

**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, April 9th 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 (5)

Member	Agency/Company	In Attendance
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	Yes, phone

The Committee discussed and acted on the following items.

I. Establish Quorum, Call to Order, and Introductions

Meeting was called to order at 1:04 PM. Introductions were made, and quorum was established.

II. Approve March meeting minutes

Cheryl 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 having a significant increase across the board. YouTube had 2 videos uploaded and is expecting 4 videos this next month

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

The Geospatial Highlight for the month of May is Pima County. Posts will

include the different projects they have got going on right now.

Holidays will include Wildflower Week, Teacher Appreciation Day, Space Day, Public Works Week, EMS Week, Scavenger Hunt Day, International Day for Biological Diversity, Autonomous Vehicles Day, Memorial Day.

V. Guidelines document review/updates for 2024

Cheryl went through and made a more digestible introduction for the public that included a complete overview of the organization and how social media plays a part. A history of the Social Media Workgroup is included to give homage to the beginning as well as show the growth of the group. From there it includes posting habits, outreach goals, and general ideas on how to manage the social media platforms. After a few more things need to get ironed out, Cheryl will send out the document for the rest of the group to review.

VI. 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.

VII. Adjourn

Meeting adjourned at 2:06 PM

Upcoming 2024 Meeting Dates (Monthly):

- January 9
- February 13
- March 12
- April 9

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