

IMAGIN

IMAGINNews



SPECIAL POINTS OF INTEREST:

WINTER 2015

- REGISTER NOW!!!! - The 2015 IMAGIN Annual Conference is being held June 7-9, 2015 at the Great Wolf Lodge in Traverse City, MI
- Volunteer with IMAGIN by joining one of our Teams today.

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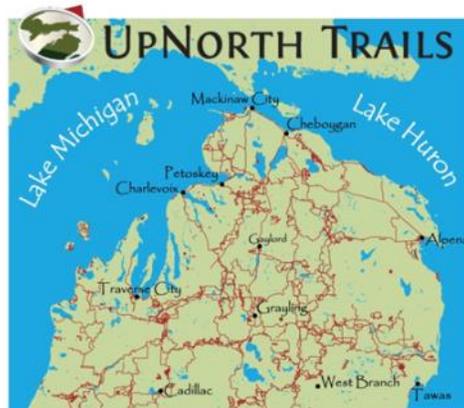
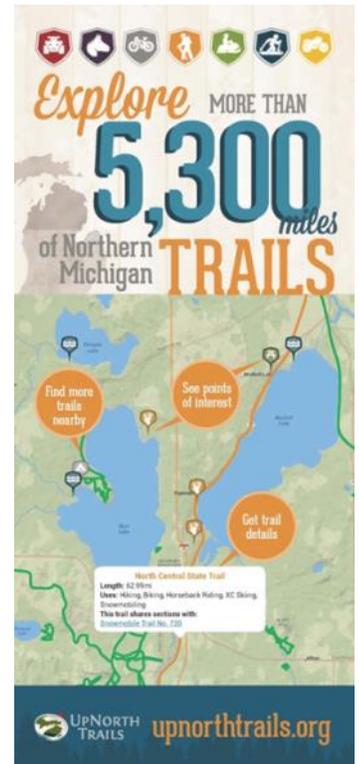
Up North Trails

Driven to find new ways to support, create and enhance community and economic development opportunities, local officials, business leaders, community stakeholders and entrepreneurial residents in Northern Michigan communities are working harder than ever to leverage and capitalize on their exceptional natural and recreational assets to achieve regional economic prosperity. The Up North Trails Collaborative brings together regional stakeholders to support and enhance economic development opportunities by developing a comprehensive trail marketing and economic development initiative. The Up North Trails Collaborative has a common goal of promoting all trail systems together for all trail users in a 21-county area. The Collaborative is led by an Executive Committee consisting of the Top of Michigan Trails Council, Northeast Michigan

Council of Governments (NEMCOG), Networks Northwest, Land Information Access Association (LIAA), Michigan DNR, Traverse Area Recreation and Transportation Trails (TART), Michigan Economic Development Corporation, and Cheboygan County. In order to promote Northern Michigan as the premier trails destination, the Up North Trails Collaborative embarked on a journey to create a “one-stop-shop” website for trail users to access information on all types of trails. First, input as to the types of web information that would be useful to trail users was gathered from trail stakeholders.

Trail Data Collection

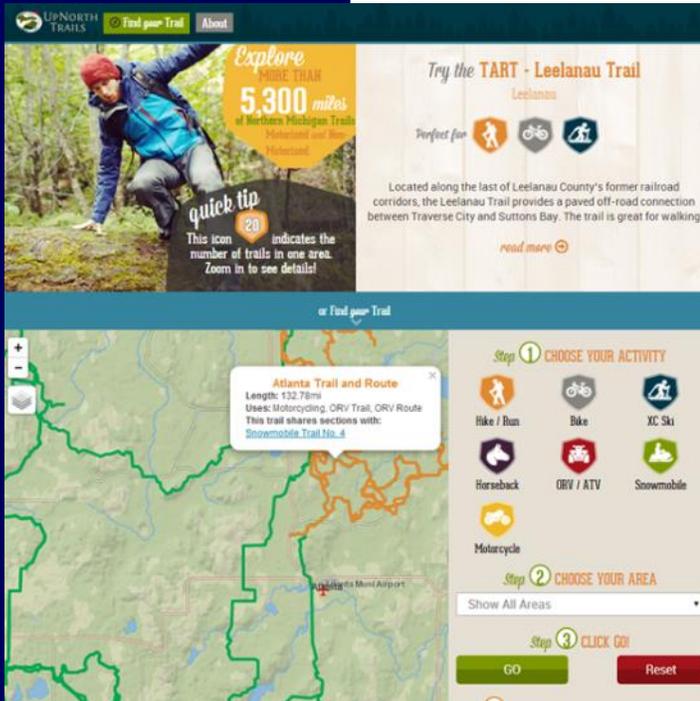
Through the Top of Michigan Trails Council, funding was received from the US Department of Agriculture to begin trail data collection. The Top of Michigan Trails Council contracted with NEMCOG to complete this phase of the project. Existing GIS trail data was aggregated from various sources including the Michigan DNR, local and regional trail groups, land conservancies, conservation districts, and local communi-



ties. NEMCOG researched each of the 21 counties to identify existing trails for which trail data was missing. For those trails, data was gathered via GPS or heads-up digitizing from maps and aerial photos. The data collected included the following trail uses: hike, bike, ski, horse, ORV trail, ORV route, motorcycle and snowmobile. Water trail data was not collected due to the on-going Great Lakes Water Trails project.

(Continued on page 2)

Up North Trails



Main Page of: www.upnorthtrails.org

“A grand total of 5,300 miles of trail were identified and mapped in the 21-county project area”

Each named trail system was split into segments based on loop name (if loops existed). Trails were then segmented within each named trail system in places where the trail intersected another trail, intersected itself, or changed surface type. The following data fields were then filled in for each trail segment: trail name, use type, loop name, surface type, grooming status, grooming type, bike type recommended, organization responsible for the trail, terrain, segment length, trail system length, data source, and website link. Multiple use fields were contained within each individual feature in order to ensure that trail lines were not duplicated in order to get an accurate representation of actual trail mileage.

A grand total of 5,300 miles of trail were identified and mapped in the 21-county project area

within the following categories:

- Hike: 1,844 miles
- Ski: 1,276 miles
- Bike: 926 miles
- Horse: 428 miles
- ORV Trail: 978 miles
- ORV Route: 370 miles
- Snowmobile 2,072 miles
- Motorcycle: 1,917 miles

Points of Interest Data Collection

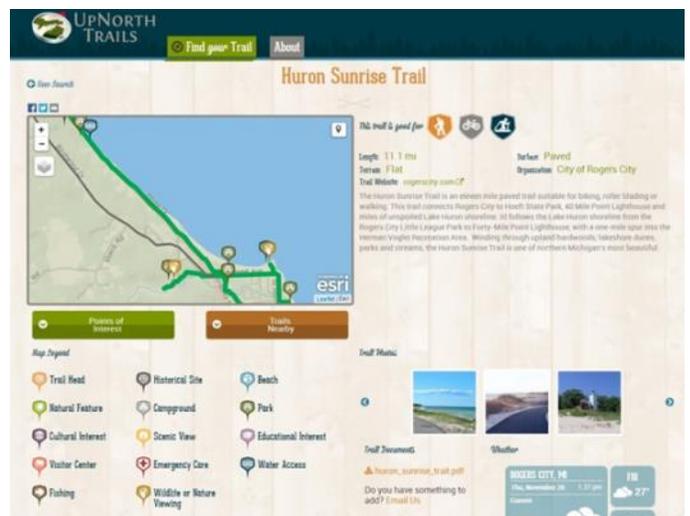
However, mapping trails was only half of the project! The group also embarked on a journey to map points of interest nearby the trail systems. For this endeavor, NEMCOG was responsible for point asset mapping in the eastern half of the region while Networks Northwest was responsible for the western half. Funding for this round of data collection was contributed by MEDC in the northeast region and from Rotary Charities in the

northwest region. Point of interest categories included trail heads, natural features, parks, cultural features, visitor centers, historic sites, public campgrounds, scenic views, wildlife viewing, beaches, water accesses and more.

Website

After the massive data collection project was complete, the Up North Trails Collaborative turned to a local website design company, Flight Path Creative, to create the final website. The website, www.upnorthtrails.org, launched in July, serves up the collected trail and point files to users. The site is powered by spatial data imported from the GIS shapefiles. From the shapefiles, it utilizes geojson files to output to Leaflet.js, which is the open source mapping library which powers the site. From the user's standpoint, it is a robust trail mapping website that allows them to click on an area to view all trail lines in that area or to choose multiple trail uses to only display those types of trails across the region. Once a user finds a trail they are interested

Example of Individual Trail Page



Up North Trails

in, they click on that trail and are treated to a detailed information page! That page includes information pulled directly from the GIS database such as trail name, trail system length, grooming status, website link, surface type, and organization responsible. A trail map is also displayed where users can light up nearby trail systems and points of interest. In addition, clicking on individual trail segments allows the trail user to see detailed information about that segment including loop name, uses allowed and surface type. A description of the trail is also available as well as photos and local weather for the trail's location.

The website is a responsive design site so that tablet and mobile users can enjoy the full functionality of the site. In addition, mobile trail users have the ability to locate themselves on the trail map while in the field.

Trail Towns

As the trail data collection was underway and the website design in progress, the Collaborative began to set in place a process by which communities can better capitalize

on the economic benefit of trail tourism. In 2013, five pilot communities were chosen to undergo a Trail Town Planning process. The Land Information Access Association evaluated and met with Alpena, Atlanta, Grayling, Mackinaw City, and Topinabee which resulted in the creation of individualized Trail Town Plans to help guide the communities in the capturing of trail-based tourism. In 2014, NEMCOG, the Top of Michigan Trails Council and the DNR embarked on a project with Corbin Design which resulted in the design of trailhead kiosks, trail guides, trailblazer signs, and community gateway signs containing the brand "Up North Trails: Our Trails Take You Farther". Communities across Northern Michigan will be able to utilize these new sign designs in the future. In fact, funding was procured from the USDA to construct and install several of these signs along a trail system as a



Example of Up North trails Signage

pilot project.

The Future

The future is bright for trails tourism in Northern Michigan! The Collaborative is already planning website enhancements including a trail-related event calendar and user-added content including helmet cam videos. Up North Trail Town program guidelines are also under development and the group intends to focus heavily on marketing the website and the brand into the future. The Up North Trails Collaborative will continue to blaze a trail to secure Michigan's place as the Trails State!

~ Submitted by Denise Cline, Chief Planner/Deputy Director with Northeast Michigan Council of Governments

If you are interested in submitting an article for a future issue of the IMAGINews please contact the IMAGIN Communications Team via email at communication@imagin.org.

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“...the Collaborative began to set in place a process by which communities can better capitalize on the economic benefit of trail tourism.”



REGISTER NOW!
IMAGIN's 2015
Annual Conference
 will take place
June 7-9, 2015 at the
Great Wolf Lodge in
Traverse City, MI
Bring the family for
the weekend and
then enjoy the
conference!

Visit our website to
 register:

[www.imagin.org/
 conference](http://www.imagin.org/conference)



2015 IMAGIN Conference, tell us what you have been doing.

Planning is in full swing for your IMAGIN 2015 Annual Conference!

You have been forging new frontiers in GIS and now is the time to tell everyone about it. This year we have a new location and season to keep you entertained! Experience beautiful Traverse City in June while you relax, network, and learn.

This year's conference will provide members an insight into the rapidly changing field of geospatial information and analysis. The combination of social, educational, and networking events will ensure a great experience for all; whether you are looking to catch up with an old friend, make new contacts, or find out what the future holds for your field.

The conference will run for two and a half days starting Sunday afternoon with brewery tours, wine tasting, and dinner. Followed by two days of stimulating and educational presentations and discussions. Monday will kick off with the "Road Ahead for GIS", presented by Esri's Director of State and Local Government, Christian Carlson. Tuesday will complement this with the State of

Michigan's David Behen talking about Michigan's vision of GIS coordination.

New for the 2015 IMAGIN Conference, IMAGIN will be providing two Esri supported training events. The first is a "Hands-on Learning Lab" that will run for the duration of the conference and will offer free 45 minute trainings on many elements of the Esri software suite. The second will be a fee-based workshop starting Tuesday and ending on the Wednesday after the conference. Be sure to check your email for a survey that will help decide which course we will offer.

We will also be focusing on: the tools that are used everyday and how to make them work better for everyone; the latest technology trends; contributions from our GIS community leaders; ArcGIS online; and enterprise database management among other things. Dispersed in with these sessions will be a number of great networking events; Monday evening will feature the Euchre tournament and attendee networking. We will have ample opportunity to interact with the industries that support our community through the vendor reception and vendor networking sessions. The conference will



wrap up on Tuesday afternoon with a set of excellent training and interaction sessions on a range of topics that will include; the Michigan GIS Users Meeting coordinated by Center for Shared Solutions, the Higher Education Group Meeting, and training on low cost tools for using the increasingly available LiDAR data in the State.

We look forward to seeing your abstracts and registration for the conference. Remember, influence the program by responding to the Esri training survey and by submitting abstracts this month.

More details on the Conference can be found on IMAGIN's website at: www.imagin.org/conference. The deadline for abstract submission is March 31st, 2015. Register Today!



IMAGIN 2015 Annual Conference Social Events

IMAGIN 2015 Conference Brewery Tour!

Sunday, June 7th @ 4-8pm. \$15 per person, pre-registration required.

Includes brewery tour @ Right Brain Brewery and charter bus transportation.

Dinner @ North Peak Brewing Company during the final stop before heading back to Great Wolf Lodge!

**Attendees are responsible for individual beer purchases and dinner costs*



Right Brain Brewery – <http://www.rightbrainbrewery.com/>

225 East 16th Street,
Traverse City, MI 49684



North Peak Brewing Company - <http://www.northpeak.net/>

400 West Front Street,
Traverse City, MI 49684

IMAGIN 2015 Conference Wine Tasting!

Sunday, June 7th @ 4-8pm. \$15 per person, pre-registration required.

Includes charter bus transportation to wine tasting @ Tastes of Black Star Farms and Left Foot Charlie (part of The Village at Grand Traverse Commons). Each tasting room is an additional \$5 per location for the actual wine tasting.

Dinner @ North Peak Brewing Company during the final stop before heading back to Great Wolf Lodge!

**Attendees are responsible for individual wine purchases above and beyond their initial \$5 tasting and dinner costs*

IMAGIN 2015 Conference 3rd Annual Euchre Tournament!

Monday, June 8th after dinner (on own). No cost to enter, pre-registration preferred.

Tournament will be held in the main session room within the Great Wolf Lodge’s Conference area. Look for sign-up emails leading up to the conference.



9 Great Reasons to Attend the IMAGIN Conference

1. Face to face interaction with colleagues and contractors rather than communicating through email
2. Gain knowledge and exposure to new trends in the industry
3. Show your support for the Michigan GIS community
4. Interact with key people at the state and federal levels and stimulate new ideas for them and yourself
5. Get your name out into the GIS community and find out what opportunities are happening in Michigan
6. Find out who is doing what in Michigan in your area, build business relationships
7. Get training in an area that you want or need to learn about
8. Provide information about your organization’s skills and technology to your peers
9. Have a great time with your colleagues and peers!

IMAGIN HAS MOVED!

Our new association
office and mailing
address is:

416 South Cedar St,
Suite C

Lansing, MI 48912

Our phone, fax, and
email remain the same.



Membership Renewal

It's time to renew your IMAGIN Membership for 2015! Dues are: \$190 for Supporting Organizations, \$90 for Individuals, \$40 for Supporting Organization Employees,

and \$25 for Students. Membership may be renewed online at www.imagin.org or if you need a copy of your renewal invoice, please contact the Business Office

at info@imagin.org or at 517-338-3035 x709. When your dues lapse so does communication with IMAGIN. Don't miss out on the great things in store for 2015. Renew Today!

2015 Student Poster & Paper Competition Update

Planning is well underway for IMAGIN's annual Student Poster & Paper Competition.

Join your colleagues for an educational display and networking at Constitution Hall in Lansing. The competition will be held on **Thursday April 2, 2015.**

IMAGIN has partnered with the State of Michigan to run concurrently with their bi-monthly user group meeting.

Come and see what the future of GIS looks like, as students from around the state

present their work to a professional audience in a competition to win scholarships.



Upcoming Events

- March 13, 2015—IMAGIN Board meeting via teleconference
- March 27, 2015—MiCAMP U.P. (formerly UP GIS Users Group) Meeting at Lakeview Arena in Marquette, MI
- April 2, 2015—IMAGIN Board meeting in Lansing, MI (immediately preceding the Statewide GIS Users Meeting & IMAGIN's Student Poster
- April 2, 2015—Statewide GIS Users Group Meeting in Lansing, MI
- April 2, 2015—IMAGIN's Student Poster & Paper Competition in Lansing, MI
- April 15, 2015—ESRI Northern MI Users Group Meeting at the Cherryland Electric Cooperative offices in

Grawn, MI

- May 8, 2015—IMAGIN Board meeting via teleconference
- June 7-9, 2015—IMAGIN's Annual Conference in Traverse City, MI

For Complete Details on all these events go to www.imagin.org

Have an upcoming GIS related event you want to advertise? Send the date, time, and place to communication@imagin.org

IMAGIN Awards Nominations

IMAGIN is now accepting applications for the IMAGIN Geospatial, GIS for Everyone, and GIS Innovation awards. Applications are available on the IMAGIN website (www.imagin.org) and are due on **May 1, 2015**. The awards will be presented at the Annual Conference on June 9, 2015.

The **IMAGIN Geospatial Achievement Award** is the highest award given by IMAGIN and is presented to a member in recognition of outstanding contributions to the geospatial technology field, their contribution to the IMAGIN organization and its geospatial professionals, colleagues, members and the public that it serves.

The **GIS for Everyone Award** is presented to an organization that seeks to make GIS data or analysis accessible to other organizations and/or to the public. GIS organizations that strive to disseminate and share data make spatial data available to everyone.

The **GIS Innovation Award** is presented to an organization that finds innovative ways to use geospatial solutions to enhance workflow processes. Candidates for this award should have successfully implemented a geospatial technology, service, or application that is new and innovative to their organization. Applicants will be judged on collaborative efforts, contribution to the workflow, and original ideas

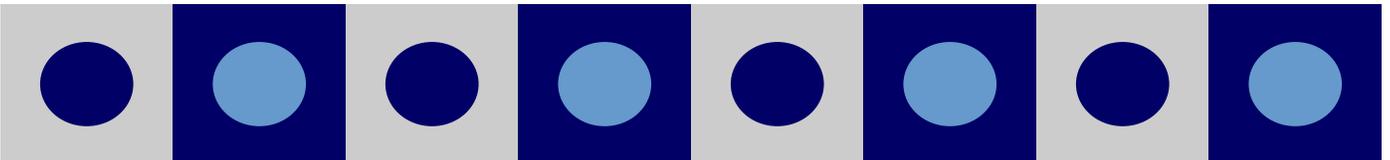
IMAGIN Board of Directors 2015 Elections

The Nominating/Governance Committee is looking for candidates to serve on the IMAGIN Board of Directors!

This is an exciting opportunity for members to participate in the leadership of IMAGIN and to set its course for the future. Seven of the fifteen Board seats are open for election, each of which will serve a two-year term. Board meetings are typically held the second Friday of each month, along with the Annual Meeting which is held at the Conference. While a select few meetings are held face-to-face, most meetings are held via teleconference to accommodate limited travel allowances and board members located throughout the State.

You may nominate yourself or someone else that you believe has leadership qualities. Please submit a few paragraphs listing qualifications, background, and any other information you would like posted in the candidate write-up. **Nominations will be accepted until April 17th.**

If you are interested or would like to nominate someone, please contact Bill Rowe, Chair of the Nominating/Governance Committee at BRowe@mqtco.org or Lori Schultz at lschultz@phdm.org.



Vendor Advertising Opportunity

Would you like to advertise your business or agency in our newsletter? IMAGIN will once again be publishing their printed newsletter (IMAGINews) on a quarterly basis. Take advantage of the opportunity to reach all of its members for a minimal fee. Right now you can get a business card-sized ad for \$75 per issue or \$200 for 4 issues. If you purchase 4

issues worth of ads at one time you will also be eligible for a half page Vendor Spotlight article (on a first-come, first-served rotation), where you can highlight anything related to your business.

To purchase an ad or for more information please contact the IMAGIN Communication Team at communication@imagin.org



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Business Card-sized ads will be a similar size to the above (about 1/8 of a page) and of your own design.



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W I N T E R 2 0 1 5

IMAGIN is a non-profit professional development organization committed to providing opportunities for its members to network with professionals who are using, creating, or maintaining spatial resources within Michigan. IMAGIN serves as a crossroads for spatial information users/developers at all levels of government, business, and non-profit organizations by providing its members partnership opportunities to recognize, share, and create spatial data resources for both traditional and new applications.

IMAGINews publishes original, timely, and innovative articles and news items that advance knowledge regarding GIS, related technologies, and their use within Michigan. IMAGINews welcomes submissions from IMAGIN members and others. Please send article submissions in Microsoft Word format to communication@imagin.org.

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