Wisconsin Land Information Association

Spring Regional Meeting Agenda
• June 4 & 5, 2009 • Blue Harbor Resort, Sheboygan, WI •

GIS: Supporting Economic Recovery

Agenda: Thursday June 4th, 2009

8:00 - 8:45 **Registration**

8:45 **Opening Remarks**

Presented by Chris Diller

9:00 -9:45 **ROI Lidar Project on the Superior South Shore**

Speaker: Scott Galetka - Bayfield County Land records Administrator/LIO

This presentation is about the South Shore LIDAR Project. Bayfield County was the lead on obtaining grant funding through Department of Administration and NOAA. Bayfield County's main objective was to obtain funding for LIDAR to help with Coastal setback ordinance. Although Bayfield County had one purpose we had an opportunity to work with partners that included the DOA, City of Superior, Ashland, Red Cliff, National Parks Service, and USGS to expand the project to the entire South Shore. This is a good example of a project extending across multiple levels of government to acquire data for many uses.

9:45 - 10:15 **Using GIS to Evaluate Transportation Investments**

Speaker: Dr. Jessica Guo – UW Madison

The stimulus bill provides many funding opportunities for transportation and other infrastructure investments. This presentation will provide an overview of UW-Madison research that utilizes GIS for cost-benefit analysis of public transportation, evaluating sustainable travel alternatives, and transportation modeling.

10:15 –10:30 **Break**

10:30 – 11:15 **Local and Regional Analysis of Foreclosure Cases**

Speaker: Dr. Russell Kashian - Department of Economics, UW – Whitewater

Speaker: Matt Kures - GIS State Specialist UW – Extension, Center for Community and Economic Development

The current economic downturn has placed attention on a number of economic indicators, including foreclosures. While several private companies track foreclosures trends, these data sets do not provide the geographic detail necessary to target foreclosure abatement and assistance programs. However, foreclosure case filings reported in Wisconsin's Consolidated Court Automation Programs (CCAP) system provide a unique opportunity to examine foreclosure trends at various temporal and geographic levels. This session examines how CCAP listings are being used to identify foreclosure case hot spots and perform spatial econometric analyses that are informing foreclosure public policy initiatives.

11:15 – 12:00 **Mapping WI Department of Revenue Real Estate Transfer Data**

Speaker: Mark Paulat –Wisconsin Department of Revenue

This presentation offers an introduction to methods of processing and mapping State of Wisconsin Electronic Real Estate Transfer (eRETR) data. You will be shown how agencies may access this data along with GIS applications. A brief update on the DOR Integrated Property Assessment System(IPAS) project will also be included.

12:00 **Lunch Presentation: Taking Ownership of Local Economic Development**

Speaker: Mike Leibham - Sheboygan Area Chamber of Commerce

Economic Development (ED) does not happen by chance. Communities must develop a local model that drives proactive, economic growth strategies. It is critical that the community takes ownership of the process rather than relying on the munipalities to lead. We will discuss what it means to take ownership of your community's ED effort and look at strategies that are critical to the success of the model.

1:15 – 2:00	**Sustainability: What is it and How Does Geospatial Technology Play a Role?**

Speaker: Brian Jensen, Project Manager, GeoDecisions

In today's environmentally conscious society, sustainability has become a buzz word for how business and government should operate. As an enterprise tool, GIS serves a critical role in supporting sustainability programs and defining where sustainability opportunities exist. This presentation will define what sustainability is and why it is important. Additionally, we will focus on current sustainability programs like smart grid, brownfield redevelopment, carbon footprints, and LEED building and how GIS/Geospatial applications are supporting these important initiatives.

2:00 – 3:15	**GIS and Economic Development – information is KING!**

Speaker: Michael Franschman - Orion

Organizations around the world have woken up to the fact that economic growth in the 21st century will largely be driven by attracting the best businesses and the best people to their jurisdictions. Today, almost 80% of the site selection research is done remotely using the Internet where more and more Economic Development organizations are looking towards web based GIS to help them achieve their goals. Within this presentation, I will demonstrate to you how a handful of Economic Development organizations are utilizing GIS by taking a "DEEP DIVE" into the real questions at hand. So, when we talk about possible Economic Development solutions, what are we really talking about? Are we talking about (a) Site Selection, (b) the Underlying Data being provided, or (c) the real "Drivers and/or Reasoning" behind developing the Economic Development application in the first place? The answer is really a combination of ALL THREE and as you will see, GIS plays a BIG part in that process. This presentation will take a look at how a few different Economic Development organizations such as Georgia Power, Dubai Economic Development and other agencies, such as the National Land Agency of Jamaica, are utilizing GIS web mapping tools for driving economic development within their jurisdictions.

3:15 – 3:30	**Break**

3:30 – 4:30	**Panel discussion: Stimulus Bill Opportunities for Geospatial Agencies and Industry in WI**

Speaker: Brian Jensen, Michael Franschman, Curt Pulford, Don Dittmar – Waukesha County LIO

Private consulting and public agency representatives will discuss opportunities for GIS technologies in the federal economic stimulus bill. Discussion topics will include the role of the geospatial industry in the stimulus plan; how Wisconsin agencies may leverage stimulus funds; and strategies to take advantage of stimulus opportunities.

4:30	**LION Meeting**

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Agenda: Friday June 5th, 2009

7:30 – 8:30	**Committee Meetings**
7:45 – 8:30	**Registration**

8:30 – 9:00 **Orthophoto Updates: NAIP, WROC and State of Wisconsin**

Speaker: Andy Faust – East Central Regional Planning Commission

Speaker: Chris Diller – Wisconsin Department of Military Affairs

Speaker: Larry Cutforth – U.S. Farm Service Agency

Updates on the latest for the NAIP program and the 2010 effort by WROC and the State of Wisconsin

9:00 – 9:30 **Wisconsin GIS Inventory Update**

Speaker: AJ Wortley – WI State Cartographer's Office

The Wisconsin GIS Inventory has grown over the last year into the most comprehensive inventory to date of GIS data producers in Wisconsin. There are currently records for more than 2000 GIS datasets (including some planned activities) from 100 data-producing organizations. A new report was produced on County GIS Data activities based on inventory results. We'll summarize the report, look at trends in participation by state agencies and municipalities as well as foreshadow new activities over the next year to improve this online survey system and leverage the results.

9:30 – 9:45 **Break**

9:45 – 10:30 **How should Wisconsin Participate in the National Broadband Mapping Initiative?**

Speaker: Jim Lacy – Associate State Cartographer

Speaker: Curt Pulford, State Geographic Information Officer

Speaker: Gary Evanson - Administrator, Telecommunications Division – Public Service Commission of WI

The American Recovery and Reinvestment Act of 2009 and the Broadband Data Improvement Act of 2008 provide funding and a directive to create a large-scale and detailed map of broadband infrastructure across the entire nation. How should we leverage this opportunity in Wisconsin? This session will open with a review of (1) the two acts, (2) federal activities related to the two acts, and (3) efforts related to the two acts in other states. This session will conclude with a panel discussion on how Wisconsin should leverage the opportunity to map it's broadband infrastructure.

10:30 – 11:15 **Public Health GIS at Local, County, and State Governments**

Speaker: Aaron Weier – Wisconsin Department of Health

This presentation will discuss, from a State Government perspective, how Local, County, and State Public Health staff can work together with their respective GIS staff, as well as GIS staff from other governmental agencies. Case studies will serve as the core presentation and discussion material.

11:15 – 11:30 **Break**

11:30 – 12:00 **Wisconsin Geographic Information Coordination Council (WIGICC) Update**

Presenter: TBD

Update on WIGICC activities

12:00 – 1:45 **Lunch** (included) & Town Meeting / Committee Updates / Closing Remarks

2:00 **WLIA Board of Directors Meeting**

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Registration Sheet

To Register: Please email Ann Barrett at: abarrett@uniontel.net or fax: 715-366-4501 or call: 800-344-0421 to register for the Regional Meeting June 4th & 5th in Sheboygan, WI. Please indicate which days you plan to attend on registration sheet*.

Lodging Reservations: WLIA has a block of rooms on Wednesday and Thursday, June 3rd & 4th for $70 single for those who qualify for the government rate and $99 double. To make your hotel room reservations, please call the hotel directly at: (1-866-701-BLUE (2583)) and mention you would like to book a room from the WI Land Per Diem Block **code number 7A8442**. For non-gov't attendees, the group rate is $129. Mention you are with the WI Land Information Association Spring Regional Meeting block **code number 7A52TB.** If anyone is interested in staying the weekend, the rate is $129. Their web site is: http://www.blueharborresort.com/

Directions to Blue Harbor Resort:
725 Blue Harbor Drive, Sheboygan, WI 53081 http://www.blueharborresort.com/directionsandmaps/index.aspx
Phone: 1-866-701-BLUE (2583), or email: guestservices@blueharborresort.com

Cost: Make check payable to WLIA and mail to: WLIA, P.O. Box 389, Wild Rose, WI 54984. Check must arrive prior to June 3rd or you may pay by MasterCard or Visa below.

Cancellations: You may cancel by Monday noon, June 1st for a full refund. After June 1st there are no refunds.

REGISTRATION FORM:

Name _____

Title _____

Organization _____

Address _____

_____

City, State Zip _____

Email _____

Phone _____ Fax _____

CHECK ATTENDANCE*:

June 4th, Thursday Meeting ☐ $60.00 member ☐ $70.00 non-member ☐ $10.00 student

June 5th, Friday Meeting ☐ $40.00 member ☐ $50.00 non-member ☐ $10.00 student

PAYMENT:

Please make check payable to WLIA
OR

☐ MasterCard   or   ☐ Visa

_____ _____ _____
Card Number   Exp. Date   Signature

Total Amount $ _____