



**Mississippi River Parkway Commission**

701 East Washington Avenue, Suite 202

Madison, WI 53703



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**Mississippi River Parkway Commission**  
**Marketing Committee Meeting**

**October 7, 2015 | 2-5pm**  
**“Toulouse A”**

**AGENDA**

- I. State updates
- II. Current work plan items
  - a. National Geographic Geotourism updates
  - b. Drive the GRR wrap up
  - c. Promotional Toolkit
    - i. Online merchandise store
    - ii. Business clings and certificates
    - iii. Video
- III. Create new work plan
  - a. Review new strategic plan
  - b. Develop work plan
  - c. New fulfillment piece/map
    - i. Format
    - ii. Information
    - iii. Map
    - iv. Sponsors
    - v. Distribution
    - vi. Quantity
  - d. 2016 committee budget request
- IV. Other business