

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

A public meeting of the Arizona Geographic Information Council Outreach Committee Social Media Workgroup was convened on February 11, 2025 at 1:00 pm on Google Meets. Present at the meeting were the following members or designees of the group:

Workgroup Voting Members

Member	Agency/Company	In-Attendance
Aparna Thatte, Chair	Self	Yes, Virtual
Kasey Green	Arizona State Land Department	Yes, Virtual
Cheryl Thurman	TerraSystems Southwest	Yes, Virtual
Lucas Murray	AZ Dept of Transportation	Yes, Virtual

Public Members

Member	Agency/Company
Samantha Dinning	Pima County Development Services Department
Cheyenne McChesney	Pima County Health Department,
Sage Donaldson	AZ Dept of Transportation
Sara Thompson	AZ Dept of Transportation

Recording of meeting (Minute each item occurs in the video is highlighted in red below):
<https://drive.google.com/file/d/1DJ2iiOulTWLBYvuhcPAX8cNu4BjPs5FM/view?usp=sharing>

- I. **Call to order:** Meeting was called to order at 1:03 pm; Introductions were made by the workgroup ensuring attendance list was managed and quorum established.
- II. **Approval of Meeting Minutes:** Motion to approve minutes was made by Lucas and seconded by Kasey. Motion passed without changes.

[Meeting Recording Started]

- III. **Approval of Post Content (Minute 0:30):** Workgroup reviewed content for posts for upcoming meetings, job boards, and news articles.
 - Group discussed the new governor’s style guide and logo. Sage will have Outreach discuss a branding implementation schedule and will include how social media should implement the new colors as well.
 - Sara Thompson shared a dashboard with the new colors:
<https://adot.maps.arcgis.com/apps/dashboards/36c9ba2478df4d78bb42e3f2f797bcf5>

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- Aparna demonstrated using Canva to create a new graphic for the Emerging Technologies
 - Aparna will post new calendar events for February
- IV. **Review of Social Media Guidelines Updates (Minute 14:45)**: Cheryl continues to review the document.
- V. **Comments or Items for Future Agendas (Minute 31:57)**: At the next meeting, the workgroup will review social media accounts and discuss adding or removing platforms.
- Next meeting is March 11, 2025 at 1:00 pm
- VI. **Adjourn (Minute 32:40)**: Meeting adjourned at 1:38pm