

**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, June 14 at 2PM WebEx only due to COVID-19 health precautions. Present at the meeting were the following members or designees of the AGIC SMWG Committee

Table 1: Committee Voting Members

Member	Agency/Company	In Attendance
Aparna Thatte, Chair	Self	Yes, phone
Jenna Leveille	ASLD	No, with notice
Kasey Green	ASLD	Yes, phone
Cheryl Thurman	TerraSystems Southwest	No, with notice
Lucas Murray	ADOT	Yes, phone
Mariah Modson	ASLD	Yes, phone
Brandon Barnett	ASLD	Yes, phone

Table 2: Public at Large

Member	Agency/Company	In Attendance
Nahide Aydin Reynolds	WestLand Resources	Yes, phone
Samantha Dinning	City of Carrollton	Yes, phone

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The Committee discussed and acted on the following items:

I. Establish a quorum, call to order, & introductions

Quorum was established, introductions were made, and the meeting was called to order at 2:02PM by Aparna Thatte.

II. Approve May meeting minutes.

Mariah Modson motioned to approve May meeting minutes; Kasey Green seconded. Vote to approve minutes passed unanimously with no discussion.

III. Review recent SM activity – Hootsuite report

Brandon Barnett reviewed the analytics of AGIC's social media outlets. No further discussion from those analytics were reported.

IV. Geospatial Highlight of the month – decide future highlights/ Schedule and approve content of standard and holiday posts.

June was originally going to include the Sonoran Desert Museum as the spotlight of the month, but it has been changed to the Desert Botanical Garden. This was due to lack of presentation documents at the Museum, making the decision for the Garden. July features addresses, although a specific agency has not been selected for highlight yet. Through discussion, NG 9-1-1 has been selected for the geospatial spotlight for the month of July.

Awaiting confirmation on Cheryl's StoryMap for ROW Professionals Week (13-17 of June). Juneteenth was approved as a holiday, post in progress.

July holidays that were approved include International Joke Day (1st), Independence Day (4th), Moon Day (Lunar Landing, 20th), World Nature Conservation Day (28th), and Intern Day (28th).

The August holiday that was approved is International Indigenous People Day (9th).

V. Discuss SMWG Guidelines updates based on Work Plan

Cheryl is updating the Work Plan and guidelines but was unable to attend the meeting. The guidelines were updated with the Social Media Manager(s) being assigned to overseeing interactions in addition with

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content posting. Additional discussion was agreed to be moved to the July meeting.

VI. YouTube Channel discussion

Discussion was agreed to be moved to the July meeting

VII. 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.

Next meeting is July 19 because there is a conflict with the Esri User Conference. There was no additional discussion.

VIII. Adjourn

Meeting was adjourned at 2:54 PM.

Upcoming 2022 Meeting Dates (Monthly)

- January 11
- February 8
- March 8
- April 12
- May 10
- June 14
- July 19
- August 9
- September 13
- October 11
- November 8
- December 13