



AGIC Council Meeting

February 3, 2022

Agenda

- Call to order and roll call
- Passing of the Gavel – Welcome Incoming 2022 Officers
- Approval of November Council meeting minutes
- Announcements
- Budget update
- Items from the Chair
- AGIC Symposium Update
- Committee/Workgroup Reports and Actionable Items
- Committee/Workgroup Presentations
- Comments/requests for topics for future meetings
- Call to the Public
- Adjourn

Passing of the Gavel & Welcome Incoming 2022 Officers:

AGIC Chair: Eric Shreve

AGIC Vice-chair: Kevin Blake

AGIC Secretary: Phillip Leveille

AGIC Treasurer: Lucas Murray

Approval of November draft meeting minutes

Announcements

Eric Shreve, AGIC Chair

AGIC Council Roster

We have 27 filled board appointments and 7 vacancies (Jan 2022)

Representative Category	Allotted in Statute	Filled	Vacant
State Agency/Instrumentality	18	13	5
Federal Government Agency	6	5	1
Association of County Governments	1	1	
Association of Municipal Governments	1		1
GIS Consortia or Local Governments	6	5	1
Arizona Tribal Nation	1	1	
Professional Geospatial Organization	1	1	
Private Sector	1	1	
<i>Totals</i>	35	27	8

2021 AGIC Committee and Workgroup Participation

		Voting Members	Public Members	Distrib. List
Committees	911	15	22	61
	Admin & Legal	8	2	13
	AZGeo Advisory	5	11	19
	Conference	12	10	37
	Data	23	28	74
	Outreach	11	11	30
Workgroups	Cadastral	3	4	23
	Lidar	12	38	140
	Nat Resources	10	51	150
	NHD Pilot	8	8	18
	Social Media	7	2	9
	SPCS 2022	12	31	43
	UAS	7	35	104

Budget Update

Lucas Murray, Treasurer

AGIC Budget Summary, Activity of CY2021 (1/1/21 to 12/31/2021)

<u>Category</u>	<u>Date</u>	<u>Item</u>	<u>Revenue</u>	<u>Expense</u>	<u>Balance</u>	<u>Budgeted for CY21</u>	<u>Budgeted minus Expense</u>
Beginning Balance as of 1/1/2021					\$46,479.19		
Revenue							
NSGIC Membership				\$1,875.00		\$1,875.00	\$0.00
	June 2021	NSGIC Membership 2021-2022		\$1,875.00			
NSGIC Conference and Mid-Year Meeting				\$400.00		\$4,500.00	\$4,100.00
	January 2021	NSGIC Mid-Year Meeting Registration Scholarships for Gene Trobia and Patrick Whiteford.		\$400.00			
Other Expenses				\$377.93			
	December 2021	Hootsuite		\$377.93			
Ending Totals and Balance as of 12/31/2021			\$0.00	\$2,652.93	\$43,826.26		

AGIC Budget Summary, Activity of CY2022 YTD (1/1/2022 to 2/1/2022)

<u>Category</u>	<u>Date</u>	<u>Item</u>	<u>Revenue</u>	<u>Expense</u>	<u>Encumbered</u>	<u>Balance</u>	<u>Budgeted for CY21</u>	<u>Budgeted minus Expense</u>
Beginning Balance as of 1/1/2022						\$43,826.26		
Revenue								
NSGIC Membership					\$1,875.00		\$1,875.00	\$1,875.00
	June 2022	NSGIC Membership 2022-2023			\$1,875.00			
NSGIC Conference and Mid-Year Meeting					\$1,130.00		\$4,500.00	\$4,500.00
	February 2022	NSGIC Mid-Year Meeting Costs for Eric Shreve and Kevin Blake			\$1,130.00			
Other Expenses					\$1,000.00			
	TBD	Booth Display Kit (inc. stand, background, and tablecloth) (Approved at Feb. 2020 Council Meeting)			\$1,000.00			
Ending Totals and Balance as of 2/1/2022			\$0.00	\$0.00		\$43,826.26		
Ending Balance Including Encumbered Funds					\$4,005.00	\$39,821.26		

AGIC 2021 Conference Budget Summary, Activity for CY2021 (1/1 to 12/31/2021)

<u>Category</u>	<u>Date</u>	<u>Item</u>	<u>Revenue</u>	<u>Expense</u>	<u>Balance</u>
<i>Beginning Balance brought forward from 2020 Conference</i>					<i>\$50,958.70</i>
Revenue			\$14,006.09		
	September 2021	Registration Fees	\$280.00		
	October 2021	Registration Fees	\$13,726.09		
Planner Expenses				\$1,173.00	
	January 2021	Conference Planners		\$425.00	
	November 2021	Conference Planners		\$748.00	
Technical Expenses				\$28,524.84	
	June 2021	Event Management Software (2-Year Contract) <i>(Approved at April 2021 Special Council Session)</i>		\$28,524.84	
Misc Expenses				\$1,596.63	
	October 2021	Lane Award		\$363.60	
	October 2021	Lane Award		\$1,113.15	
	October 2021	Mentimeter Subscription		\$119.88	
<i>Ending Totals and Balance as of 12/31/2021</i>			<i>\$14,006.09</i>	<i>\$31,294.47</i>	<i>\$33,670.32</i>

Items from the Chair

- Annual Leadership Workshop Review
- Strategic & Business Direction Document
- Work Plan deliverable dates
- NSGIC Update (Jenna Leveille)

Annual Leadership Workshop Review

Strategic & Business Direction Document

Committee Work Plan Goals & Due Dates

Committee/Workgroup Annual Metrics

Steve Whitney, AGIC Past Chair

- Committees and Workgroups
 - 94 of those surveyed participate in a committee/workgroup
 - They felt their groups did a good job supporting the AGIC Strategic and Business Plan (4.44/5)
 - They felt their groups did a good job supporting their group's work plan (4.45/5)
 - The vast majority felt that their member organization benefited from the accomplishments of their involvement in AGIC
 - Succession planning is still a big concern for many

NSGIC Updates

Jenna Leveille, ASLD

- ED Position [announcement](#)
- 911 National Gap Analysis Project – Eric Shreve is NSGIC Rep
- Midyear meeting is February 14-18, 2022 (Milwaukee)
 - AGIC Chair and Vice-chair are attending virtually
 - Sessions on climate/resilience, federal funding, advocacy
- National Address Database White Paper – AZ Contribution
- 2021 Geospatial Maturity Assessment

ASSESSMENT 2021

Arizona Report Card

Overall Grade: B-

COORDINATION	GRADE: A
STATE-LED THEMES	GRADE
Address	A-
Cadastre	F
Elevation	C-
Orthoimagery Leaf-Off	D+
Transportation	A
FEDERAL-LED THEMES	GRADE
Geodetic Control	B-
Government Units	A
Hydrography	B
Orthoimagery Leaf-On	B

METRICS:

A - Superior

B - Above average

C - Average

D - Below average

F - Failure

N/A - Not Applicable

AGIC Symposium Update

Steve Whitney, Conference Committee Co-chair

AGIC Symposium Update

- The 2022 Symposium will be an in-person event in Prescott.
- Costs have increased ~38% since 2019, when we last had an in-person conference, so the committee is recommending increases to the conference fees.
- Guest rooms will be \$138 per night. (including taxes & fees - \$155.46)
- Lisa Atkins, State Land Commissioner, will address a general session again.
- A printed full program will be discontinued and will be digital only.
 - A hardcopy one-page at-a-glance agenda will be provided.

AGIC Symposium Proposed Fees

- Attendee

- \$430 (up from \$325) - 4-day Attendee - Early bird
- \$475 (up from \$350) - 4-day Attendee
- \$175 (up from \$160) - 4-day Student
- \$335 (up from \$250) - 3-day Attendee - Early bird
- \$365 (up from \$275) - 3-day Attendee
- \$150 (up from \$120) - 3-day Student
- \$220 (up from \$165) - Attendee, Day - Early bird
- \$250 (up from \$190) - Attendee, Day
- \$60 (up from \$50) - Student, Day

AGIC Symposium Proposed Fees

- Sponsor (exhibitor)
 - \$4,000 (up from \$3,000) - Platinum conference sponsor
 - \$3,000 (up from \$2,200) - Gold conference sponsor
 - \$2,300 (up from \$1,700) - Silver conference sponsor
 - \$1,500 (up from \$900) - Bronze conference sponsor
- +\$400 (up from \$300) - Tuesday, set up in ballroom for sponsor
- +\$550 (up from \$400) - Tuesday, set up in in ballroom and table in room for sponsor
- +\$600 (up from \$450) - Tuesday only for sponsor
- +\$200 - T-shirt logo for Silver or Bronze
- +\$130 (up from \$100) - Program advertisement for Silver sponsor

AGIC Symposium Proposed Fees

- Sponsor (general)
 - \$675 (up from \$500) - Luncheon or social sponsor
 - \$325 (up from \$250) - Breakfast or break sponsor
 - \$325 (up from \$250) - Program advertisement
 - \$325 (up from \$250) - Student scholarship
 - \$125 (up from \$100) - Literature insert

Committee and Workgroups Summaries and Announcements

Kevin Blake, Vice-chair

Committee and Workgroups Announcements

- Outreach Committee
 - Esri led hands-on training sessions are coordinated for the year; exact dates to be determined (March, Aug, Nov)
 - The ArcGIS Online K-12 Student Competition is open! AGIC is part of the leadership team – please share to maximize involvement
- AZGeo Advisory Committee is planning an AZGeo User Group meeting for early spring - exact date to be determined
- Lidar/UAS/Natural Resources are discussing a combined spring event - exact date to be determined
- Data Committee created a new technical working group: AZ CORS

Committee and Workgroup Actionable Items

Kevin Blake, Vice-chair

Submissions for discussion/approval

Admin & Legal Committee

Action Item 1: Motion to update the AGIC Manual to reflect the following change:

- Council members as well as committee/workgroup chairs are required to read the AGIC Manual annually and send acknowledgement to the State Cartographer's Office.
- Reason for action: To ensure council members and other AGIC leaders are familiar with council procedures and are following the approved rules and guidelines.

Submissions for discussion/approval cont.

Admin & Legal Committee

Action Item 2: Motion to update the AGIC Manual Calendar of Significant Events to reflect the following changes:

- Admin & Legal Committee will update the organizational chart and AGIC website with current member and chair positions following the February Council meeting.
- Admin & Legal Committee will update the AGIC Website with current work plans following the May Council meeting.
- Reason for action: Currently, the Manual requires these updates to occur in January. These changes will bring the manual in-line with previously approved changes, including:
 - Council chair positions do not officially change until the passing of the gavel, which occurs in February.
 - Work plans are not submitted to the council for approval until May.

Submissions for discussion/approval cont.

Admin & Legal Committee

Action Item 3: Motion to update the AGIC Manual to reflect the following changes:

- Update Guidelines for Running a Meeting to reflect that unanimous consent voting may be used when approving meeting minutes
- Clarify that members cannot object to approving the meeting minutes without providing a correction
- Reason for action: These changes will align AGIC's process with Robert's Rules of Order.

Submissions for discussion/approval cont.

Admin & Legal Committee

Action Item 4: Motion to update the AGIC Manual to reflect the following changes:

- Clarify all AGIC records will be retained by the Arizona State Land Department according to their retention schedule.
- Clarify all AGIC records are public records and anyone may obtain copies, including members of the public.
- Clarify AGIC records may be obtained by submitting a request to ASLD public records or by emailing AGIC directly (currently through agic_info@azland.gov).

Submissions for discussion/approval cont.

Admin & Legal Committee

Action Item 5: Motion to update the AGIC Manual to reflect the following change:

- AGIC Chair shall send welcome letters to new members and thank you letters to outgoing members.

Committee/Workgroup Presentations

- Outreach Committee – Social Media Workgroup (Aparna Thatte)
- 911 Committee (Eric Shreve/Brian Bond)



Social Media Work Group

2021 activities, Value of Hootsuite, and 2022 goals

Aparna Thatte, Chair

Key topics

- ❑ SMWG 2021 highlights
- ❑ Value of HootSuite
- ❑ Comparing 2021 to 2020
- ❑ Job Board
- ❑ Geospatial Spotlights
- ❑ UAS Fly-in FB Live streaming
- ❑ NEW! AGIC YouTube
- ❑ 2022 Goals

SMWVG activity highlights

- ❑ LinkedIn increase - reaching more people; does this drive 2022 activities
- ❑ Increased posts and followers
- ❑ Variety of posts including geospatial spotlight, holiday posts, regular AGIC website posts, and live streaming video
- ❑ Job Board
- ❑ YouTube channel
- ❑ Conference impact on social media followers

Social Media Platforms



@AZGeoCouncil



Arizona Geographic Information Council

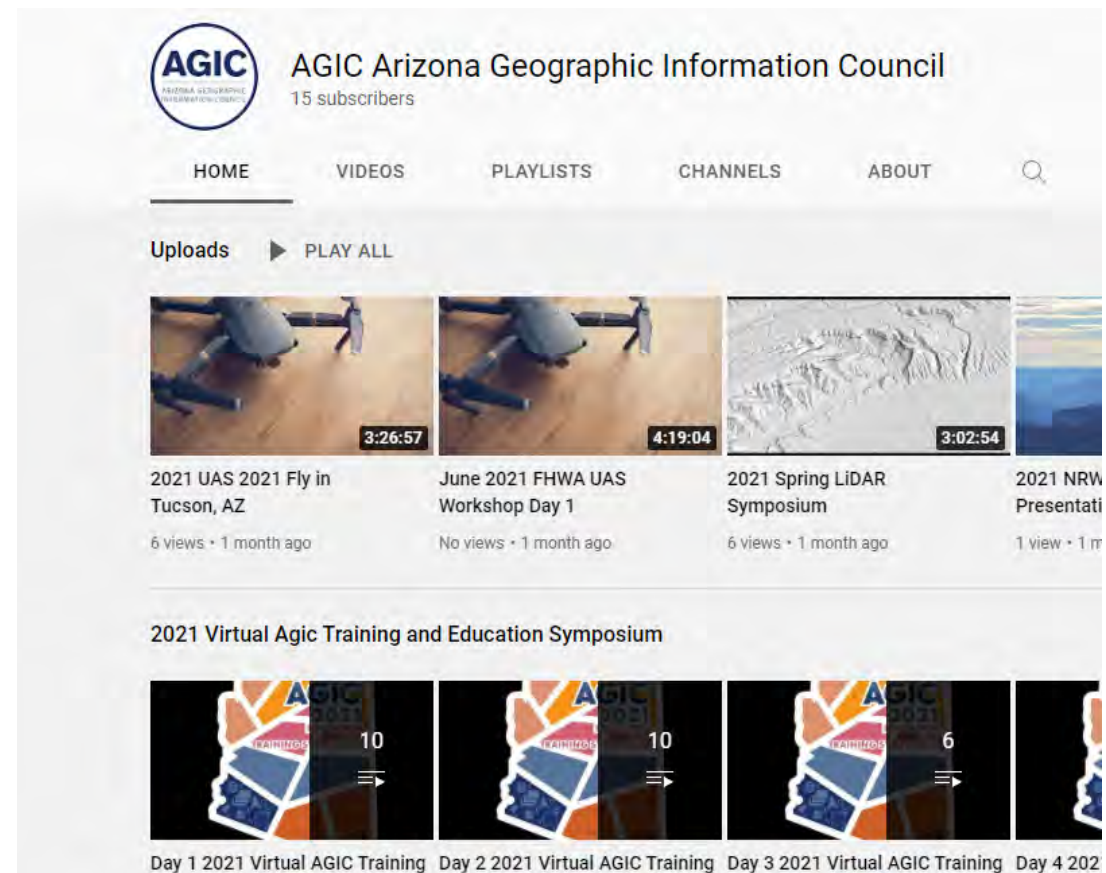


Arizona Geographic Information Council
(AGIC)



azgeoinfocouncil

NEW! AGIC YouTube Channel!



Fans and followers

159 followers



132 fans



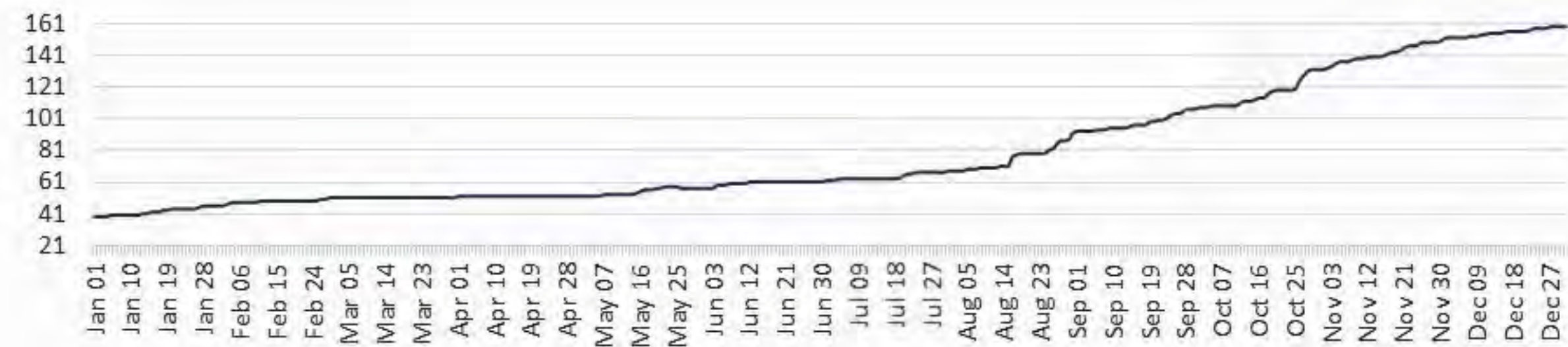
74 followers



67 followers

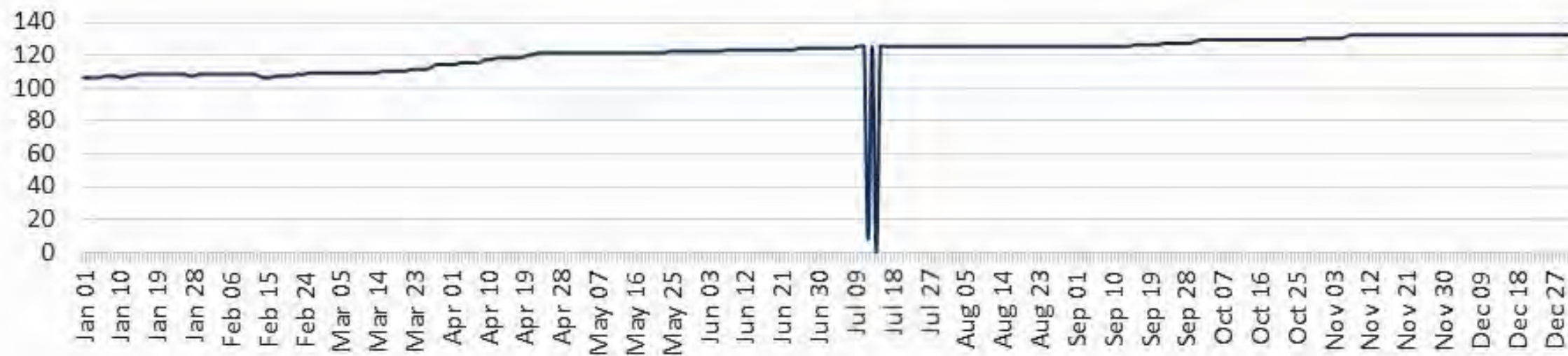


Followers



The total number of followers for your Pages

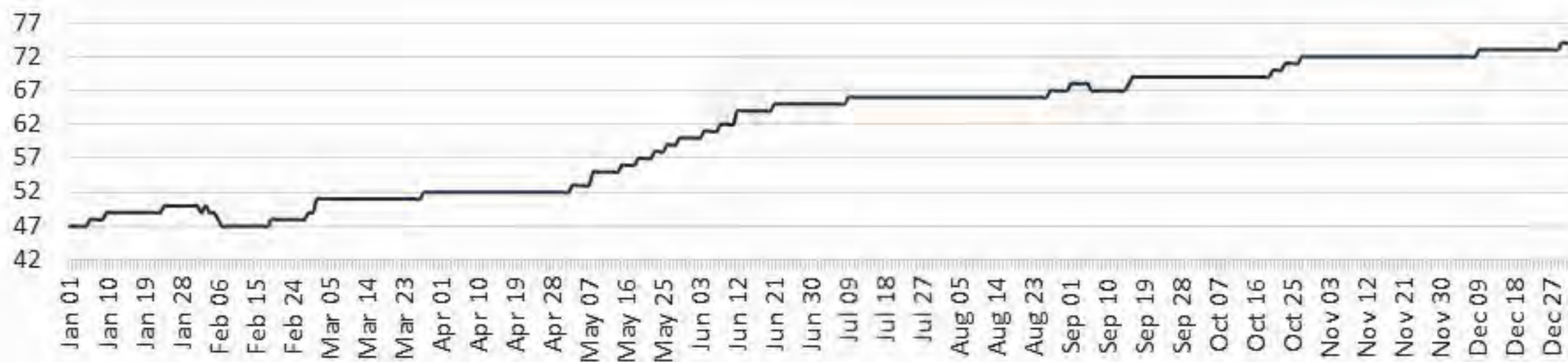
Fans



The number of likes your Facebook Pages have at any moment



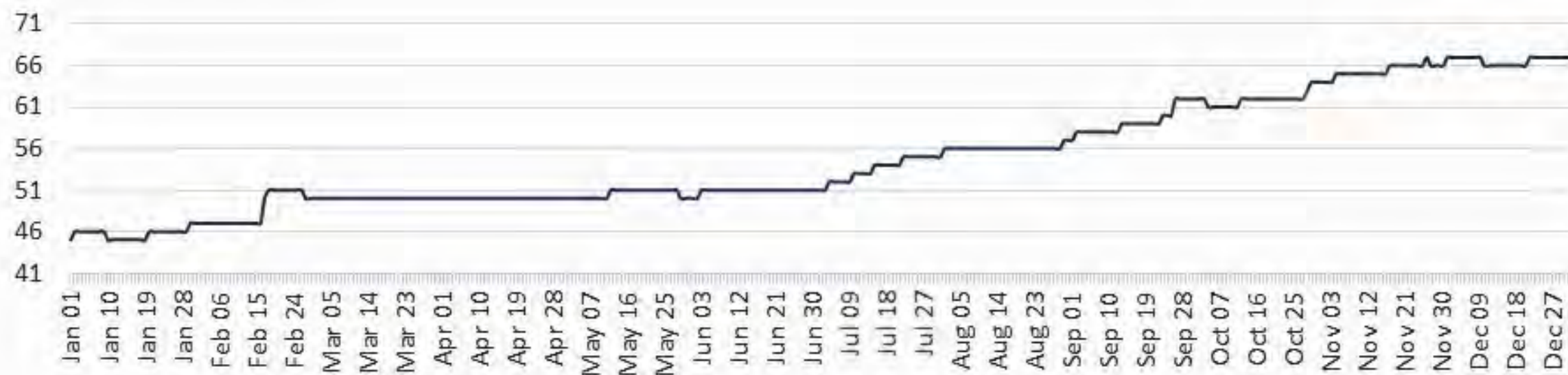
Followers



The total number of people following your Instagram accounts



Followers



The number of people following your Twitter accounts

Posts

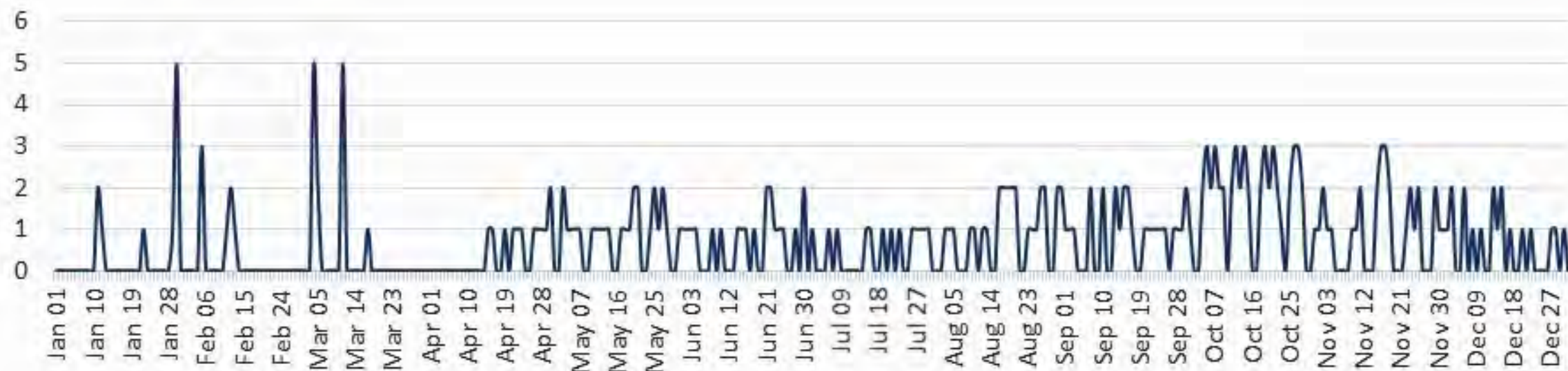
253 posts 

255 posts 

149 posts 

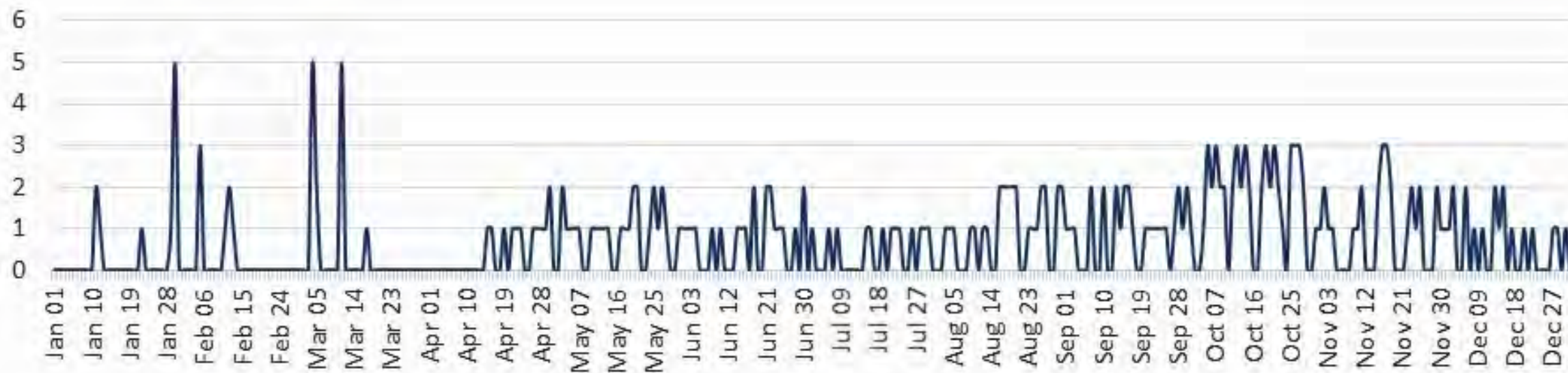
201 tweets 

Posts



The total number of posts published to your Pages

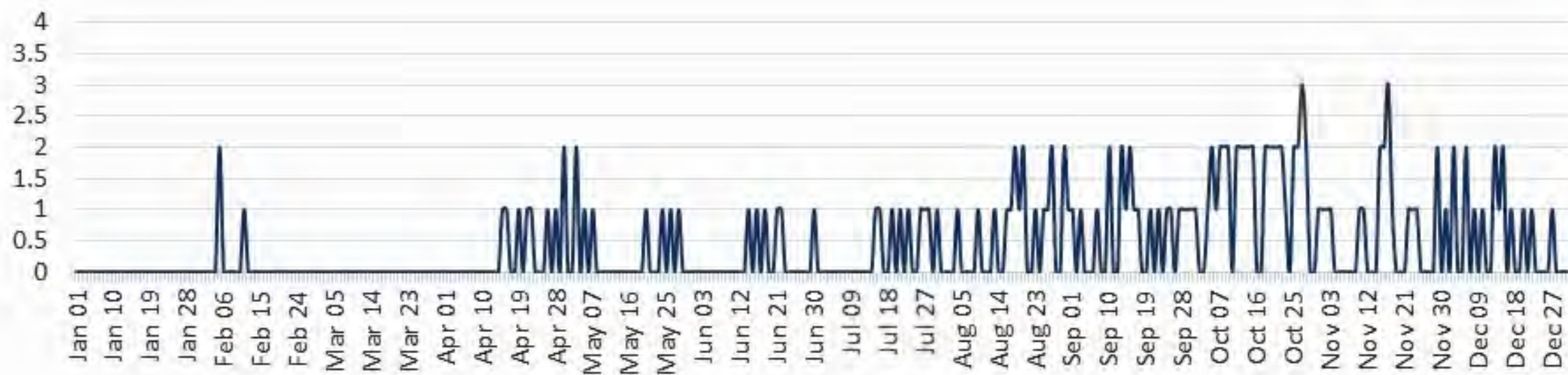
Posts



The total number of posts that have been published on your Pages



Posts



The total number of posts published to your Instagram accounts



Tweets



The number of tweets published from your Twitter accounts, including replies

Page Engagement

534 engagements



505 engagements



145 engagements



311 engagements



Page engagement > Type



 Reactions
486
engagements

 Shares
34
engagements

 Comments
14
engagements

The total number of likes, comments, and shares received on content associated with your Pages



Page engagement (all) > Type



 Reactions
407
engagements

 Shares
77
engagements

 Comments
21
engagements


The total number of interactions (reactions, comments, and shares) received by your Pages' posts as well as by other posts on Facebook that mention your Pages (that is, reactions to user check-ins, event responses, mentions, likes of your Pages, and more)



Post engagement > Type



 Photo
308
engagements

 Carousel album
3
engagements

The total number of likes and comments received by your organic photo, video, or carousel posts published in the selected time frame



Post key interactions > Type



 Likes
102
engagements

 Retweets
37
engagements

 Quote tweets
4
engagements

 Replies
2
engagements

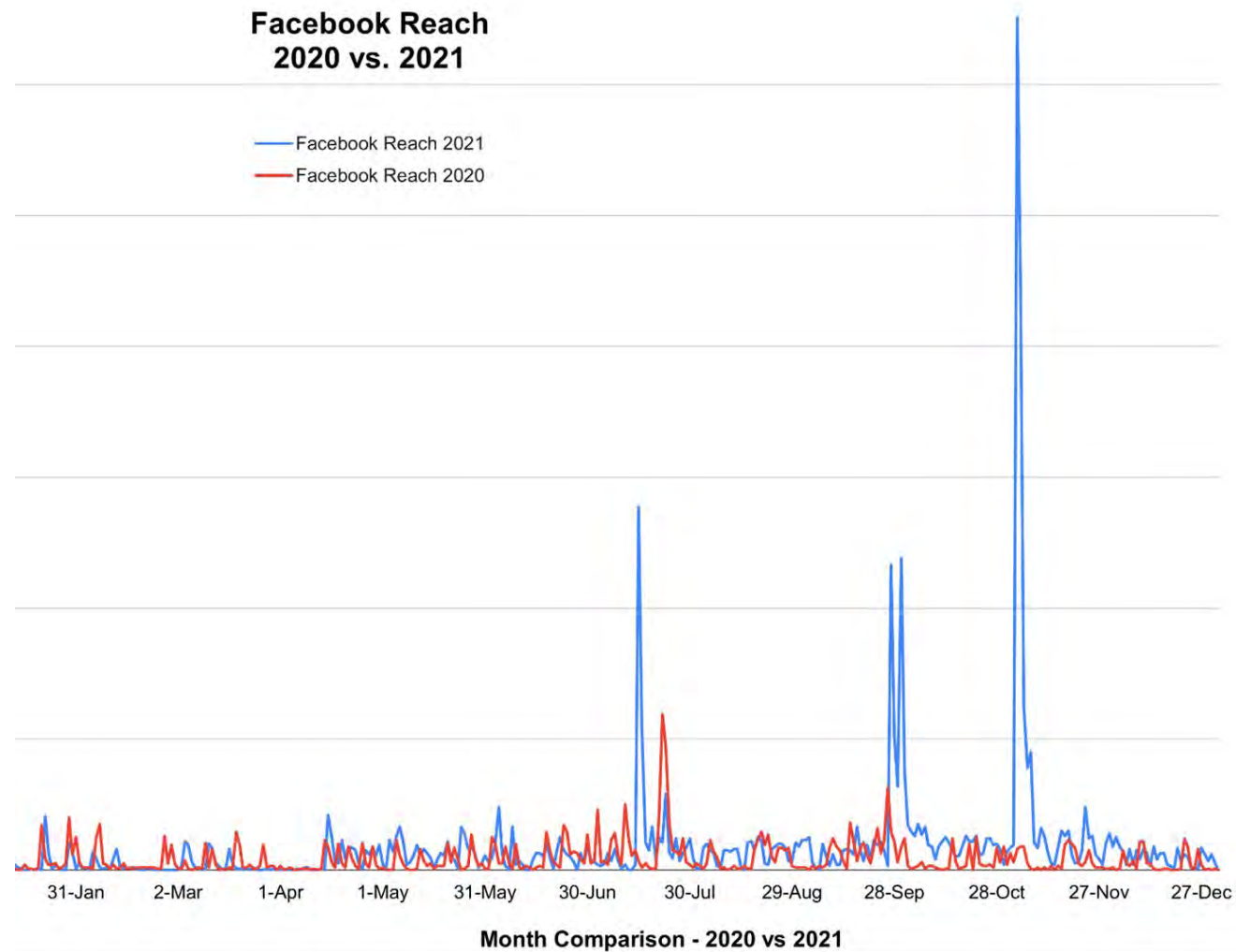
The total number of interactions (retweets, replies, and likes) received for the tweets published in the selected time frame

Referral traffic type

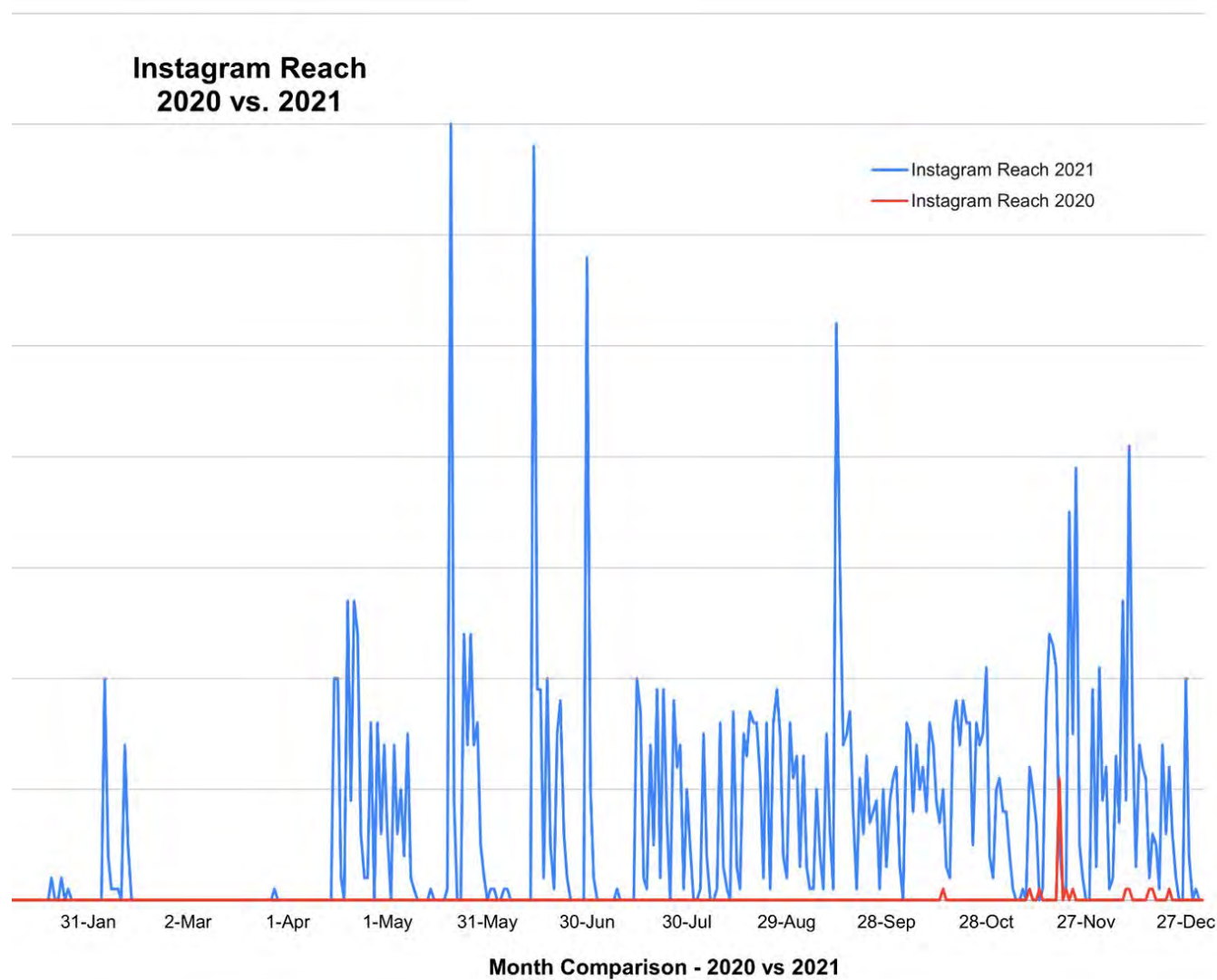
Type	Page views
www.google.com	10
web.cvent.com (Conference platform)	8
agic.az.gov (Website)	1
partnerships-agic.hub.arcgis.com (AZGeo Hub)	1

The daily amount of traffic from the top referring external domains that send visitors to your Facebook Pages

Comparing 2021 to 2020 - Facebook



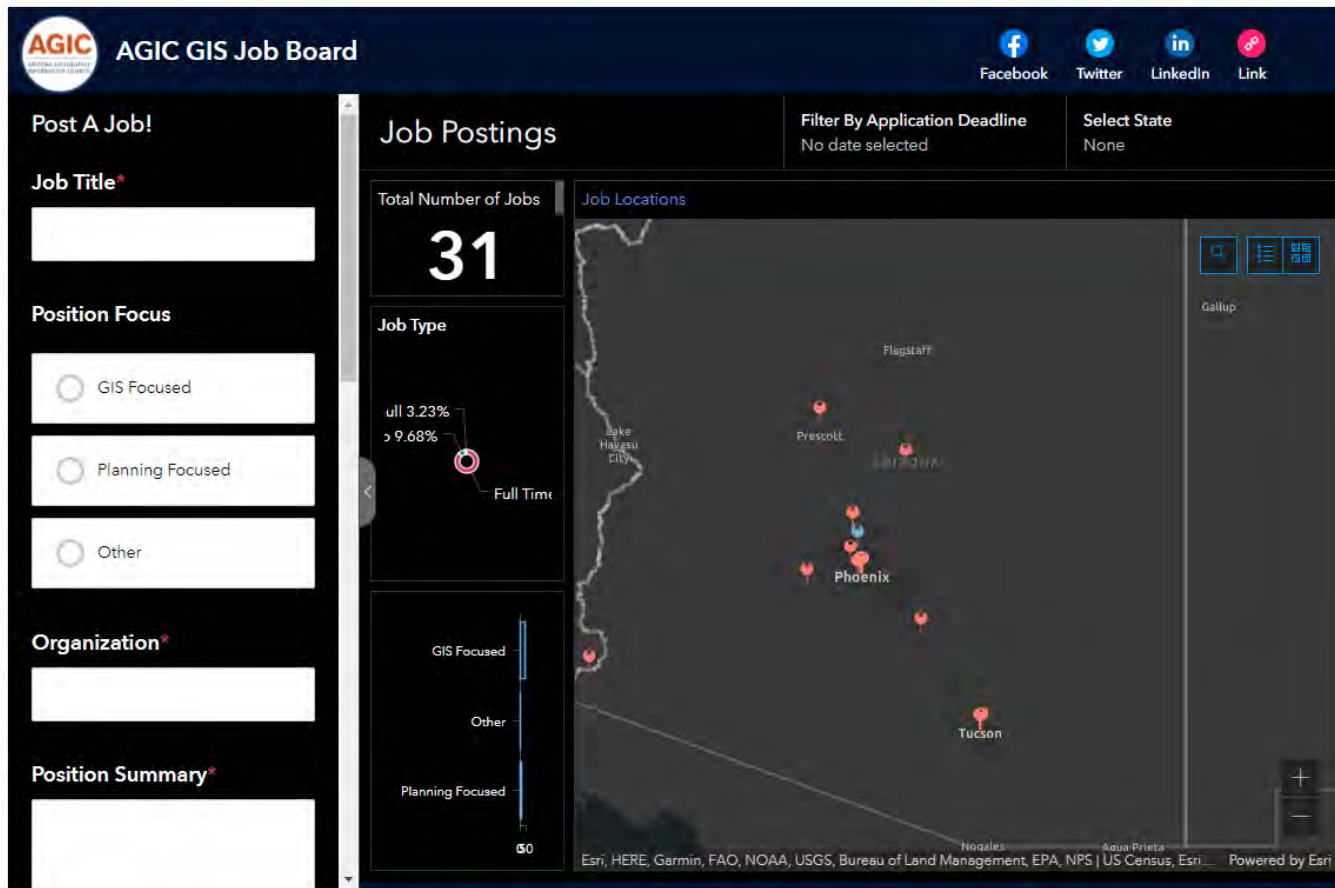
Comparing 2021 to 2020 - Instagram



Value of HootSuite

- ❑ Schedule posts simultaneously to multiple social media channels
 - ❑ Maximizes volunteer time/effort
- ❑ Provide metrics including comparisons between different time frames and different social media channels
 - ❑ Quantifies outreach efforts

Job Board



Scroll to the bottom of <https://agic-agic.hub.arcgis.com/>

- ☐ Total Number of Jobs: 31
- ☐ Full Time: 82.61%
- ☐ Internship: 13.04%
- ☐ Jobs Across the State!!! From Yuma, to Prescott, to Tucson
- ☐ Job Board went live on August 30, 2021
- ☐ 50-60 jobs posted since.
- ☐ Private companies, government agencies, and nonprofits

Geospatial Spotlight

Month	Spotlight	Month	Spotlight
April	ADEQ	September	Arizona Department of Emergency and Military Affairs
May	Arizona Department of Forestry and Fire Management	October	AGIC Conference
June	ArcGIS Online Student Competition Winners	November	Arizona Geological Survey at the University of Arizona
July	City of Phoenix Parks & Recreation	December	Year-in-review (AGIC workgroups)
August	ASU's Map and Geospatial Hub	2022	Mentorship, Arizona's Birthday, Counties,...

UAS Fly-in Live streaming

- ❑ Live streamed on Facebook and Instagram
- ❑ Videos available on YouTube Channel

NEW! AGIC YouTube

- ❑ 15 subscribers and 96 views as of 1/24/22
- ❑ 2021 and 2020 AGIC conference videos
- ❑ 2021 Spring LIDAR symposium
- ❑ 2021 UAS Fly-In
- ❑ 2021 NRWG spring presentation

Goals discussed for 2022

- ❑ Revisit guidelines document
- ❑ Continue to promote job board
- ❑ Continue the geospatial spotlight
- ❑ Continuing to grow social media presence
- ❑ LinkedIn specific content
- ❑ Promote YouTube

- Request for topics for future meetings
- Call to the public

Next Council Meeting

May 5, 2022