

**MINUTES OF THE  
ARIZONA GEOGRAPHIC INFORMATION COUNCIL  
OUTREACH COMMITTEE SOCIAL MEDIA WORKGROUP**

A Public meeting of the Arizona Geographic Information Council (AGIC) was convened on Tuesday, December 12th at 1pm on Google Meet. Present at the meeting were the following members or designees of the AGIC Outreach Committee Social Media Workgroup

**Table 1: Committee Voting Members (16)**

<b>Member</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Aparna Thatte, Chair	Self	No, with notice
Brandon Barnett, Secretary	Republic Services	Yes, phone
Jenna Leveille	AZ State Land Department	Yes, phone
Kasey Green	AZ State Land Department	Yes, phone
Cheryl Thurman	TerraSystems Southwest	No, with notice

The Committee discussed and acted on the following items.

I. Establish Quorum, Call to Order, and Introductions

**Meeting was called to order at 1:10 PM. Introductions were made, and quorum was established.**

II. Approve November meeting minutes

**Jenna motioned to approve and Kasey seconded. The motion passed unanimously.**

III. Review recent SM activity

**All social media accounts continue to grow as regularly as they have been, with LinkedIn being in decline (due to posts not going through correctly). YouTube is still gaining subscribers, but we're anticipating more with 3 more videos being added this month.**

IV. Update on Canva and transition from Hootsuite

**Jenna and Brandon have organized Canva to be more usable between**

**members and give an opportunity for new volunteers to create their own posts and designs for us to schedule. Jenna gave a tour of the planner and folders on the platform.**

V. Decide future geospatial Highlight of the month/ schedule and approve content of the standard and holiday posts

**The Geospatial highlight of this month is the 2023 Rewind for AGIC, featuring four different categories of events/ records for AGIC. The holidays include all winter holidays, crossword day, National Guard Birthday, and Pearl Harbor remembrance.**

**January will feature the Mentoring Program and will have MLK Day and various other holidays to feature opportunities for engagement.**

VI. Guidelines document review/updates for 2024

**Tabled until the January meeting.**

IV. Comments, requests, and items for future agendas and meeting dates. The working group may discuss matters of procedure relative to its meetings. Committee members may also wish to direct staff to study areas of concern and/or place such items on future agendas and to discuss and schedule future meeting dates.

**There were no comments.**

V. Adjourn

**Meeting adjourned at 1:46 PM**

Upcoming 2023 Meeting Dates (Monthly):

- January 10

- February 14
- March 14
- April 11
- May 9
- June 13
- July 11
- August 8
- September 12
- October 10
- November 14
- December 12