

Wed, May 2, 2002

phone call Doug to Thom Ryan

- a) GIS/mapping - "mapping" technology - would like to deliver this year
 - tied to real estate + business directory - "where is a business?"
 - "create their own little maps"
 - searching from the map is not a priority
 - "want to know how far from the 401 - driving time, etc."
 - entries are not currently geo-coded
 - postal codes are often not specific enough (e.g., Philip/Albert St)
 - lat/long is good, but how do you geocode 3000+ records and sustain

it

GIS - search on sq footage criterion, "want a 10k-20K sq ft building" - view a site map, how much frontage - very detailed (aerial photos, etc.); maps kept up to date by planners

- b) Loopnet - real estate agents have their own (customizable?) forms
 - [Wloo: big 4 - >90% of real estate records - Whitney, ...]
 - agencies are already involved - "enter" puts content into Loopnet and Region/Cities
 - current challenge is getting the cities on board - cities want to stay current with Loopnet content,
 - CTT + cities become clients of Loopnet
 - [Niagara: many different agents]

c) d) - look promising [c may be fraught with political/management issues]

- e) intelli-response "natural language" searching
 - if no good answer can be found, co-ordinator gets message - city of kitchener has one, but gets a lot of criticism

f) CTT e-mails all businesses -> web survey - biz'es can update all info - currently done with postal mail

g) Community Profiles - flashy version of PDF - more dynamic content (in addition to PDF)

h) see KW Tourism - (co-located with Chamber of Commerce) - org may self-destruct

- fired CEO, may not survive; vision: 5 mpps - vignet of Oktoberfest, Dalsa clean room, UW course, ...