



## One Decade and Going Strong

It was in March, 1992 that four Victoria geographers and cartographers established Clover Point Cartographics Ltd. Ten years later, Director and Founding Partner Jeff Warwick says, "We must be doing something right to still be in the game ten years later." President and Founding Partner Mike Shasko says, "It's been a lot of fun, a lot of hard work, and a very interesting time." Fellow Director and Founding Partner Dave Nicolson says, "Things sure have changed since the days of 386 computer systems."

### Tell the boss it's a GIS seminar

As we reach our ten-year anniversary this March, Neatline readers are invited to join staff and friends in celebration at our Dallas Road headquarters (down the road from Clover Point the geographical feature). The event takes place on Friday, March 1<sup>st</sup>. Afterward, watch for the April issue of The Neatline featuring a four-page special commemorative section.

### Historical notes

- Began as four partners contracting mainly to government agencies from a 700 sq ft office on Fort Street:
  - Mike Shasko
  - Dave Nicolson
  - Jeff Warwick
  - Mike Finley
- Grew rapidly in the mid 90s as the industry was crying for data
- Moved to 152 Dallas Road in the fall of 2000, now 4,300 sq ft.
- Clients are now all levels of government, businesses, charities and community groups.

### Current staff (left to right)

- Kathleen Lush
- Rob Flemming
- Sandy Kulmacz
- Dave Nicolson
- Louise Corbett
- Natalie Work
- Mike Shasko
- Nicole Ronald-Jones
- Scott Ritchie
- Leah Giles
- Tristan Joslin
- Jeff Warwick
- Taryn McCaffrey
- Laura Harley (maternity leave)



Hey, where's Erla??

Erla decided to leave the mapping business for the retirement business. - best wishes Erla !!

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# THE NEATLINE

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## Partnerships Drive Tourism and Recreation Studies

Over the past ten years, Clover Point has formed strategic partnerships with a variety of firms in complementary fields so that there could be expert resources focused on every aspect of complex client projects. In many cases, Clover Point is the project lead. In some cases, Clover Point is the hired gun for its exemplary GIS expertise. Each time, partnering to focus on specialties has enhanced client benefits. Clover Point is engaged in two tourism and recreation studies this winter. Both multi-partner projects exercise and extend this experience.

### Shuswap tourism opportunity study

As in much of BC, tourism opportunities in the Shuswap region are limited only by the imagination. However, Clover Point Director Dave Nicolson points out that an opportunity study helps to ensure that the most viable opportunities can be easily identified in light of the availability and locations of features, assets, and resources as well as the needs and aspirations of local communities.

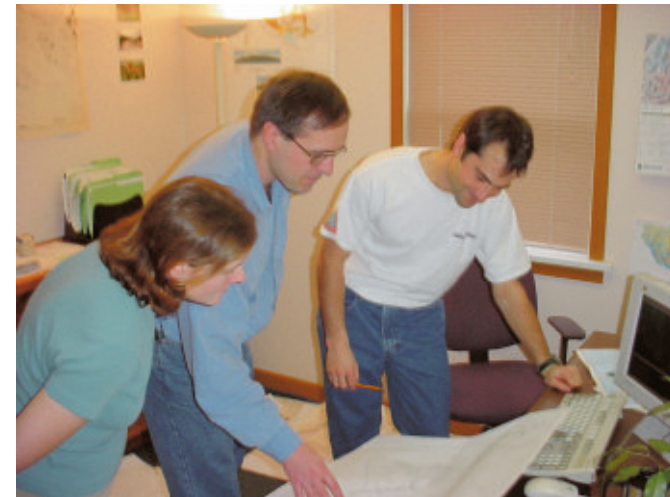
### Community economic development

Commissioned by the Salmon Arm Economic Development Corporation and Columbia Shuswap Regional District, the study is partially funded through Forest Renewal BC. It applies mainly to outdoor recreation opportunities, and should be equally useful to established and prospective tourist operators.

### Better-informed decisions

Some tourist operations are already competitive but can become much more successful when operators can explore the variety of opportunities that a study like this provides and view the results spatially on maps. Clover Point's work includes compiling data from a variety of

sources at a variety of scales into one seamless set that can be presented visually for a clear overview of things as they are, so that decision makers can envision future development scenarios. .../2



Taryn McCaffrey (left), Dave Nicolson (centre), and Rob Flemming (right) plan over a recreation studies map.

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qualitas, accratio, integritas

## Sunshine Coast tourism and recreation study

Clover Point is also leading a three-part preliminary study of tourism, commercial recreation, and public recreation on the Sunshine Coast. Jointly commissioned by the BC ministries of Forests and Sustainable Resource Development plus the BC Assets and Land Corporation, it is also a multi-partner venture.

### Harmonizing a variety of data

In addition to coordinating its efforts with those of its partners, Clover Point is conducting the resource inventory, compiling and harmonizing a variety of data for digital maps, assisting in resource assessment, and handling overall quality assurance for study deliverables: a recreational features inventory for the Sunshine Coast plus a report on commercial and public recreation and tourism. Those features vary from beaches and campsites to rock-climbing sites and public trails.

### Where to jet ski

The study will lead to preliminary zoning of where it is best for different types of recreation and tourism to occur and help to identify and avoid potential conflicts (e.g. motorized vs. non-motorized activities). However, it is not a tourism opportunity study per se, but rather a preliminary means for scoping issues, enabling land-use planners and others to make well-informed decisions.

### Good data quickly

As with the Shuswap study, the Sunshine Coast data will be viewable on maps. Nicolson says, "That way, rather than reading that there are, say, fifteen lodges, you will be able to see where the lodges are in relation to rivers and trails and other features." Of this and the Shuswap study, Nicolson adds, "We're doing all of this on a very ambitious timeline, which is another advantage of being part of a multi-partner team." Further information on the Sunshine Coast study is available through the Tourism Studies link at [www.cloverpoint.com](http://www.cloverpoint.com).



## To Find You Faster When the Heat Is On

From the moment a citizen dials 911 to the moment the fire trucks arrive, the City of Victoria Fire Department requires convenient, current, correct means to find places. Lives depend on how quickly firefighters can find addresses. That's why local firefighter, Gary Birtwistle, asked Clover Point for better maps.



### Handy, accurate atlas

The Fire Department Reference Book is a low-cost, easily-updated, spiral-bound atlas of Victoria. With a handy index and reference info plus colour-coded features, the 8 1/2" x 11" reference book is designed for easy use on fire and emergency-response calls. Road names, civic addresses, and fire hydrants boldly marked and easy to read in low-light conditions.

### Big wall maps, too

To work in tandem with the reference book, 6' x 6' wall maps are also being created for fire station walls. Both products will be fully updated every six months and sold by year-long subscription. They will supercede the current non-digital paper atlases that have been difficult to maintain in a timely manner.

### Reliable data

The data source is the new provincial Integrated Cadastral Initiative that defines lots and streets at the municipality level. This data is supplied to municipalities by the Crown Land Registry. The first edition of the reference book and maps is available at the end of January.

## Interactive Map Displays on the Web

If a manufacturing company wanted people to find local retailers of its products on its website, it could provide an interactive display that starts with points on a globe and ends with a photo of a chosen dealership with store hours and department phone numbers a click away. The same could be true for citizens of any province looking for medical facilities, or mountain-bike enthusiasts searching out new trails. To address such needs as these, Clover Point draws on its in-house expertise with ARC Internet Map Server (ARC IMS).

### Query maps on the web

ARC IMS works with web servers to let you view and query maps over the web. It is highly extendible and can be used in conjunction with other software, such as JAVA and XML. It can also display a wide variety of digital images including satellite images and maps.

### Useful expertise

Clover Point's Scott Ritchie has become proficient at ARC IMS over the last two years and was involved in creating a beta test of an application that made digital thermal photography available over the web. Other possible uses include realtors determining property boundaries or distances to schools, and commuters searching for bus stops. Clover Point offers Scott's expertise with ARC IMS to clients as part of a full suite of GIS products and services.

### Check it out

Here are some websites that use ARC IMS:

- Victoria dragon boat festival:  
[www.geocortex.net/mu\\_gallery.html](http://www.geocortex.net/mu_gallery.html)
- images of Mars:  
[www.plasma.nationalgeographic.com/mapmachine/index.html?id=800](http://www.plasma.nationalgeographic.com/mapmachine/index.html?id=800)
- City of Tucson:  
[www.ci.tucson.az.us/ed/ed.htm](http://www.ci.tucson.az.us/ed/ed.htm)
- North Vancouver:  
[www.geoweb.dnvc.org](http://www.geoweb.dnvc.org)

## Survey Says...

Many thanks to all who participated in our autumn Neatline reader survey. Thanks to a high participation rate, the survey has helped us to learn all sorts of useful things about how Neatline readers regard the newsletter and our company. You can expect to see some differences in future issues of the Neatline and other materials from us, as we act on this newfound market intelligence.

## Earthquakes 2001

More than 1,760 quakes occurred in the BC region and offshore areas in 2001. However, BC was spared the big one. Of quakes registering higher than 4.0 on the Richter scale, there were 52 in 2001; all but one were at sea.

The biggest near-BC land quake occurred 40 km northeast of Dawson Creek on April 16<sup>th</sup>. (Its epicentre was in Alberta.) It registered 5.4 and was some 10 km (underground). It was felt as far away as Edmonton, but no serious damage was reported.

The infamous Seattle quake of Feb 28<sup>th</sup> registered 6.8, caused damage throughout the Puget Sound region, and was felt throughout Southern BC.

Two quakes also hit near the Queen Charlottes Feb 17<sup>th</sup> brought a 6.2 and October 11<sup>th</sup> a 5.8. Both were felt but caused no damage.

Over 100 earthquakes hit 200 km off Vancouver Island between September 6<sup>th</sup> and 13<sup>th</sup>. They registered between 4.2 and 6. The threat of Tsunamis was real but they proved to be too small and too distant to cause damage.

For more information, visit [www.windupradio.com/earth.htm](http://www.windupradio.com/earth.htm)

