Minutes

Attendees: Michael McDaniel (El Segundo), Bonnie Shrewsbury (Manhattan Beach), Sonali Tambe (Hermosa Beach), Ryan Tucker (Redondo Beach), Steve Lavey (Torrance), Pei-san Tsai (Port of LA), Sunny Lai (Torrance), Dan Lee (Port of Long Beach).

Introductions and Sign-in

April Meeting Notes: Approved

Discussion Items:

1. **Business Cluster mapping for the COG**

The COG is interested in creating another industry cluster map for the South Bay region. The purpose of the map is to promote economic development with the pitch that the region has a level of talent able to maintain suppliers, buyers, and competitors for key industries. Bio-medical, health and aerospace are important areas of specialization within the COG.

This would be the third time the COG has created such a map. The first one was completed in the early 2000s with the help of a consultant who came up with individual SIC codes that were then included within each of the COG identified clusters.

Since most cities and other entities have transferred to NAIC codes, SIC codes will have to be translated for the new map. This would be laborious for an entire city. Websites exist which translate the codes. Which NAIC codes make a cluster will have to be identified and this depends on the focus of economic development efforts. Therefore the group needs a list of the industries and associated NAIC codes the COG wants to group.

Torrance has not analyzed business clusters but they have dealt with zip codes and NAICs. There is not an exact one-to-one relationship with SIC and NAIC codes. NAIC codes are set up in a hierarchical fashion. The places where you have a one-to-many relationship are in the tail end of the codes. There are also new NAIC codes that have had no SIC code partner such as GIS-related work. Also much in the software area has expanded.

El Segundo created a website that shows icons for companies by industry category. Businesses were placed into 12 categories based on research of classifications used around the country. El Segundo's business development person, who had personal knowledge of the companies, then fine tuned the dataset and showed that NAIC codes did not always match the business. Inevitably there will be an artistry to the coding and not precision.

Another issue is that although this looks like a GIS project it is not fundamentally a GIS effort. A business expert needs to guide the group. Therefore it has been expressed that the group will map what the COG lists and chooses as clusters.

There is also the issue with the gaps in business license data for cities such as Lawndale, Hawthorne and Gardena. The COG wants sales data however these data are difficult to access. Barry W. has purchased region-wide data that the COG may be able to use.

Kim is asking how long it would take to map industry clusters but the group cannot really provide her with an answer until they see what information the COG is providing. The group is not scheduled to meet in July and the COG economic development group won't meet again until after the GIS Working Group's June meeting. The actual mapping is the smallest part of this project. A discussion of the output is important such as whether the map should be put on the server or delivered as an app through arcgis.com. Kim asked whether anyone has purchased business data and the answer is no.

As economic development is important to cities and organizations everyone should keep their eyes on available data.

2. **Recap of meetings –**

    a. **Second Los Angeles Regional GIS Forum**

Mike, Bonnie and Sonali attended the forum. The forum showcased the LA County GIS portal. Mark sent out a survey asking whether cities make and maintain their layers or get them from another source. The forum also discussed the need for case studies to be submitted by cities. Mark would like to see people complete the case study by the next meeting of June 14th. It is good for the group to do the case studies even though they are turned in to the county especially if people can show how the county's data portal has made operations more efficient. **Mike** to send out a reminder to the group.

The forum will not replace the So Cal GIS group. So Cal GIS will meet less frequently and focus on field trips to see how individual cities run their GIS shops.

The next Los Angeles Regional GIS Forum will be held on June 14th at El Segundo.
Dan Lee should be put on Mark's mailing list

b. Presentation to COG Livable Communities Committee

Sonali made a presentation to the COG on how GIS is being used in the cities. The presentation was very well received and if there is another opportunity at the COG, the group should present again as they certainly welcome it. It is underestimated how little people know of the benefits and analytical resources of GIS and it benefits the group to promote GIS as much as possible.

c. LAR-IAC 4 Technical Advisory Group

The TAG meetings have become weekly affairs looking at proposals from potential vendors. There are many technical issues discussed in these meeting that can be difficult to understand. Few people ask questions because they don't understand the content. **Sonali** to communicate with Mark Greninger to see how the discussions could be made clearer and **Mike** to follow up.

The shadow content in images is a critical issue. LAR-IAC 4 will probably be a 2014 project and costs are estimated to return to the levels of the first version since LIDAR and infrared may be done again. It important to have estimates of the costs as many will need to include these figures into their budgets.

If an individual participated in LAR-IAC 3 Mark would like you to fill out a survey for which there was a link in his last e-mail.

d. LA Geospatial Summit

The summit was hosted by USC and sponsored by ESRI. Bonnie attended and recommends people attend next year's summit. They had one last year that was very small. This time they had a committee to develop the event. The event was academically focused and many students made presentations on their work. Mark G. was there and it was a good networking opportunity.

3. Upcoming meetings

a. Census workshop, May 10

All 10 spots are taken and some people will be there just to observe. Based on how it goes the group may request an advanced workshop. Feedback on the meeting would be appreciated.

b. LA Regional GIS Forum, June 14

The meeting will be held at the El Segundo Emergency Operations Center. Mark will send out the directions and everyone is invited.

c. 2012 Esri International User Conference, July 23-27

i. Map Gallery Registration

Bonnie has set up the space as usual. The main walkway is through the middle of the set up and the group's position is just off this walkway.

If someone will be presenting a map make sure to reserve a panel. There were past instances where people showed up with maps and ended up "squatting."

Hermosa, Lomita, El Segundo, Carson and Torrance will be presenting maps. Port of LA is unsure.

ii. South Bay Cities submission?

The group showed interest in doing a combined map. It was suggested that the group could create a map highlighting the work everyone has done on Community Basemaps with callouts emphasizing the folks who have participated. There could be some verbiage on how the three smaller cities completed the basemaps together. **Bonnie** to see if they can put the poster together. One inset could be the three cities then another for Carson, Torrance and Cal State Dominguez. There should be enough space for this map even if it takes two panels.

Volunteer for Goodies June 13th Meeting

Pei-San