



Date: March 26, 2008
To: Dan Williams
From: Patrick Wild – GeoGurus Team Manager
Subject: Progress of Wimberley Market Days Addressing/Mapping
CC: R.J. Pata; Rebecca Stoian; Dr. Yongmei Lu

Goals:

For the Wimberley Market Days project, the GeoGurus are employing geospatial analysis and techniques to improve the efficiency of operations at Wimberley Market Days and therefore contribute to an increased Wimberley Lions Club donation budget.

Revision of the current vendor booth numbering system into a user-friendly, identifiable, sectioned classification system is the first of our primary objectives. This system includes a list of amenities for each booth.

Completion of a series of cartographic products is the second objective of this project. These maps clearly display the new vendor booth addressing system, permit rapid identification of booth attributes and facilitate the identification of booths available for day rental.

Progress:

Data Collection

In order to provide a better mapping system and implement a new addressing system for the Wimberley Lions club, the GeoGurus collected different types of data, which include and are not limited to:

- A CAD file – provided by the Lions club
- A set of GPS points
- An updated booth inventory attribute list

- Current photos of every booth within the market
- USGS (United States Geologic Survey) orthophoto image (natural color) taken in February 2006 with a 2 foot resolution
- NAIP (National Agricultural Imagery Program) a digital orthophoto image taken in July 2004 with a 1 meter resolution downloaded from TNRIS
- Parcel boundaries

Addressing System

A literature review on various addressing systems has been completed. The literature review was conducted to research various forms of situs addressing systems.

GeoGurus researched situs addressing systems that were implemented in preexisting urban areas. Please see the attachments to refer to the literature collected.

A final draft for the addressing system has been completed. All efforts were taken to minimize disorganization and confusion within the site, yet also minimize the amount of change to occur. The current street names are part of the unique culture of the Lions Market and therefore will not be altered. The current section- and numbering systems, however, will be changed. The sections will be divided into smaller areas (less booths per section) and will be titled alphabetically. The first section, Section "A," will begin at the Lions Headquarters (the office, pavilion, EMS station, etc) between Gate 1 and 2. To number booths within a section, two different options will be suggested the Wimberley Lions Club.

Map Design

The static and dynamic maps are both based on the same base map of Lions Field. The base map is still under construction and currently in GIS format. This base map is being compiled using the data collected by GeoGurus and provided by the Wimberley Lions Club. The CAD map, GPS points, parcel boundaries and the orthophotos are the map layers used to compile the base map. The main features of Lion Field have been georeferenced and digitized. Digitization of the individual booths is underway and

when completed the addressing can be implemented. The base map will be completed by Monday, March 31.

Once the base map is completed, some refinements will need to be made before the final products are print ready. Input from the Lions Club will be requested concerning design elements. Our main concerns will be with the “look and feel” of the final product. Our final maps will represent the Lions Club and therefore elements such as logos and color schemes, or any other design issues the Lions Club may have, will be important.

Completing the dynamic maps from the base maps will be less of a design issue and more of a programming exercise. Each booth will need to be linked to our database containing booth elements and a photograph. The dynamic map will then be uploaded to the GeoGurus website for viewing.

Data Base

GeoGurus have done an extensive amount of research on database management and implementation. Our initial plan was to design a database to implement within our website, so that prospective day vendors can find a booth with their needs (i.e. a booth with tables or racks). Thus far, we are on track to complete that portion of our database.

GeoGurus met with Rebecca Stoian of DellaMark, Webmaster for www.ShopMarketDays.com, the week before Spring Break to discuss our options in terms of coordination and decide our future direction. Rebecca agreed to help us with some of our tougher tasks, mainly the database design. She suggested hosting our project on the www.ShopMarketDays.com server, thereby eliminating redundancy in coding efforts.

Unfortunately, GeoGurus is constrained by Texas State University's Department of Geography, which requires that projects such as this be hosted on the university web server. Furthermore, it is unclear whether the university web server supports the same web functions of the DellaMark web server.

Our best solution is to offer a “beta” version of the dynamic maps on the GeoGurus web site, hosted through Texas State University while DellaMark will offer the full functionality of the dynamic maps on www.ShopMartketDays.com. We currently have a database model in progress, designed around MySQL and PHP. We are confident that we are on track with our timeline and continuing to work in conjunction with Rebecca at DellaMark.

Web Site

As of this time, we have completed most of the anticipated research on the web-design product, SWiSH Max, which we will be utilizing in the design and implementation of the website. SWiSH Max is a Flash-like application that allows for easy importation of objects, texts, and other elements; once the elements of the pages are designed or built, the user imports those elements into SWiSH Max and then manually arranges their sequence and placement. Development of the GeoGurus - Wimberley Market Days home page is 80% complete.

Problems:

1. The elements used in the creation of the webpage were distorted and/or pixilated.
2. Animation was not a smooth flow.

Solutions:

Resized pictures and changed the resolution of some of the graphic elements.

Initially, we researched web-design applications compatible to our project. During the research, we discovered SWiSH Max. The beginning elements were created using Adobe Illustrator CS and Photoshop CS. After consultations with a fellow web designer and hands on trial-and-error, these elements were successfully imported into SWiSH Max.

Currently we are working on compiling the remaining data for incorporation in the website. The completion of the site is contingent upon the completion of the other elements of this project, which are currently ongoing.

We are currently building the remaining web pages for the project website. This includes making pages for the map, proposal, and power point files used in presentations as well as employee page.

The website will also be linked to the Wimberley Lions Club Webmaster and/or the Shop Wimberley Market Days website.

Conclusion:

The Wimberley Market Days Site Addressing and Mapping project for the Wimberley Lions Club is in progress and on schedule according to the accepted proposal. All data has been collected and the base map is nearly complete. Design considerations for the final maps will be presented to the Lions Club for their approval shortly. An addressing system has been developed and awaits implementation. We did, however, move the web site design phase of the project up several weeks from the time line stated in the proposal. We felt that it was a workflow necessity.

The greatest remaining challenge is the integration of the maps with the database to create a dynamic mapping system. DellaMark has greater tools and more experience at their disposal, in the web programming arena, and, ultimately it is through www.ShopMarketDays.com that Wimberley Market Days will see the greatest benefits to the Market Days administration.

GeoGurus maps and addressing will be vital in this process and by working in conjunction with DellaMark the final product will be of great value to Wimberley Market Days. The GeoGurus intend to provide a foundation for the Wimberley Lions Club and DellaMark to build upon.