



WISCONSIN  
**MISSISSIPPI RIVER  
PARKWAY COMMISSION**



## **DRAFT MINUTES**

Meeting January 30, 2015  
State Office Building  
3550 Mormon Coulee Road  
LaCrosse, Wisconsin

### **CALL TO ORDER:**

Chairperson Sherry Quamme called the meeting to order at 9:35 a.m.

### **ROLL CALL:**

**Commissioners present:** Sherry Quamme; Jean Galasinski; Dave Smith; Tom Vondrum; Al Lorenz, Bob Miller, Rep. Lee Nerison, Dennis Donath

**Commissioners excused:** ;Senator Kathleen Vinehout

**Absent:** Representative Chris Danou

### **Others present:**

Bob Fisher (WIMRPC Technical Committee); Peter Fletcher (MRRPC), Patrick Reinsma (Tourism), Allen Schroeder, (SHS), Jessica Bierbrauer (Executive Director of Freedom Park), ,Alice and John Ridge (Yellowstone Trail)

**Others excused:** Marty Beekman

Quamme announced that a quorum was present.

The Governor's office has received several names for possible appointment for Commission to replace Anne Muirhead of Vernon County..Also .Senator Fitzgerald has informed Quamme that an appointment to replace Senator Schultz would be made soon.

### **MINUTES:**

Motion by Miller, Second by Galasinski, to approve minutes of August 14, 2014 and November 7, 2014. Motion Carried.

Remaining WIMRPC meeting dates for 2015 are April 24, August 7 and November 13. These meetings will be held at the La Crosse WIDOT Office.

Quamme is making arrangement on WIDOT Conference Line for Executive Committee calls scheduled between WIMRPC Commission Meetings.

### **TRESURER REPORT:**

A written report from Treasurer Miller listed receipts and expenditures for the period November 7, 2014. To January 22, 2015 WIMRPC Checkbook balance as of Nov. 7, 2014 was \$4208.28. Check book balance for WIMRPC as of January 22, 2015 is \$8909.46. Promotion Committee balance as of Nov. 7, 2014 was \$1103.30 and checkbook balance as of January 22, 2015 is \$3978.28. Miller reported that a \$2000 check from Buffalo County for 2015 has been received and will appear on his next Report. Visitor Guide Payments have been received for 2014 ads that were in accounts receivable for the Promotion Committee during this period.

## **Yellowstone Trail:**

Quamme welcomed and introduced Yellowstone Trail representatives Alice and John Ridge. Ms. Ridge provided an overview of the Yellowstone Trail, focusing on the Wisconsin history and information regarding their "Friends" Group which is small and not very active per Ms. Ridge. The Yellowstone Trail is a driving tour of the Wisconsin route plus other states in the Yellowstone Trail Association. More information can be obtained on their website. [www.yellowstonetrail.org](http://www.yellowstonetrail.org).

## **Corridor Management Plan**

Lorenz provided a brief review of the Corridor Management Plan Overview that had been prepared by Beekman and had been sent out to Commissioners to review in advance of this Meeting.

A review of the 16 elements of the Plan including with discussion points also provided by Beekman followed. The following significant concerns were identified for future Commission action:

\*\*\*Improved maintenance of waysides and rest areas, the clearing of Scenic Vistas, coordination with Adopt-a Highway Groups (WIDOT)

\*\*\*Increased Communication/Coordination with Agencies having responsibilities for maintaining and promoting the GRRNSB (WIDOT, DNR, F&WL, etc.)

\*\*\*Better Identification and promotion of Intrinsic Qualities thru NSB Grant, National Geographic Geo-tourism Project, Local Governments

\*\*\*Increased emphasis on accommodation of Visitors with Businesses, Communities

\*\*\*Safety concerns of the Grant County Segments of the GRRNSB including accommodation of Bikes

\*\*\*Friends Groups of both Citizens and Businesses

## **NATIONAL SCENIC BYWAY PROJECTS**

**\*FY 10 – Genoa Fish Hatchery – Quamme reported that construction of the Project should begin by late Spring and expected to be completed in about one year.**

\* **FY 09 - Agri-Tourism** –Miller reported that Pilch & Barnett's work on this project is complete and paid for. An Invoice for advertising in the media and in publications and the 2015 Visitor Guide for \$5015 has been submitted to WIDOT. There remains a balance of \$7170 of NSB Funds in the Grant.

\* **USF&WS sponsored projects** –Quamme reported that the Overlook on Lake Onalaska on Brice Prairie has now been completed. Jim Nissen has recently retired.

\***Sustainability Grant:** Chair Quamme has received approval from Jane Carrola, WIDOT to utilize up to \$4900 of this Building and Maintaining Grant to engage both Legal and Administrative Assistance to develop a non-profit Friends Group.

\* **FY 13 - GRRNSB Intrinsic Qualities On Demand Web Project-** The Intrinsic Qualities link to the web site has been completed by Pilch and Barnett for \$500. A balance of \$9078 remains in this Project.

## **WIMRPC COMMITTEE REPORTS**

\***Education Committee** – Galasinski reported that she is working with the Trempealeau and Galesville Schools to begin using the Our Mississippi Booklets and Vondrum would like additional copies to distribute to Grant County Schools. Quamme will request 2 additional cases for distribution by August 2015 in time for the new school year.

**Allen Schroeder (SHS) has become a Master Naturalist. He will be asked to present at the April Commission meeting.**

\*.**Promotion/Marketing Committee** –

- Plans for the 2015 Travel & Visitor Guide are underway. A number of different printers are interested in printing the Guide. Decisions will be made at the February 2015 Committee Meetings.

- The Committee's 3 Year Work Plan (2015- 2016-2017) and a 2015 Budget will be approved at the February Committee Meeting.
- GRRNSB web site will be updated to include current data for each County..
- Meeting in Madison with Tourism Deputy Secretary Klavas was held on December 1, 2014

**Partnership and Outreach.** Commission was provided a progress report .

- Contacts made with Legal and Accounting firms to request proposals for providing assistance to WIMRPC with establishing a non-profit Friends Group.
- Draft Friends Group Bylaws under review by the Partnership and Outreach Comm.
- Certificate of Tax Exempt Status forms filed with Dept. of Revenue

### **Long Range Sustainability Committee Report**

Donath and Lorenz submitted the Committee's Report on Priority Action Items for Commission sustainability which dealt primarily with Long Range Financial Concerns and identifying Commission and Committee responsibilities. Motion by Miller, second by Galasinski - that Executive Committee and Sustainability/Finance Committee implement these recommendations. Motion carried.

### **MISCELLANEOUS**

\* **Mississippi River Conservancy** – Bob Fisher mentioned that a Bluffland protection plan is being developed by the La Crosse Area Planning Committee and should be recognized in the Commission's s Corridor Management.,

\* **Repository** -This needs to be developed over the next several years as time permits.

\* **Financial Stability and 2014 Budget** – Lorenz provided a Draft Financial Stability Report and preliminary Budget numbers but the Promotion Committee Budget which is a major component will not be finalized until their February Meeting. Lorenz emphasized that WIMRPC needs to review our requests to local Government in 2015.

\* **National Geographic Maps Division project.** –This project which is being undertaken by National Geographic Maps Division and under auspicious of national MRPC with Mississippi River Trails staff as Project Coordinator. In essence the project is intended to showcase the intrinsic qualities of the 10 state GRRNSB.

Miller provided 5 handouts with information concerning the Project details and a schedule for of 4 public meeting. He requested that Commissioners and Committee members submit Candidates (form provided) and also attend public meeting in either the Quad Cities or Twin Cities in March. .

### \* **CapX 2020 Mitigation**

–Miller reported that the River Crossing at Alma appears to be completed and that the poles have been erected along STH 35. Galasinski reported that the foundations for the towers are being constructed in Trempealeau County.

The PSC Hearing for the Badger-Coulee Line was held in the Town of Holland in December, 2014.

\* **Buffalo County Zoning** – Miller reported that Buffalo County Zoning Committee has been essentially completed with some traffic restrictions being modified by WIDOT A public meeting scheduled is scheduled for March followed by County Board adoption.

\* **Bylaws** – tabled

### \***Transportation Funding**

Commissioner Quamme discussed a memo received from DNR which describes the new Transportation Alternatives Program (TAP). It includes a website and contact information for funding Trails, Scenic Overlooks, etc.

The Winona Connector Enhancement project has now been cancelled but Buffalo may apply for TAP funding for Trail Construction.

**\*MRPC (national) Semi Annual Meetings**

Commissioners Miller & Quamme reported that the 2015 Semi-annual Meeting will be in Minnesota April 16-18 and the 2015 Annual Meeting in Louisiana (no date yet).

The 2016 Semi-annual Meeting will be held in La Crosse. A date and location need to be determined soon. Commissioner Quamme has contacted Pilch & Barnett requesting the date and offering WIMPRC assistance to make the reservation, get a meeting location under contract.

Next quarterly meeting April 24, 2015

Adjournment: Motion by Miller, second by Smith to adjourn (12:40p.m.) Motion carried.

Respectively submitted: Alan Lorenz, WIMRPC Secretary



WISCONSIN  
**MISSISSIPPI RIVER  
PARKWAY COMMISSION**



## **DRAFT MINUTES**

Meeting May 1, 2015  
State Office Building  
3550 Morman Coulee Road  
LaCrosse, Wisconsin

### **CALL TO ORDER:**

Chairperson Sherry Quamme called the meeting to order at 9:35 a.m.

### **ROLL CALL:**

**Commissioners present:** Representative Lee Nerison; Sherry Quamme; Jean Galasinski; Bob Miller; Al Lorenz; Dennis Donath; Maynard Cox

**Commissioners excused:** Senator Kathleen Vinehout; Tom Vondrum; Dave Smith, Representative Chris Danou

**Others present:** WIMRPC Promotion Committee members Patrick Riesman (Tourism) and Ruth Rupp (Vernon County); Marty Beekman (WIMRPC Consultant)

**Others excused:** Kathy Goodman (Promotion Committee Chairperson); Technical Committee Members – Sharonne Baylor (USF&W); Mike Rewey (Mississippi River Trail) and; Bob Fisher

Quamme announced that a Quorum was present.

### **AGENDA REVIEW:**

Chairperson Quamme announced she was invited to attend the Governors Press Conference for Tourism Week at Copeland Park scheduled for 11:30 a.m. to represent the WIMRPC and that Commissioner Lorenz would assume Chair for the remainder of the WIMRPC meeting at that time.

Agenda (after modifications) was approved.

### **PRESENTATION:**

Chairperson Quamme formally presented GRR lapel pin to Commissioner Cox in recognition of his appointment by Governor Walker as WIMRPC Commissioner representing Vernon County

**VACANCY:** Quamme reported that the Senate WIMRPC vacancy has not yet been filled and has followed up with Appointments Secretary Hizmi.

### **MINUTES:**

Motion by Miller seconded by Nerison to adopt the Draft Minutes of the January 30, 2015 WIMRPC meeting as previously sent out. **ADOPTED.**

## **TRESURER REPORT:**

Miller provided written report listing receipts and expenditures for the period January 22 thru March 27, 2015. Check Book balances, as of April 27, 2015, of \$13,199.86 and \$5,019.21 respectively for the WIMRPC and Promotion Committee accounts. Moved by Donath and seconded by Cox to accept the Treasurer's report. **ADOPTED**

## **NATIONAL SCENIC BYWAY PROGRAM PROJECTS**

### **\*FY 10 – Genoa Fish Hatchery**

Quamme reported that construction of facility is underway with anticipated completion Spring 2016 – site is complete. Quamme requested that Beekman contact Doug Aloisi (USF&W project leader) and offer assistance regarding selection and design of the GRRNSB exhibit(s) to be located in the facility. An aquarium will be “shelled in” as planned but there is no funding for completion until a later date. Commissioner Cox will become the contact representative for the WIMRPC and provide updates on construction progress.

Commissioner Cox informed regarding his involvement in the nearby Bad Axe historical markers.

### **\* FY 09 - Agri-Tourism**

Miller reported that this project is nearly complete. The utilization of the remaining \$7170 unspent funds will be discussed by Miller and Goodman along with Promotion Committee – perhaps focus on updating Wisconsin Agri–Tourism web site info. It was suggested that the GRRNSB Travel Guide should be available at upcoming Dairy Breakfast events.

### **\* FY 08 – Building and Maintaining a Sustainable Byway Organization**

Lorenz reported that to date we have utilized \$5202.67 NSB funds and \$933.00 WIMRPC funds.. The use of this Project's funds to pay for the Legal Work to establish a Friends Group has been approved by WISDOT. Attorney Fees are estimated at \$3000 with filing fees between \$400 and to \$900.

### **\* USF&W sponsored projects**

Quamme reported that she, on behalf of WIMRPC, has been invited to participate in Dedication event May 30 @ 1:00 p.m. for the USF&W Office and Tourist Information Center – Lake Onalaska Overlook. Invitations have been sent out to all WIMRPC Commissioners by USF & WL Office – La Crosse District.

### **\* Geo-Tourism project**

Miller reported the following

- that he had attended 4 committee meetings in the recent past discussing rules and regulations. Miller provided a handout listing various actions and initiatives resulting from the meetings.
- National Park Service is now lead agency for the project.
- nomination of “Wisconsin subjects/photos” to be considered for inclusion will be addressed by Promotion Committee. Local meetings (including businesses) will be held during August this summer @ La Crosse, Potosi and Winona; project scheduled for completion July 2016.

## **COMMITTEE ACTIVITIES AND BUDGETS**

### **\* Legislative Committee**

Commissioner Nerison presented background regarding the BNSF Railroad enforcing restriction of pedestrians crossing on railroad property - specifically limiting pedestrian crossings on railroad tracks to designated crossing locations. The crossing limitation has generated expressed concern from fisherman and also businesses located along the railroad tracks and the Mississippi River. Representative Nerison has drafted legislation to restore an exemption for people “walking directly across the tracks or right-of-way of any railroad.

### **\* Partnership and Outreach Committee**

Committee Chairperson Quamme provided a written report outlining the following:

- A tax exempt certificate has been secured for the WIMRPC

- The committee, in conjunction with Jane Carrola, continue to explore obtaining “non-profit” status and establishing “Friends of the Great River Road” i.e. an attorney has been hired and background info provided – various options to be explored
- Quarterly Newsletter being prepared;
- Day at the Capital event being planned with target date of Fall, 2015

**\* Promotion Committee**

Reinsma informed of recently published 2014 tourism's impact for the eight GRRNSB counties. All of the counties showed an increase in direct visitor spending as compared to 2013.

Reinsma also reported that a World Tour agency from Germany was visiting the WIGRRNSB

S. Quamme reported that the current priority is finalizing the 2015 Visitor Guide and getting it to press. S Quamme has organized the WIMRPC Great River Road National Scenic Byway exhibit for the Wisconsin State Capitol Rotunda. This exhibit runs from Monday, 6/1/15 –Monday, 6/8/15. This is a high traffic week when school tours are going on plus Cows on. Cows on the Concourse is 6/6/15 as well

**\* Long Term Sustainability Committee and Financial Stability Committee**

Lorenz provided a written report outlining current and anticipated expenditures for 2015 and WIMRPC budget activities and financial needs for 2016. Moved by Lorenz and seconded by Miller to approve budget for 2016. **ADOPTED**

The Financial Stability Committees is scheduled to meet in Alma at the Court House at 9am on May 15, 2015. An Agenda (has been sent out.

Sustainability Committee together with the Executive Committee to meet with WIMRPC legislative members after State Budget adopted.

**History/Education** –S. Quamme has a supply of the “Our Mississippi” books and will be distributed at the 8/7/15 WIMRPC mtg.

S. Quamme thanked the MRPC Culture and Heritage Committee, specifically Dr Ruth Hawkins, for the orientation program developed and provided to each state on flash drives that are to be distributed by each Commission to the Interpretive Centers. This is a way to support orienting staff and volunteers to the importance of the Great River Road National Scenic Byway and to also customize the presentation to each Center. (Mailed to D. Donath, delivered to Ft. Crawford Museum and to Villa Louis. All others to be mailed by 6/1/15 by S. Quamme)

**MISCELLANEOUS**

**\* GRR Logo Policy**

Quamme distributed a copy of the MRPC Marketing Committee policy on use of the GRRNSB Logo which was passed by the MRPC Board at the MRPC Semi-Annual meeting on 4/24/15. MRPC Logo Policy change allows for the use of the Logo by a “ for profit business” at a fee of \$100 and after review of the intended use/approval by the National Office of the MRPC. It also allows for the use of the logo by a non-profit entity for a fee of \$50 and after review of the intended use, approval by the National Office of the MRPC. The intended use must be consistent with the mission of the MRPC. Discussion followed. Concern was expressed by some Commissioners about this action.

**\*WIMRPC Executive Conference Calls**

Quamme presented the following WIMRPC meeting dates for 2015: June 26; September 25; December 4 – all at 9:30 a.m.

**\* CapX 2020 Mitigation**

Miller reported that Buffalo and Trempealeau counties has mitigations projects underway.

Lorenz reported that a final decision by the PSCW have been made and the Badger–Coulee Transmission Line will go north through Holmen to Blair-Black River Falls and then follow I90/I94 to Baraboo and then south to Madison Area. This decision locates both the CAPX 2020 Line and the Badger-Coulee Line through Holmen.

- **Winona Trail Connector Project**

Beekman update is DNR reported that after the Environmental document is completed - work on the project will stop pending new funding.

- \* **Scenic Easement**

Beekman reported that WIDOT NW Region staff member informs that a McQuiston family member is processing permit application for constructing a single family residence which is permitted by the scenic easement.

- \* **GRRNSB Zoning**

Miller reported that GRRNSB zoning overlay ordinances have been adopted in Pepin and Buffalo counties

- \* **MRPC (national) Meetings**

The dates of April 27,28,29 , 2016 are being evaluated for the Semi Annual meeting to be held in La Crosse. Quamme to inform national MRPC office pronto. (Done. Quamme also contacted the Radisson in La Crosse.)

MRPC 2015 Annual meeting to be held in New Orleans, LA, Oct. 6-8, 2015.

**Next WIMRPC meeting August 7, 2015, 9:30 a.m. – 12:30 p.m.**

Meeting adjourned @ 12:50 p.m.

Respectively submitted: Marty Beekman, Recording Secretary





WISCONSIN  
**MISSISSIPPI RIVER**  
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## DRAFT MINUTES

Meeting August 7, 2015  
State Office Building  
3550 Mormon Coulee Road  
LaCrosse, Wisconsin

### CALL TO ORDER:

Chairperson Sherry Quamme called the Commission Meeting to order at 9:35 a.m.

### ROLL CALL:

**Commissioners present:** Sherry Quamme; Jean Galasinski; Dave Smith; Tom Vondrum; Al Lorenz, Bob Miller, Rep. Lee Nerison, Maynard Cox

**Commissioners excused:** Senator Kathleen Vinehout, Dennis Donath, and Rep. Chris Danou

### Others present:

Bob Fisher (WIMRPC Technical Committee), Patrick Reinsma (Tourism), Dan Carpenter - Rep. Danou Aide, Frank Fiorenza, Potosi Village President and Emily Wicker GRR Museum of Contemporary Art Gallery, John Medinger Sen Baldwin's Regional Aide

**Others excused:** Marty Beekman, Kathy Goodman

Chair Quamme announced that a quorum was present.

Senator Fitzgerald has informed Quamme that Senator Marklein has been selected to replace Senator Schultz. He is awaiting final appointment from the Governor. Quamme will plan to meet with Sen. Marklein after the appointment .has been made.

### MINUTES:

MSC Smith, Miller to approve minutes of May 1, 2015 Commission Meeting.

### TRESURER REPORT:

A written report from Treasurer Miller listed receipts and expenditures for the period March 27-August 4, 2015. The check book balance as of August 4<sup>th</sup> was \$2355.30. The checking accounts for the WIMRPC and the Promotion/Marketing Committee are now combined into one account.

2015 Visitor Guide Payments from advertisers are being received and all payments have been made to the St. Paul Pioneer Press for publication costs.

MSC Cox, Smith to approve Report

### COMMISSIONERS REPORTS:

QUAMME asked each to give a brief update on what is happening in their County. Some of the activities mentioned are listed as follows.

Vernon—a very good year to date—Auto Tourism Brochures were published –Blue Grass Gospel Festival  
Tourism

Grant—Very good business year so far—Potosi Brew Fest will be held in late August Great River Road Festival at Stonefield in  
September—

Pepin—Stockholm Art Fair was very well attended, No Frack Sand Mining in the County

Buffalo--

La Crosse—A bridge Bike connection from La Crosse to Onalaska, Irish, Art and Jazz Fests, MVC Hikes are scheduled

Crawford--Tourism is up, War of 1812 re-enactment in Prairie du Chien, River Bluff Daze & Tractor Pull in Ferryville drew great  
crowds in July. The Driftless Area Art Festival – Soldiers Grove, Kickapoo Brave Ride and Fall Fest happen September 19 & 20.

## .DEPARTMENT OF TOURISM REPORT

Reinsma reported that State Fair was very well attended—Miller and Smith provided help at the Tourism Booth and handed out a  
good supply of GRRNSB materials.

“Walk with Walker” events held in Onalaska, Prairie du Chien and were well attended, much media coverage.

4 new Hotels are under construction in La Crosse

Tourism Grant Applications are now on Line

International Marketing Seminar is planned for Madison August 18—Sherry to notify P&B

Photographers are on the GRRNSB to take photos of the State Parks.

## **NATIONAL SCENIC BYWAY PROJECTS**

### **\*FY 10 – Genoa Fish Hatchery**

**Quamme and Cox reported that construction of the Project is progressing well and completion is expected in about one  
year .Cox and Beekman are still seeking coordination with the Exhibits Consultant concerning the GRR Interpretive Center design.  
The application to be in Interpretive Center for the new Genoa Fish Hatcher project will need involvement from D. Donath and M.  
Cox.**

**\* FY 09 - Agri-tourism--** There remains a balance of \$7170 of NSB Funds in the Grant which will be used for the 2016 Visitor Guide  
Ad and for other media advertising.

**\* USF&WS sponsored projects –**Quamme reported that she attended the dedication of the Overlook of Lake Onalaska. The  
Dedication was a very well planned event.

**\*Building and Sustaining Grant:** Quamme reported that to date approximately \$1000 of Grant funds have been used for both  
Legal and Administrative Assistance to develop a non-profit Friends Group. Czajkowski, Higgins, and Rider is the Law Firm that is  
providing this service to the Commissions. A balance of \$18,152 remains in this Project. A. Lorenz to request M. Beekman  
research the history of the NSB Grants, author a document that articulates the benefit of these grants to the impacted communities  
and include economic impact. We anticipate that this kind of document would be vital to our advocacy work and would also assist  
with education about the WIMARPC. Include points about the importance of the Mississippi River and the GRRNS.

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**\* FY 13 - GRRNSB Intrinsic Qualities On-Demand Web Project--**The Intrinsic Qualities link to the web site has been completed  
by Pilch and Barnet for \$500. A balance of \$9078 remains in this Project which will be completed in the next several months.

**\*National Geographic Maps Division Project---** Vondrum, Quamme, and Galasinski reported that the public meetings to request  
nominations for this proposed Geo Tourism Web Site were held in early August.in Potosi, Prairie Du Chien, Onalaska and Winona  
with good public attendance. Nominations are all due by the end of 2015.Public meetings for the remainder of the GRRNSB will be  
held in late August.

## EDUCATION SESSION

Fiorenza indicated that the NSB funds were very important for the construction of the Brewery and the Potosi Point Observation Tower. He reported that visitation to the Brewery is increasing with 65000 to 70000 visitors expected in 2015. The new Bottling, Canning and Kegging Plant has been extremely important for the Brewery function. There are now 10 Brewery distributors in the 3 State Region.

.Emily Wicker reported that the GRR Art Museum and Art Gallery has 3500 square feet of exhibit area. Artists feature oil, water color paintings, and sculptures with a River and Corridor emphasis

## LEGISLATIVE REPORTS

Rep. Nerison reported that the Legislative effort to change the Railroad "Trespass Law " was vetoed by Governor Walker in the Budget Bill citing safety concerns. The Railroad's posting of historic crossing areas has placed a great hardship upon for fishermen, hunters etc. tourists and well as public land managers like the WIDNR and F&WL.

The WIMRPC will develop and act upon a resolution on the matter at November meeting.

Note: A Committee including public and private members of the 3 States of WI, MN and IA has been formed to evaluate this Trespass problem and will seek both Federal and State Legislative assistance.

The newly signed State Budget includes changes on how room tax can be used, requires creation of a Tourism Commission in municipalities where Room Tax is collected and mandates that the Commission have members who have a tourism business. It has provisions that require room tax to be used for promotion and increasing tourism in the respective municipality.

Medinger—aide to Sen. Baldwin reported that Congress is considering another Continuing resolution for Transportation Funding rather than a new Transportation Bill. A concern for Rail safety is that the Bridge Inspection program will be shifted to the Railroads themselves.

Funding for Waterfront Communities—Great Lakes—inland lakes, Mississippi River etc. has been introduced by Sen. Baldwin which would provide opportunity for many communities working on their river/lake front districts.

D. Carpenter reported on behalf of Rep. C. Danou. He highlighted the May 2015 Dept. of Tourism report on economic impact of 2014 which was an increase in all Great River Road counties. He also noted that there has been an increase in tourism activity, visits, impact in his district of Trempealeau, Jackson and Buffalo Counties.

## .MRPC UPDATES

Quamme reported that WIMRPC has received several boxes of the Great River Road Travel Maps which are being provided to the WI Interpretive Centers and Tourist Information locations.

## COMMITTEE REPORTS.

**Education– Quamme reported that she has obtained 2 cases of the "Our Mississippi Study Guide" and asked Commissioners to help distribute them to area schools prior to the 2015-16 School Year.**

### \*.Promotion/Marketing Committee –

- The 2016 Travel & Visitor Guide will be produced in late 2015 and will be available for distribution by the 1<sup>st</sup> of the 2016. This new Guide will feature a new pull-out map, The Promotion Committee will be working on the details—cover design, number of copies ,etc.
- The new GRRNSB web site will be developed in late 2015 and in early 2016. Estimated cost are \$6000 each year and the Web Site will include expanded data for each County. An RFP is being developed for posting

### Partnership and Outreach.

Quamme requested that the Commission approve the formal name for the Friends Group to be "Friends of the Wisconsin Great River Road". MSC Galasinski /Lorenz.

### Long Range Sustainability Committee Report

**Lorenz reported that the two priority items from the Commission approved action list are.1) Meeting with our 4 Commission Legislators (Executive Committee to develop agenda and set date) and 2) a meeting to discuss possible**

**financial Grants with the Mississippi River Regional Planning Commission (Quamme and Smith to coordinate agenda and date).**

## **MISCELANEOUS**

### **\* Financial Stability**

Lorenz has provided a copy of the La Crosse County 2016 Budget request to all Commissioners which can be used a guide by other County Commissioners. Requests to Counties for 2016 are due before September.

MSC Miller, Galasinski that the Financial Stability and Long Range Sustainability Committees be combined since the issues are primarily financial for both Committees. Lorenz and Donath to discuss the combining of Committees.

### **\* CAPX 2020 Mitigation**

Miller reported that Cap X 2020 mitigation funds will be used in Buffalo County to develop a possible Interpretive Center and for trail development.

The CAPX 2020 Transmission Line construction is almost completed in all 3 Counties. The visual impact of the Line is significant.

The Badger-Coulee Line real estate acquisition is underway in the Holmen area.

### **\*MRPC (national) Semi Annual Meetings**

The Annual 2015 Annual meeting will be held in New Orleans during October 6-8. Quamme encouraged WI Commissioners to attend.

The 2016 Semi-annual Meeting will be held at the Radisson Hotel in La Crosse during April 27-29, 2016. A Meeting Committee of Quamme, Galasinski and Lorenz will be working with the National MRPC office to develop an Agenda and speakers list.

The next quarterly Commission meeting is scheduled for November 13, 2015 in La Crosse.

MSC Miller, Smith to adjourn (12:40p.m.)

Respectively submitted: by Lorenz, WIMRPC Secretary



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**MISSISSIPPI RIVER**  
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## DRAFT MINUTES

Meeting November 7, 2014  
State Office Building  
3550 Mormon Coulee Road  
LaCrosse, Wisconsin

### CALL TO ORDER:

Chairperson Sherry Quamme called the meeting to order at 9:35 a.m.

### ROLL CALL:

**Commissioners present:** Sherry Quamme; Jean Galasinski; Dave Smith; Tom Vondrum; Al Lorenz

**Commissioners excused:** Representative Chris Danou; Representative Lee Nerison; Senator Kathleen Vinehout; Bob Miller; Anne Muirhead; Dennis Donath

### Others present:

Doug Alosi and Darla Wenger (USF&W Genoa Fish Hatchery); Sharonne Baylor (USF&W); Kathy Goodman (WIMRPC Promotion Committee); Bob Fisher (WIMRPC Technical Committee); Mike Rewey (Mississippi River Trail); Marty Beekman (WIMRPC Consultant)

### Others excused:

Patrick Reinsma (Tourism)

Quamme announced that a quorum was NOT present.

### MINUTES:

Consensus that action on Draft Minutes of August 14, 2014 be deferred to next meeting.

WIMRPC Meeting dates for 2015: Jan 30, April 24, August 7 and November 13.

Consensus that Quamme implement her suggestion that Executive Committee conference call meetings be scheduled between WIMRPC meetings.

## TREASURER REPORT:

A written report from treasurer listed receipts and expenditures for the period August 14, 2014 thru Nov 7, 2014. Check book balances as of November 7, 2014 - \$4208.28 and \$340.20 respectively for the WIMRPC and Promotion Committee accounts.

## NATIONAL SCENIC BYWAY PROJECTS

**\*FY 10 – Genoa Fish Hatchery** – Aloisi's status report of project included the following highlights: Total project expenditures are \$4.7M; Total Scenic Byway grant acquired was \$1.7M; ground breaking was July 16, 2014; Phase 2 cost estimate is \$3.3M; site preparation (\$565,000) mostly completed; Facility design was \$448,677; Estimated cost of Exhibits is \$300,000 (WIMRPC will be asked for input); estimated engineering cost of Aquarium is \$300,000; anticipated start date is April/20/15; anticipated completion of project in 2017.

Quamme/Lorenz asked for a mock up of the aquarium design and contact for exhibit design – Aloisi expressed he will try to accommodate

**\* FY 09 - Agri-Tourism** – Lorenz reported that Pilch & Barnet's work on this project is complete and paid for. WIMRPC will request reimbursement from WIDOT for Pilch and Barnet invoices of \$7320. Jane Carrola (WIDOT Scenic Byway Coordinator) has requested that WIMRPC develop plan/actions and cost estimates (cash and in-kind services) for the NSB Grant's remaining unspent funds - project closes for accepting charges at end of year

**USF&WS sponsored projects** - Baylor reported on the following four projects:

**\* FY 09 - Shady Maple Overlook** – Completed. USF&W staff has been manning the site on weekends providing viewing information to visitors.

**\* FY 10 –Sand Prairie Trail System-** Completed

**\* FY 11 -Trempealeau Bike Trail** – Trail is completed. Waiting for archeological survey for Interpretive sign installation

**\* FY 12 –Lake Onalaska Overlook** - Construction is near completion, but is open to public. La Crosse District staff is working with Goodman (WIMRPC) concerning dedication.

**\* FY 08 – Building and Maintaining a Sustainable Byway Organization** – Lorenz reported that 20% of the \$25,000 grant has been expended.

Lorenz provided two handouts 1) Work Plan For Long Term Sustainability and 2) Scope of Services – Activities of Consultant both reflecting review comments he has received to-date. At the August 15 WIMRPC meeting Chairperson Quamme requested that the Long Term Sustainability Committee carefully review these materials and make recommendations regarding priority actions and strategies for implementation. A general review of comments received were then discussed.

It was decided that the Long Range Sustainability Committee should meet and make a recommendation on priorities back to the Commission by the January 30, 2015 Commission meeting.

It was also decided that the work to establish a formal “ Friends Group” with a private non-profit designation should proceed with necessary legal assistance.

Quamme requested that Beekman present an overview of “Corridor Management” at the next WIMRPC meeting.

**\* FY 13 - GRRNSB Intrinsic Qualities On Demand Web Project-** Goodman reported that the Intrinsic Qualities link to the web site has been completed by Pilch and Barnet for \$500.

## **LEGISLATIVE REPORT:**

John Medinger, who is an aide for Senator Baldwin, reported that a Continuing Resolution on Transportation Funding must be passed by December 11, 2014.

Consensus that Lorenz/Beekman research the current Federal Transportation Legislation (MAPS) to ascertain if there are any applications for GRRNSB.

## **WIMRPC COMMITTEE REPORTS**

**Education Committee** - Lorenz informed of the sites (20) distributed to so far re the "Our Mississippi" education package. Lorenz encouraged the Commissioners to complete this task in their respective counties.

Beekman informed that in his recent visit to the headquarters of the Trempealeau Wildlife Refuge just west of Centerville he noticed a parked "school bus" type vehicle with a wording on its side indicating it was for accommodating tours of the refuge. Also at a spring/summer visit there many public school students visiting various information booths on the grounds. Might this relate (if at all) to the WIMRPC education initiative or partnership?

Lorenz informed that five state Dots, including Wisconsin, co-sponsored M-35 creation to increase utilization of the Upper Mississippi River as a transportation corridor with the goal of reducing rail and highway freight traffic

**Promotion/Marketing Committee** – Committee Chairperson Goodman reported the following highlights regarding the Committee's initiatives and accomplishments:

- The 2014 Travel & Visitor Guide continues to be very popular –there is a remaining supply available for distribution. Plan on printing 50,000 for 2015 with new pull out map.
- The Facebook page continues to be active as well as other social media outlets.
- The Committee's 3 Year Work Plan (2015- 2016-2017) is drafted – looking for a theme for 2015. Will present 3-Year Work Plan at next Commission meeting.
- GRRNSB web site to be updated in 2015 (presently major that visits leave without going to links).o links).
- Meeting in Madison with Tourism scheduled for December 4, 2014
- Winona Radio has played over 1800 radio spots this fall highlighting the GRRNSB at no cost to us, played daily with content change quarterly.
- Next meeting of Promotion Committee is Wednesday November 19<sup>th</sup> – will be focusing on 2015 priorities and development of 2015 budget.
- Rewey reported that Mississippi River Trail is developing new Bike Map

**Partnership and Outreach Committee** – Quamme provided handout of Committee's preliminary draft 3-Year Work plan i.e. 2015 – 2016 – 2017. Also a handout indicating Newsletter publication schedules for 2015 i.e. January 25, April/May and August – along with corresponding subject focus.

Quamme informed that Tom Leverich has offered to help forming Friends Group. Tom enlightened Quamme about the "River Rats" support group of the past.

Tennessee MRPC recently established a friends group entitled "Friends of the Mississippi River Corridor".

## **MISCELLANEOUS**

**Mississippi River Conservancy** – Bob Fisher presented an overview of the various aspects land conservation accomplishments and activities of the citizen operated LaCrosse Conservancy organization whose focus area is along the Mississippi River extending from Buffalo County to Grant County. Land Trusts may include a conservation element also there are Conservancy owned lands.

**Non Profit Status** – Quamme informed about communication she recently received from the Department of Revenue stating that WIMRPC qualifies for sales tax exemption under sec tax 77.54(9a)(e). Consensus that Executive Committee need determine which category. Peter Fletcher has offered to help with Bylaws, Board of Directors etc. Consensus that Long Term Sustainability Committee working closely with the Long Term Financial Stability Committee assemble a packet addressing the following priorities: Commission Membership; Position Descriptions; Commissioner Handbook; Role of Legislative Commissioners; Statutory changes; Friends Group(s).

#### **WIMRPC Commissioner Handbook**

Development of a Commissioner handbook is a Goal of the LR Sustainability Committee and was also a priority of the Strategic Planning Sessions held several years ago.

\* **Repository** -Lorenz informed of his discussions with Jane Carolla. Carolla is researching for answer to questions 1) “what information/documents do the State and Feds require to be retained?” and 2) what assistance maybe available to store files electronically.

\* **Financial Stability and 2014 Budget** – Lorenz provided a handout entitled “County/Community Financial Commitments to WIMRPC for 2015” that listed responses to date. Lorenz emphasized that WIMRPC need fulfill request of potential donors i.e. “where are the funds being spent and what are the results. Lorenz emphasized that Commissioners made a request that \$2000 to be included in their respective County’s 2015 Annual Budget. Goodman had prepared a draft request document and supporting information for each Commissioner to use.

\* **Rededication of “First Project” – 75<sup>th</sup> Anniversary event** – Galasinski reported that the event held at the Historical Marker site near Trempealeau on Wednesday October 29<sup>th</sup> 2014 was a great success. Approximately 20 people in attendance including former and existing Commissioners. Speakers included former WIMRPC Commissioner Tom Leverich. Following the site event the group enjoyed a light lunch and conversation at the downtown historic hotel.

\* **National Geographic Maps Division project.** –This project which is being undertaken by National Geographic Maps Division and under auspices of national MRPC with Mississippi River Trails staff as project coordinator. In essence the project was originally intended to showcase the intrinsic qualities of the 10 state GRRNSB with the participation cost for each state to be \$10,000 over a two year period. It is anticipated that the local share could be provided in in-kind services...

Concern about scope, progress and clarification of this project was discussed at the MRPC Annual meeting in Memphis (Sept 2014) .The previously provided guidance document is outdated.

Consensus to wait to hear from Bob Miller who is presently attending a MRPC meeting on this subject. Suggested that Miller be asked to inform WIMRPC by E-mail

\* **CapX 2020 Mitigation** – The following schedule is based upon information received from Grant Stevenson Xcel Project Manager:.

Mississippi River crossing at Alma to be completed in January 2015. Foundations for the towers are being constructed in Buffalo County to be complete May 2015.

The foundations in Trempealeau county are complete—poles and wire to be installed by Labor Day, 2015.. In La Crosse County foundations will be installed in January, poles in February with project complete by September, 2015. There were expressions about how actions so far negatively affecting GRRNSB scenic quality. Some but not all of the Loca I governments are taking their time in distributing Mitigation funds.

\* **Buffalo County Zoning** – Goodman reported that Buffalo County Zoning Committee has completed the GRRNSB Zoning Overlay, has held public hearings and anticipates presentation to the full County Board of Supervisors for a vote in January 2015. Quamme will send letter to County supporting the zoning overlay district.

\* **Frac Sand Mining** – Will be watching what goes into State Budget re local control



\* **Scenic Easements** – Beekman reported on status of WIDOT actions on four (existing or possible) violations

\* **Bylaws** – tabled

\* **Sand Disposal** – Concern expressed about the existing and projected amount of trucking on GRRNSB.

\***MRPC (national) Semi Annual Meeting in Alton Illinois** – Commissioners Miller, Quamme, Donath, Smith and Lorenz attended. They reported that it was an informative conference with very interesting presentations. A new topic (unresolved) was should the bridges crossing the Mississippi River be an official part of the GRR?  
2016 MRPC Annual meeting will be held in La Crosse. .A reservation at the La Crosse Raddison should be made as soon as possible.

Next quarterly meeting January 30, 2015

Adjournment: Motion by Vondrum seconded by Lorenz to adjourn (12:50p.m.) **ADOPTED**

Respectively submitted: Marty Beekman, Recording Secretary