

Attendees:
Todd Antoine
Terry Eastin
Liz Smith-Incer

Rory Robinson
Sabrina Chandler
Spencer Lucker

Key Decision

- After discussion all of the options, alternatives and the outcomes for the alternatives for the next steps for the Mississippi River Geotourism Program, the MRCC Core Team is making the recommendation that we do not accept the \$55,000 contribution offered by McVean Investments. The MRCC Partners do not have the resources to sustain the Mississippi River Geotourism Program and will now reach out to National Geographic to let them know of this status.

Discussion related to Funding for Geotourism

- McVean Investments is willing to make payment (\$55K) on final bill under the caveat that Terry takes the Mississippi River Geotourism Program and make it successful.
- If McVean Investments pays, then there is an expectation that the company would get money back through profits of the website. One issue is that there is no picture of what "success looks like".
- Terry, alone, cannot guarantee the success of the Mississippi River Geotourism Program and is facing very serious health issues. At this time, MRCC partners are also unable to guarantee the success of the Mississippi River Geotourism Program.
- DRA perspective is that since the local CVBs and more private sources haven't bought into the Mississippi River Geotourism Program, this means that the program may simply not be sustainable at this time.
- Due to the unattainable expectations of McVean Investments, the MRCC Core Team agrees that we should not accept \$55K from McVean Investments. Since the MRCC Core Team will not be accepting the \$55K, then we do not have the capacity to pay the final bill for National Geographic.
- ACTION: Rory and Spencer will draft a message to National Geographic explaining the situation of the program and share this with the MRCC Core Team. Questions that Nat. Geo. could help answer:
 - 1) Do we own the content? We cannot assume that we own the content.
 - 2) How do we shut the website down? Who lets content contributors know that website is shutting down.
- ACTION: Since State of Louisiana agreed to host maintenance fee for first two years, Rory will contact Doug to let him know that we anticipate that National Geographic will be closing down the website.
- ACTION: Liz will contact Professor Iantria at Missouri State University to let her know the current status of the Mississippi River Geotourism Program and thank her for her generous offer to support the program.

