



Mississippi River Parkway Commission
Board of Directors Meeting
December 9, 2016 (draft)

Participants:

-Karl Samp - Pilot
-Bob Miller - Pilot Emeritus
-Holly Cain - Treasurer
-Derek Biglane (MS-MRPC)
-Frank Nickell - (MO-MRPC)
-Faye Wilkinson - Secretary
-Craig Mitckes - (IL-MRPC)

-Sherry Quamme - (WI-MRPC)
-Terri McCullough - Pilot Pro Tem
- Greg Terry - (KY-MRPC)
-Sheldon Johnson - (MN-MRPC)
-Norma Pruitt - Marketing
-Ruth Hawkins - Culture & Heritage
Susanne Barnet – National Office

Pilot called the meeting to order at 9:03am and there was a quorum present.

- **Past Meeting Minutes from 9/14/16** Motion to approve by AR with correction to two typos, "acknowledgement" and "Derek." Second by WI. Motion carried.
- **Financial Report as of 11/30/16.** Motion to approve by WI. Second by MS. Motion carried.
- **National Advisory Committee on Travel and Tourism Infrastructure** - Diana Threadgill from Mississippi River Corridor - Tennessee is currently in Washington DC as our representative on this appointed committee. She will provide updates to the Board after her travel and as communication flows to her. In turn she asks the Board for any further guidance on how they would like to stay informed of the committee's activities. NO will email the board a link that provides the committee's role and roster as listed on the U.S. Department of Transportation's website.
- **10-State CMP/ GIS Mapping** NO provided thoughts/ comments from recent conversation with Carol Zoff. Our strategic plan includes development of a 10-state CMP. Within our annual work plan, we will begin collecting CMPs from states, looking at what's most current, individual marketing plans and interpretation plans. Additionally, we'll look for committees to forward to the NO, anything that pertains to the GRR from their archives and current documents, such as the agritourism information from ERA and the Interpretive Plan Tool Kit produced through Culture & Heritage. After we begin reviewing the collected documents, we'll identify what we have, when it was developed, who developed it, etc. From there we will look into the MRPC's stored archives in Dubuque, Iowa.
- **Legislative Activity** Pilot Pro Tem suggested a discussion of current Mississippi River philanthropies and interest groups, including Mississippi River Caucus. How can we be better acknowledged among them? Motion was made by Pilot Pro Tem for NO to create a list of legislative contacts. Second by WI. Motion carried.
- **2017 Budget** NO presented budget draft, mentioning slight changes using year-end financials over the past couple years. Specific information was shared for committee requests related to GIS Mapping/ App Update, map reprint and continuation of three marketing promotions, along with Snap chat filters.

Pilot mentioned looking for funding sources for some of these projects and requested hiring Chris

Miller to search for grants using database available at his office. Then, NO could look into writing grants. He requested adding \$1100 to the 2017 budget for grant research through Chris Miller. Motion to approve budget with addition by WI. Second by IL. Motion carried.

- **National Geographic Geo-tourism Update** Pilot Emeritus referenced a teleconference yesterday and noted the next meeting is January 31-February 2. Topics include management, long range sustainability and marketing. LA is paying \$5500 for the first year website hosting. Rory, Kim and Liz will provide six months of website management. Currently, there are 1,654 entries. For various reasons, including promises from mayors who lost their elections, there is a \$50,000 shortfall in the fundraising. Pilot Pro Tem indicated that some interpretive centers have not linked their website to the Nat-Geo site and we need to encourage them to do so. The site received 8000 page views with 18.6% return users in the first month. Terri and Bob asked if there are any questions to forward? Karl asked how they will continue to pay for everything? Terri said they need a marketer. There are 300 sites waiting to add video/another task. Bob said there are alternative ways to maintain the website and it's on the agenda for their upcoming meeting. There is coverage for six months but a plan is needed for after that period.
- **NO Survey** Pilot Pro Tem noted that we're getting responses but please complete it if you haven't yet.
- **Other Business**
MRT - Ruth said Todd A. and Terry E. are meeting to discuss dissolving MRT. NO will contact Todd to discuss.

Pilot suggested considering MRPC Foundation for year-end giving.

Pilot shared that he joined Shore Excursions who work with American Queen. They went to Lake Itasca and took two small groups, one finishing and starting from Red Wing, MN. He met the owner of the company about setting up GRR bus tours. Right now they drive an empty bus that follows the American Queen.

Meeting adjourned at 10:14am.