



Mississippi River Parkway Commission
Board of Directors Meeting
July 17, 2015
Minutes (draft)

Participants:

Bob Miller - Pilot

Terri McCullough - Secretary

Craig Mitckes - (IL-MRPC)

Faye Wilkinson - (MS-MRPC)

Sherry Quamme - (WI-MRPC)

Edith Pfeffer - (IA-MRPC)

Karl Samp - Pilot Pro Tem (MN-MRPC proxy)

Doug Bourgeois - (LA-MRPC)

Norma Pruitt - Marketing

Carol Zoff - Transportation

Ruth Hawkins - Culture & Heritage

Susanne Barnet – National Office

Pilot Bob Miller called the meeting to order at 9:05am on Friday, July 17, 2015. A quorum was present.

- **Past Meeting Minutes from 4/22/15** Motion to approve by WI. Second by IL. Motion carried.
- **Financial Report as of 5/31/14** Motion to approve with a calculation adjustment to the combined balance sheet under current assets, total checking and savings of \$256,287.90 by WI. Second by MS. Motion carried.
- **National Geographic Geotourism Project** Pilot Miller updated the Board on the community meetings that started earlier this week and continue through August. He said he would provide an updated list once the dates, times and locations were final. He asked if states have been entering their interpretive centers. He said as of yesterday, there are 157 active, 197 inactive and 37 pending entries. Ruth Hawkins stressed the importance of Centers nominating themselves since they will be the ones updating the content, and encouraging them to attend the community meetings. She said all 10 Arkansas interpretive centers are nominated but some are awaiting approval. Kentucky said this will be no problem for them. Miller again stressed how important this is and he hopes that states can make this happen by communicating with their interpretive centers. He also provided the address for the new geotourism project facebook page. <https://www.facebook.com/MississippiRiverConnectsUsAll>
- **Strategic Plan** The National office reviewed how the new strategic plan is organized, by both theme and timeline. The national office asked that everyone review the document and provide edits or feedback by Friday, 7/24 so the document can be distributed to the national commission as a draft. The final three year document will be formally approved at the next board meeting in October during the Annual Meeting.
- **Upcoming National Meetings** The National office provided dates and locations for the next three national meetings, as follows:
 - 2015 Annual, New Orleans, LA, 10/6-10/8/2015
 - 2016 Semi-Annual, La Crosse, WI, 4/27-4/29/2016
 - 2016 Annual Meeting, Natchez, MS, 9/14-9/16/2016
- **Marketing Updates** The National office provided a brief overview of marketing activity since the Semi-Annual Meeting. Over 25,000 remaining GRR maps were sent to requested locations in each state, at an expenses to cover shipping only. The marketing committee will request to reprint the fulfillment map piece as part of the 2016 budget. The National office kept enough maps for fulfillment until spring of 2016. Business clings that include the GRR logo and copy identification of

being located along the GRR are ready for distribution at the national office and the upcoming annual meeting. When commissioners visit with businesses along the GRR and review the PowerPoint presentation developed by Ruth Hawkins and the culture and heritage committee, commissioners can provide the window clings along with a training completion certificate (available to print at mrpcmembers.com). 25,000 key chains will be shipped to all of the interpretive centers in August. These will be distributed at no cost to them as a means to create awareness of Drive the Great River Road month to their visitors. The Drive the Great River Road Month sweepstakes will also run during the month of September with a \$500 cash prize. Facebook ads will help drive traffic to the contest.

- **Mississippi River Caucus** Pilot Miller said this is for information only. He recently found out that Wisconsin Congressman Ron Kind heads up the 10-state Mississippi River Caucus. After a conversation with his aid, he is now assigned to help us deal with any possibilities that could replace the NSB program, including a grant program. We will be updated with any follow up information.
- **Other business** National Office reminded the board of upcoming deadlines, including September 1 for DSA nominations, IC nominations, honorary membership nominations and September 15 for State Annual Reports, with a reminder of the new shortened annual report template (emailed and located at mrpcmembers.com)
- **Other business** Pilot Miller state that he asked Terri McCullough to chair a subcommittee that will review the National Office this year. MN said it's a good idea to follow through from past pilot Bill Seratt. WI said this will help increase communication and provide a process model.

Adjournment Motion to adjourn by AR. Second by IL. Motion passed. Meeting adjourned at 9:53am.