

MRPC Marketing Committee Notes Semi-annual Meeting in Alton, Illinois April 24, 2014

Attendees: MN, IA, WI, IL, KY, MS, TN, and National Office (NO)

Meeting started at 2pm.

- Discuss updates on National Geographic project
 - Reviewed the presentation by Terri Easton
 - Some questions remained regarding the price and the level of participation the MRPC would have in the project
 - KY expressed interest in having input on what assets would be included on the website and recommended criteria for inclusion through the state
 - Committee questioned the states' responsibility on the project
 - Committee believed that if the Board chose to move forward with the project, the Marketing Committee would be primarily charged with the facilitation
 - Committee did not feel the project's website would be used by the MRPC, but it wouldn't hurt to have our assets included
 - Additionally, they were unsure the app would be used based on issues with the Gulf State's app
 - The most compelling benefit of the project would be as a public relations tool and could help relations with MRPC stakeholders
 - Motion to recommend the Board approve the proposed partnership with National Geographic by Wisconsin. Seconded by Mississippi.

- Drive the GRR 2014 promotion
 - NO reviewed the outline for the project
 - Feedback was positive and the committee recommended asking the Board for \$1,000 toward the promotion

- Interpretive Center itineraries
 - Committee felt the itineraries should be reviewed through Culture & Heritage committee
 - NO discussed the app and the committee felt that including videos would benefit the project
 - NO will add video production to the next agenda

- Transportation committee training kit project
 - NO reviewed the general understand of the transportation project
 - IA recommended a virtual tour which could be included in the video project discussion
 - NO will include the virtual tour videos in the next conference call agenda

- Photography for review
 - Reminder to submit new photos: <https://pandbads.wufoo.com/forms/mrpc-photo-submissions/>
- MRC updates
 - NO distributed the Marketing Partnership opportunities menu and explained the program
 - Reviewed the website in Japan and Brand USA options
 - App is the next major project for the group
- Social media program
 - Reminded states to utilize the Great River Road Facebook page for information to share and to post their information on the page.
 - NO discussed the Japanese social media program to be stated
- 10-state Agri-tourism grant form:
<http://experiencemississippiriver.com/contact-us/submit-business/>
 - NO reminded states to review the current listings and submit new ones
 - NO was asked if posts can be edited by the state once they go live
 - NO is not certain and will communicate the findings back to the committee
- Continue adding web cams on experiencemississippiriver.com
 - NO reminded states to update the NO if new web cams are added
 - WI discussed their popularity and the process to set up a new one
- Schedule conference calls for remainder of 2014
 - June 10th, 10am
 - September Annual Meeting
 - IA discussed the need to get the dates and locations for the meetings out sooner so technical people can attend and also due to so some issues they have had getting their attendance approved
 - The agenda does not need to be finalized but committee time will be important

Adjourned at 3:30pm.