

**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 Aug 8, 2023 at 1:00 PM. 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, Chair	Self	Yes, phone
Brandon Barnett, Secretary	Republic Services	No, excused
Jenna Leveille	AZ State Land Department	Yes, phone
Kasey Green	AZ State Land Department	No, excused
Mariah Modson	AZ State Land Department	Yes, phone
Cheryl Thurman	TerraSystems Southwest	Yes, phone

Recording of meeting:

[https://drive.google.com/file/d/1Nf22uS4thDh\\_U3EX5Jle0V6igoeHW2OD/view](https://drive.google.com/file/d/1Nf22uS4thDh_U3EX5Jle0V6igoeHW2OD/view)

- I. **Call to Order:** Meeting was called to order at 1:00 pm; Introductions were made by the committee; ensuring attendance list was managed and quorum established.
- II. **Approval of August Meeting Minutes:** (0:58) August 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 without discussion.
- III. **Review Recent Social Media Activity:** (1:52) Mariah Modson reviewed the analytics of AGIC’s social media outlets. Continued increase in followers across all social medias. Number of posts decreased since August was heavy posting due to the conference. This effected interaction counts.
- IV. **NSGIC Presentation Debrief:** (9:02) Jenna presented an ESRI StoryMap to state representatives to highlight AGIC’s Social Media initiatives, guidelines, and best practices.
- V. **Decide Future Geospatial Highlight of the Month; Schedule and Approve Content of Standard and Holiday Posts:** (18:46) October’s spotlight is on the new State Plane Coordinate System. November’s spotlight will be on the University of Arizona’s DroughtView program. Events for GIS Day in November will also be covered.
- VI. **Guidelines Document Review/Updates for 2024:** Postponed to next meeting.
- VII. **Comments, Requests, and Items for Future Agendas:** 2024 guideline updates.
- VIII. **Adjourn:** Meeting adjourned at 1:53pm.