

**SOUTHERN CALIFORNIA CHAPTER OF URISA BOARD MEETING**

**Friday, July 12, 2002 - 1:30 to 3:30 pm**

**San Diego Association of Governments (SANDAG)**

Recorded by Lorenda Lee

**In attendance:**

Kim Mathis

Ingrid Bruce

Lisa Lubeley

Laszlo Mariahazy

Tony DelaSota

Angela Johnson

Mike Calandra

Lorenda Lee

Dan Henderson

Bob Amos

LeeAnn Garcia

Larry Vredenbraugh (Kern VP)

Pierce (Kern)

Board Officer update: Laszlo Mariahazy elected as incoming Vice President

**ITEM 1: TREASURER REPORT**

Mike gave a brief update on funds.

**ITEM 2: 2003 CALGIS CONFERENCE NEWS**

LeeAnn Garcia announced that the dates have changed because the conference center was double booked. April 9-12 is the new conference date.

Gold Sponsors so far: ESRI, Autodesk

Bronze: Intergraph.

Categories: Gold \$6000

Silver \$3000

Bronze \$1500

Keynote suggestions: Motivational, not necessarily technical. Laszlo commented on how finding the right keynote speaker is crucial.

### **ITEM 3: UPDATE ON MEETING WITH ESRI**

Ingrid Bruce, Lisa Lubeley, and Kim Mathis met with Tim Craig and Nate Johnson (from ESRI) during the ESRI Conference (July 9) to discuss Chapter concerns (competition between ESRI User Group meetings and URISA Section meetings). Suggestions included offering motivational, management, and inspirational subjects (instead of all technical) as URISA meeting topics. ESRI offered to assist with marketing for URISA Section meeting as well as the CalGIS conference (without disclosing confidential ESRI client information such as names and addresses).

### **ITEM 4: UPDATE ON MEETING WITH NATIONAL URISA**

Ingrid Bruce, Lisa Lubeley and Kim Mathis met with Wendy Francis, Marketing Director for National URISA, on Thursday, July 10, (during ESRI Conference) to discuss Southern California Chapter reorganization plans. Wendy will set up a meeting between Chapter and National boards during National Conference in Chicago to briefly introduce topics.

### **ITEM 5: IDEAS FOR CHAPTER REORGANIZATION**

Several years ago Kern petitioned National URISA to form their own Chapter but was turned down. Now, it may be in the best interest of the SOCAL Chapter and Kern boards and members (due to time constraints) to separate and promote a new Kern Chapter. The following are reasons discussed:

- 1) People are not willing to travel over 45 minutes to a meeting.
- 2) Section concept is confusing.
- 3) Communication between Sections is difficult.
- 4) Bob Amos stated the relationship between the SOCAL Chapter and Kern is too fragmented; the Kern Section works for their needs.
- 5) LA attendance is dropping due to competition from other user groups.

How, then, should the Chapter divide and refocus?

- 1) Provide higher profile 'can't miss' meetings (GITA does this 2 times a year).
- 2) Create a unified Web site and newsletters
- 3) All day/certified workshops - get more for the time investment.
- 4) Shall we centralize administration by consolidating Sections? OR
- 5) Do we want to have 3 sections (Kern, Orange, San Diego)? Kern needs to go back to their board for a decision.
- 6) San Luis Obispo and Fresno have GIS users who could benefit from a Central Valley URISA group.
- 7) The formation of a Kern Chapter may be aided by the large Lidar project pending. 40 participating agencies in central CA.
- 8) Angela will research video conferencing idea.

9) Do not forget our purpose: EDUCATION AND GOOD CUSTOMER SERVICE

Suggestion: Hire an agency to produce a URISA member opinion survey. Survey questions suggested:

- 1) How far would you go for a seminar?
- 2) Would a WEB-based seminar schedule work for you?
- 3) Would you like webcast seminars?
- 4) Would you like video conferencing educational sessions?

#### **ITEM 6: NATIONAL CONFERENCE NEWS**

National Conference to be held in Chicago, October 27-30, 2002. Registration will not open until August or September.

#### **ITEM 7: NEW BUSINESS, NEXT MEETING**

Next meeting is scheduled for August 21, 2002 at the City of Burbank, from 10:00 am to 2:00 pm. Plans are to further discuss Chapter reorganization and formation of Kern Chapter in preparation for presentation to National Conference in October. Meeting was to be adjourned when discussion of the SOCAL Chapter scholarship was raised by Bob Amos. Discussion ensued.

#### **NEXT MEETING AUGUST 21, 2002**