



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



MRPC Marketing Committee Conference Agenda

April 28, 2016

Semi-Annual Meeting, La Crosse, WI

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

Meeting began at 2:07pm.

- National Geographic Geotourism update: Committee members gave an overview of the program and the status of the website being launched but new entries can still be submitted. NO provided information on the Mississippi River Consortium's RFP for a management services organization. Committee requested a copy of the RFP. Questions were asked regarding the project that NO could not answer. Committee requested NO invite Jim Dion to the next marketing committee call to answer project questions.
- Discuss map review process: NO summarized the map review process and concluded that the interactive database tool that allowed states to submit their changes cooperatively to the committee was very beneficial. NO also showed examples of how changes were received and changes that were written directly on the printed map were the easiest to address. Committee agreed the online database was convenient and should be used for future projects.
- 2016 marketing/advertising plan options: NO presented and reviewed the first quarter 2016 marketing updated. Committee requested an electronic copy to share with their states.
 - Cooperative advertising: NO reviewed options and concerns on price point and state budgets. Committee agreed their states do not have much for an advertising budget. AR shared they offer their own cooperative advertising program. MS said she has used the MS cooperative advertising program. KY requested the NO create some cost effective options to the group to review. Garden & Gun magazine was recommended as a publication that could fit the organization. NO agreed to provide this information for the next meeting. MN requested that public relations efforts be utilized to maximize awareness with minimal cost. NO agreed.
 - Summer contest advertising: NO reviewed the results of the spring birding program and gave an overview of the summer biking promotion. NO expressed need for additional photos and video. Committee requested a Dropbox be established and sent out for them to share photos.
 - Drive the GRR fall promotion advertising: NO explained the fall campaign will follow a similar format.
 - 2017 promotional ideas: MN recommended working with Culture and Heritage (C&H) committee to create "selfie spots" at the interpretive

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centers and to create promotions around photos taken at the spots. Committee loved the idea and NO said they will discuss the concept with C&H and create options around this concept to consider at the Annual Meeting.

- Sponsorship ideas for 2016
 - Review list of potential sponsors: Committee agreed the list of potential sponsors were all viable options: ADM, Casey's Country Store, Kwiq Trip,
 - Create framework for sponsorship package: NO offered to sketch out a sponsorship package to review at the next meeting. Committee agreed.
 - Discuss strategies to approach potential sponsors: Committee agreed to discuss strategies once the sponsorship package was created.
- 10-state bike race: NO alerted the committee to an all-commissioner meeting the following morning to discuss the bike race options and encouraged marketing committee members to attend.
 - Review inventory bike races in the 10-states: NO said only MN has submitted bike events.
- Committee collaboration ideas: KY shared a meeting of the committee chairs took place that morning. The chair of the transportation committee requested that all states submit an electronic copy of the CMP to begin work on a 10-state CMP. KY explained the meeting was successful and should we continued at future meetings.
- Other business: KY shared the passbook promotion being sponsored by the National Parks Service as provided by AR. KY requested a passport idea be discussed at future meetings as they are have success with their passbook promotion. MN shared copies of "Great River Road: Parkway of the Mississippi River."

Meeting adjourned at 4:11pm.

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