



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



Mississippi River Parkway Commission Culture and Heritage Committee Work Plan Timeline 2015-2017

Immediate/Three months

- Encourage all ICs to submit nominations to the MRCC Geotourism website by November 1, 2015.
 - Send letter to all ICs with nomination process outlined.
 - Send thank-yous to all who have submitted nominations.
 - Send dates of remaining NatGeo meetings in each state to the IC's in those states.

- Check NatGeo web listings for each state to make sure all ICs are there; if not, appropriate state commissioners should contact the missing ICs to ensure their participation.

- Develop a one-page summary of benefits of the Culture and Heritage Committee.
 - Draft from chair to committee by Nov. 1.
 - Committee review and approve by Nov. 15.
 - Send to National Office by Dec. 1.

2016

- Train and inform DMOs, local businesses and ICs on the GRR and IC network through a front-line training session/kit available at www.mrpcmembers.com with all initial training completed by April 1, 2016.
 - Host trainings at interpretive centers.
 - Provide a certificate of appreciation/completion.
 - Leave flash drive with each center for training new personnel.
 - Photograph event and place in local media.

- Make at least one visit annually to Interpretive Centers
 - Survey annually for visitation rates.
 - Complete visitation forms and submit to National Office.
 - Conduct assessment of ICs' effectiveness.
 - State Chairs follow up on visits as necessary, dependent on findings.

- Review all forms turned in at each meeting.

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- Encourage new Interpretive Centers that tell the stories of the river.
- Review criteria for approving new Interpretive Centers.
- Seek ways to assist with opportunities for marketing the culture and heritage along the river and for promoting the GRR and its communities.
- Encourage participation in annual special event with the MRCC and Corps of Engineers, “Year of -----“
 - By September 1 of each year, identify the Interpretive Centers that meet the selected theme for the year.
 - Work with the identified Interpretive Centers to ensure related events in each state.

2017

- Participate in development of 10-state Corridor Management Plan (CMP) following Federal Highway Administration plan requirements.
- Assist in updating Interpretive Plan and Toolkit, including looking at 11 interpretive themes identified and determine how to further develop each theme.

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