presented at the next meeting.
- VIII. **Comments, requests, and items for future agendas:** Banner updates, pins/participant recognition, the University Outreach presentation and GIS Day will be prioritized at the next meeting.
- IX. **Adjourn:** Meeting was adjourned at 2:14pm.