

**MINUTES OF MEETING OF THE ARIZONA GEOGRAPHIC  
INFORMATION COUNCIL OUTREACH COMMITTEE  
Social Media Workgroup**

**DRAFT**

A public meeting of the Arizona Geographic Information Council was convened April 12, 2022 at 2:00 PM on Webex. Present at the meeting were the following members or designees of the AGIC Outreach Committee – Social Media Work Group:

**Table 1: Workgroup Voting Members**

<b>Member</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Aparna Thatte	Self	Yes, phone
Jenna Leveille	AZ State Land Department	Yes, phone
Kasey Green	AZ State Land Department	Yes, phone
Cheryl Thurman	TerraSystems Southwest	Yes, phone
Lucas Murray	AZ Dept of Economic Security	Yes, phone
Mariah Modson	AZ State Land Department	Yes, phone
Brandon Barnett	AZ State Land Department	Yes, phone

**Table 2: Public At-Large**

<b>Name</b>	<b>Agency/Company</b>	<b>In Attendance</b>
Sage Donaldson	AZ Dept of Transportation	Yes, phone
Nahide Reynolds	Westland Resources	Yes, phone

- I. **Call to Order:** Meeting was called to order at 2:04 pm; Introductions were made by the committee; ensuring attendance list was managed and quorum established.
- II. **Approval of February Meeting Minutes:** February meeting minutes were distributed prior to the meeting via email. Aparna asked for a motion to approve the minutes as written. Jenna motioned and Mariah seconded the motion. Motion passed unanimously with the revision of Cheryl’s attendance status.
- III. **Review Recent Social Media Activity:** The number of new followers on each platform consistently increased in the last month. A shockingly high number of interactions and impressions were observed for various postings. Brandon helped the group make sense of what the difference is between interactions and impressions.
- IV. **Geospatial Highlight of the Month:** Mariah coordinated with M.A.G to feature their geospatial efforts as April’s spotlight. Mariah reviewed with the group what national holidays were occurring in the next couple months, as a possible starting point of a geospatial spotlight. Through discussion, the group decided on both a first and second choice for the months of May and June. Jenna will be reaching out to her contacts accordingly.
- V. **Discuss Workgroup Guidelines Updates and Draft Work Plan:** Cheryl

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presented the workgroup's guidelines to review any improvements necessary since its creation. Likewise, the workgroup's 2021 workplan was gone through to create a basis for the 2022 workplan. Both documents were shared with the group to allow for ongoing edits or suggestions to either of them, prior to the groups next meeting.

- VI. **YouTube Channel Discussion:** This topic was tabled.
- VII. **Comments, Requests, Items for Future Agenda:** YouTube Channel discussion, follow-up of guidelines and work plan improvements.
- VIII. **Adjourn:** Meeting adjourned at 3:01pm.