

**Minutes of the ARIZONA GEOGRAPHIC INFORMATION COUNCIL  
OUTREACH COMMITTEE FOR APRIL 20, 2016**

**Those in attendance:**

Curtis Pulford  
Patrick Whiteford  
Matthew Deveney  
Talia Apkaw  
Seth Franzman  
Jenna Straface  
Tim Colman  
Cheryl Thurman

1:00 PM introductions were made and a quorum was established.

Curtis Pulford led the meeting and reported on the following agenda items.

- I. Introductions
  
- II. AGIC Website Updates and Maintenance (Curtis)
  - a. Update Calendar (Tim)
    - i. New items provided by committee members (Tim)
      1. Nothing new added
    - ii. Tim came to agreement with spammer for putting free training info up on website calendar
    - iii. The topic of AGIC-L is being discussed in the Legal Comm; working through issues
  - b. Update News page (Tim, Curtis)
    - i. Need to encourage people more to submit articles
    - ii. **ACTION ITEM (Tim, Curtis):** Put link on News page for people to submit articles
    - iii. **ACTION ITEM (Tim, Curtis):** Send out series of messages on AGIC-L on what we have been doing; solicit more news articles
    - iv. **ACTION ITEM (Curtis):** Create AGIC Linked In Account
    - v. **ACTION ITEM (Curtis or Cheryl w support from Jenna):** Agency GIS Managers & County GIS Managers – send email out talking about submitting News articles about what’s going on in their departments/agencies
      1. Strategy? Make changes first, then send out email to Managers = Jenna has a list
      2. Post on Facebook (same msg)
  - c. Update Resources page (Jenna)
    - i. No changes
  - d. Website maintenance
    - i. Calendar and News articles updated
    - ii. Broken links fixed
    - iii. Going well now, can focus more on actual outreach

iv. Tim – update pdf link (DONE)

III. AGIC ArcGIS Online Group

a. AZ GIS Timeline/Story Map

- i. Present at Conference during lunch?
- ii. Have people contribute interactively at Conference

Actual timeline (hard copy) – sticky notes in different colors to denote different milestones/events

ArcGIS Online (electronic) -

**ACTION ITEM (Jenna):** Jenna is going to head up the ArcGIS Online activities. She will reach out to Gene and perhaps start with Pima Co history available on their website. Jenna will also research different types of time lines.

IV. Update on GIS Spotlight (William Mancini if available, otherwise Curtis)

- a. Spotlight on Chris Black was completed at the end of February (pdf sent out for comments)
- b. This was a great idea initially and Shea found the intern, William, who started this endeavor. William had a great initial aggressive schedule for completion of interviews, but he took additional internship, and now we have little done. Committee is concerned about the sustainability of this effort. The format that William created was detailed and professional, but not likely sustainable long term.
- c. Curtis would like simpler, standardized format – list of questions that would be sent out to interviewees. Perhaps shooting for 1 per month. Looking to NSGIC for an example format.

**Action Item (Curtis):** Curtis will work on putting together a sample format.

**Action Item (Curtis):** Work with William on information already obtained, and future formatting.

V. New Topics of Discussion

- a. How to get the word out about the great things AGIC has been doing? All one email or multiple emails out on AGIC-L
  - i. Tim proposes multiple emails/posts
  - ii. Spotlight articles once a month would be great to send out on AGIC-L & add some additional information about the update of the Calendar
  - iii. Jenna suggested that once a month – in Outreach meeting – we determine the two topics to be included in the email/post (Standing Agenda item)
    1. AGIC webpage revamped, including Calendar updates
    2. RSS feeds
    3. Curtis to send out draft email for comment – shoot to send out in a couple weeks

VI. Old Topics of Discussion

- a. AGIC Banners – bring to Council for budget approval? Is there a need in the near future?
  - i. Archived until we have a formal plan to do other forums for presenting and a demonstrated need