

Confluence Project - Mapping Meeting


Tuesday, March 22, 2011

Great River Road Visitor and Learning Center

Attendees: Char Vick, Margaret Smith, Jim Shiely, Ian Muehlenhaus, Zach Bodenner, Peter Mott, Emily Shively

Ian and Zach presented 8.5"x11" screen captures of the map layout – full extent and zoomed-in examples

- What will the map title be? One idea: Great Mississippi and St. Croix Confluence
 - Maybe generate some ideas with workshop attendees on April 7th – the title is part of the branding effort for the project/area
- Map title bar at the top will have a drop-down legend on the right with folders users can open to select map layers to display; question mark icon will open directions sidebar on the left
- Map extent will show approx. 10 miles west to MN and 10 miles east to WI roughly centered on the confluence area and reflective of the amount of features in the area
- Users will be able to click on an icon on the map and a bubble will pop up with the name of the place, a brief description of the feature, a link to a website (if applicable), and possibly a photo of the feature/area
 - Zach is currently writing brief descriptions for the park features in order to show examples of this capability at the April 7th workshop
 - Margaret mentioned that there is a website, masstimes.org where traveling Catholics can find locations and times of services; could possibly link to that site (as applicable); consider users who may find such information useful when visiting the Confluence area
- There is an issue with the shapefile containing marinas – there are georeferenced points (the physical locations are accurate), but no data such as name of the marina, whether it is public or private, etc.
 - Char will call the marina on the MN side of the river to see if they are interested in being noted on the map
 - Peter can help identify marinas on the Washington County side
 - Jim knows the names of the three marinas in Prescott (all sell gas and supplies to the public, but may not have public boat slips)
 - The Mississippi River Companion may have some boat landing and marina info
- There is a label titled “cultural area” – that might be too ambiguous; may need to identify those areas by name and assign them to another category (historic site, museum, etc.)
- Need data for trails on the Wisconsin side
 - Andy Pichotta (715-273-6746 Ext. 6746 E-mail: apichott@co.pierce.wi.us) has the Pierce County Trail Master Plan, but may not have any digital map data or trails marked on a county map (the plan will have written descriptions of trails); Ian will contact Andy
- Ensure that all park boundaries are visible on the final map (including Carpenter Nature Center; Peter Mott has Washington Co. GIS polygons if needed); Ian was pretty certain they have the files, they just weren't displayed on the example maps
- There might be the possibility to include links to Google Earth at some locations

- Ian is going to consider the feasibility of having the map show more or less detail as you zoom in or out (would require additional programming code)
- Margaret requested that all sites offering visitor information be denoted with the universal  (information) symbol; Zach/Ian will add an icon on visitor centers, etc.
- A suggestion was made to have local roads tied to their destination layer so that they only appear when the destination is selected in order to simplify the map (as long as those roads are only utilized to access the destination)
- Mark specially designated roads and trails with their unique logo if possible (MRT – Mississippi River Trail; St. Croix Scenic Byway; Mississippi Great River Road; etc.)
- Add sites from the Audubon Society’s birding trail book – link sites with designated “birding trail” as delineated in the guide
 - The Pierce County Travel Planner also has birding sites (<http://www.travelwisconsin.com/travelplanner.aspx>)
- Zach will tint the shaded relief green for a more natural look (to complement the overall blue-green color scheme of the map elements)
- At the April workshop, get feedback on attendees about sites to include on the map – particularly businesses, farmers markets, art galleries, restaurants – other cultural/service destinations; Jim Mallman will talk about prioritizing sites as well
- Include a layer with Hospitals (in case of emergency)
- Ian and Zach can print lists of the locations already available on the map for the April 7 workshop (in case participants ask if destinations are already available to show on the map)
- Map presentation at the workshop may emphasize the effort that goes into creating this type of product (ensure businesses recognize the value) and the fact that there was no map of this type of the confluence area prior to this effort
- Timeline for the map project was discussed – April 7th presentation; site assessments done over the summer (while Zach is in Japan); data given to Zach next fall to add to the map
- How will the map be maintained into the future? Could UWRF market this to other communities in WI? Is there an opportunity for this to be a revenue generator for UWRF? Could confluence partners fund future internships at UWRF Geography dept. for ongoing maintenance of the map? Discussion to be continued...