

MRPC Marketing Committee Minutes September 18-20, 2013

- Reviewed Website
 - All states need to review the copy and links for changes
 - Changes can be made at any time
 - The focus is each state's GRR site so most information directs people to the state page that has that link. If you want a different link used in copy, send it over.
 - Make the 10-state map an automatic select to receive it, like the email opt-in.
 - Have the disclaimer apply to all pieces—that it may take 2-4 weeks to receive your request
 - Add a “Facebook Like” button on the contact us form.
 - Under Drive/About section: The signage needs to include America's Byway logo as well as a description of it too.
 - Include definition of what makes a National Scenic Byway special as opposed to a Route.
 - Add TN's GRR link: msrivertn.org
 - Change header to “Auto and Motorcycling tours”
 - For ag-tourism, add an “all” option to search through all states
 - Make sure we always distinguish between “Mississippi” and “Mississippi River”
 - Send new state photo if you want yours changed.
 - Take off “River Towns” unless no state GRR page exists
- Itineraries and photography are needed for the new site. These items will be a priority for 2014.
- Social media program
- Reminded everyone that they can continue updating their assets through the 10-state Agri-tourism grant update by completing the form here:
<http://experiencemississippiriver.com/contact-us/submit-business/>
- Continue adding web cams on experiencemississippiriver.com
- Elections: Doug Bourgeois and Norma Pruitt were elected co-chairs
- Schedule conference calls for 2014
 - Call scheduled for October 15th at 10am
 - 2014 call schedule will be set at that time
- Other business
 - Discussed map distribution. NO will get pricing for the October meeting. Creating a budget for maps will be added to October agenda. One option discussed was having the printer files available and anyone can get them printed as they need them on their own.
 - National Geographic project discussed. Enthusiastic about the possibilities and want to include it on the agenda to continue consider funding sources.
 - Transportation committee wants to create a training kit with a marketing component to it. Marketing committee wants to share their support to the Transportation committee for their involvement as requested.