

SOUTHERN CALIFORNIA CHAPTER OF URISA CONFERENCE CALL**Wednesday, January 22, 2003 - 4:00 to 4:30 pm**

Recorded by Lorenda Lee

In attendance:

Kim Mathis

Dan Henderson

Lisa Lubeley

Laszlo Mariahazy

Lorenda Lee

Videographer Information:

Alan Cook, Videographer

Group 1 Productions (Temecula)

Alan and Kim spent 45 minutes on the phone discussing project. Kim described Alan as enthusiastic, knowledgeable (about GIS) and responsive.

Idea/Intent:

A 1-2 minute video designed for the Southern California Chapter of URISA to use at the 2003 California GIS Conference in Palm Springs April 9-11 (first intended use). The point of the video is to update our members on current events and changes within the Chapter and to attract new members. In the past, the Chapter board supervised Section boards but was not always present at local level events. As a result, the Sections are how many of our members identify URISA (as opposed to the Chapter). The Chapter decided to reorganize, beginning with the consolidation of Section boards into one Chapter board, to more efficiently serve our members.

Video Uses:

A general purpose video about our Chapter to be used at:

- CalGIS Conference(s) – plenary session, part of agenda
- Web site
- Other conferences

Ideas for Content:

1) Who we are and how members/people may have known us in the past (as Sections). Important to note that this group will maintain its local feel while expanding to a regional group that offers many new opportunities.

2) How the new board will function. The intent is to inspire as much volunteerism as possible throughout Southern California (most of our Board is currently from San Diego), and emphasize that being a part of the Board is *easy, rewarding, and fun*.

3) Focus on member benefits, such as:

- *URISA Certified Workshops* - easily accessible training in your area (members come away with certificates to show supervisors, learn new software/skills, etc.). Mention a range of workshops to hopefully interest everyone (e.g. from professional development to technical GIS classes).
- *Newsletter* with information on upcoming GIS events in Southern California (meetings, conferences) and job opportunities.
- *Networking opportunities* with local members and *now* with professionals from all over Southern California.
- *Professional Development* opportunities that help members grow, not only as a professional, but also as an individual interested in GIS so that the contacts and knowledge gained from our group can be carried anywhere.
- *Web site* with up-to-date information.

Finally, end with something along the lines of "join today, the benefits are too great to pass up."

Questions for Alan (from Chapter Board):

1. Once the video is made, do we have full rights to it for distribution?
2. Once the video is made, is there a way to create a digital version so it can be accessed from our web site? Will this cost extra? If so, how much?
3. Can a script or other video documentation be provided to Chapter Board for review before video is created?
4. One other person will be working with me on this project, to streamline the decision making process. I will be the lead contact. What do we need to do at this point to proceed?

Chapter Resources to Aid Alan in Video Creation:

- National URISA PowerPoint presentation, October 2002: Explains Chapter reorganization plan, Section to Chapter relationship, new board positions.
- Web site is www.socalurisa.org

Things to Do before February 12, 2002 Board meeting:

- Get as much information as possible to Alan.
- Email additional ideas to Kim this week (1/22/03).