

**MINUTES OF PUBLIC MEETING OF THE
ARIZONA GEOGRAPHIC INFORMATION COUNCIL
OUTREACH COMMITTEE
MEETING HELD JANUARY 17, 2017**

DRAFT

A public meeting of the Arizona Geographic Information Council was convened at 1:00 pm at the Arizona State Land Department, 1616 West Adams Street, Phoenix, AZ 85007 in room 215. Present at the meeting were the following members or designees of the AGIC Outreach Committee:

Cheryl Thurman, TSSW (Chair)
Humberto Aceves, EASi
Cheryl Begay Mizell, EASi
Seth Franzman, Retiree Extraordinaire
Mike Hilstrom, ADOA
Shea Lemar, ASU
Paige Richardson, Navoapache
Jenna Straface, ASLD
Jan Weaver, ASLD
Patrick Whiteford, AZDOT

- I. **Call to order:** Meeting was called to order at 1:19 pm; Introductions were made by the committee, around the table and on the phone, ensuring attendance list was managed and a quorum was established.
- II. **ASLD Transition:** Loss of SCO office; AGIC POC & Transition WG creation – focus on Committee transition and SCO tasks to limit any interruption in commitments; trying to create a smooth transition. Patrick asked about AZGEO maintenance. Jenna reported no interruption of service for AZGEO & users.
- III. **Outreach Membership discussion and co-Chair nominations:** Cheryl noted the last meeting of this group was in July 2017. She described some of the changes since that meeting, including a refresh of Open Meeting Law & a need for membership status declaration & the commitment associated. Attendance requirement for voting member status was explained; missing two consecutive meetings or three meetings in one year will change a voting members status to Public at Large automatically.

One order of necessary business is the need for a replacement co-Chair. Cheryl opened the floor to nominations. Cheryl nominated Jenna for co-Chair position.

Humberto asked for clarification on committee structure: is there only one co-Chair position? And what are the responsibilities of the co-Chair?

Cheryl responded: yes, one co-Chair; responsibilities include meeting facilitation, notes and reporting to the Council.

Patrick seconded Cheryl's nomination. Committee voted unanimously for Jenna as co-Chair.

- IV. **Open Meeting Laws/Quorum Discussion:** Cheryl led a discussion on the Open

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Meeting Law requirements; establishing a quorum. She reported on the Open Meeting Law seminar being offered at Land by ASLD's AZ Attorney General representative on Friday for anyone interested. Contact Cheryl or Jenna for additional information if interested in attending.

- V. **Approval of Minutes:** Cheryl led a review of the July 2017 minutes. She reported the group was working on the development of a preferred news format survey for the AGIC Community was being finalized. Patrick reported that there are 6 questions on their preference for how to receive AGIC news.

Action item: Patrick to send out survey to committee for review

Cheryl Begay Mizell discussed reaching out to University students/teachers – Important – will tackle as the year progresses

Action Item: Cheryl to send tri-fold & one pager flyer to group

Shea remarked that the tri-fold has too much to read; what is important? Graphic simplification; third version for distribution to students;

Action Item: Cheryl to start simpler 1 pg flyer specifically targeting students.

Distribution: Cheryl Begay Mizell: digital; Shea: ASU GIS List serve/recent alumni; School of Geography has a newsletter & student list

Reaching out to CC & NAU – committee member; volunteer undesignated

Dropping Logo & Conference Display for now

Motion to approve July 2017 meeting minutes made by Jenna and seconded by Patrick. Motion approved unanimously.

- VI. **2018 Work Plan Discussion:** Focus on rural and underserved GIS communities

Need to set meeting dates; past meeting monthly and changed to off council months & conference

Jenna: monthly meetings more productive, Cheryl agrees, Patrick monthly is beneficial, Paige agrees, Cheryl is fine with monthly; delayed communication becomes irrelevant; explore WG in future; meeting month of the conference? Cheryl B, Jenna & Patrick – yes and discuss how we can make an impact; maybe a meeting with new attendees and/or students

Patrick motioned for monthly meeting dates; Jenna Second; passed unanimously.

Action Item: Send schedule out to committee maintaining day/time;

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unless there is a voiced conflict

Remainder of 2018 Work Plan document reviewed.

No changes requested at this time.

Strategic Plan Survey: Jenna reported on idea from CO survey

Action Item: Jenna to send out email to group from CO GIS list

Increasing Attendance at conference: reach out to student and rural communities

Seth: vendors willing/encouraged to communicate to clients about the conference and importance? Reach another group of the community.

Shea: love the idea, need to look into it more; wonder would we want to turn it into a contest? Write down who referred them to the conference and win a free registration to conference

Umberto: Encourage joint presentations/session to potential clients - market to attendees

Shea: attendees do not like sales pitch & some vendors are better than others; work with us to let folks know how to approach people better

Umberto: Options to how to present; experience with many conferences

Patrick – need oversight of presentation; to guide vendors; preview

Umberto: Best practice guide for vendors; be clear about vendor rules

Shea: Those who don't have time for two committees; report to Outreach what is happening in Conference Committee

Add topic to agenda for reporting on CC where relevant

Quick overview of the remaining items to group approval.

Jenna reported that we are lacking access to Facebook & LinkedIn;

Action Item: Patrick to reach out to Tim Colman for login & password.

Umberto: AGIC GIS Day Competition for other organization's GIS Day activities; attendees from AGIC to help decide winner, provide feedback/pictures/etc to AGIC social media platforms.

Action Item: Change Work Plan Goal 4 to add GIS Day activities

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Motion: Jenna Second: Patrick 2018 Work Plan approved unanimously.

Wrapping up out of time – Tabled remaining agenda to next meeting.

- VII. **Comments, requests, and items for future agendas and meeting dates:**
Next meeting scheduled for Feb 21.
- VIII. **Call to the public:** None
- IX. **Adjourn:** Adjourned at 2:26 pm