



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



Culture and Heritage Committee Minutes

Friday, April 21, 2017

Sherrone (MN) called the meeting to order at 11:00am

Those in attendance: Martin Graber (IA), Jenna Pollock (IA), Joe St. Columbia (AR), Pat Audirsch (AR), Faye Wilkinson (MS), Dennis Donath (WI) and Sherrone Mulry (MN).

Joe motioned to approve the Minutes from March 16, 2017, second Dennis. All ayes.

Updates regarding Interpretive Center visits: AR, MN and MS have completed and disbursed maps. IA will complete this May when centers open. Recommended that each representative from each state visit the ICs respective to their county.

Review nomination form: Martin motioned, Pat seconded. All ayes to incorporate under section II number 5, “ Are you willing to use and incorporate the GRR network language and logo on all future marketing and promotional materials (i.e. radio, newsprint, social media, websites, maps, rack cards and brochures, etc.), ‘ _____ is an Interpretive Center of the Great River Road- Mississippi River Parkway Commission- National Scenic Byway.’”

Discussed rewording the language under sec. II number 1 regarding the dispersal of maps. Remove the obligation to sell the maps. No states doing this. Reword the language on how many (quantity varies by state) are dispersed initially and how to acquire more maps from state commissioners or NO. Pat motioned, Joe seconded. All ayes.

Revised Themes suggested by the Board. Change wording from past to active tense. “ The river changes(not changed)... The river plays a critical role (not played) Faye motioned to approve the language recommended by the Board, Pat seconded. All ayes.

Reviewed IC Matrix. Joe moved to add the four approved ICs from the National Mtg in Nanchez to the IC matrix. All state commissioners will collaborate with ICs to choose at max the three best theme categories that represent each IC. Seconded by Jenna. All ayes with a request the themes and matrix be emailed out to all.

Communications with IC. Martin shared that IA has invited all 16 ICs to the National Meeting hosted by Iowa in September to showcase an IC booth display Tuesday night. Neighboring IC from MN, WI and IL will be invited by NO to participate as well. There will be a session hosted for the ICs to collaborate. All states will try to host their regular meetings at ICs to bring them into the network. Incorporate an item on the agenda to incorporate interaction/feedback from ICs (i.e. A legislative showcase).

Phone: 866-763-8310 • Fax: 608-242-8896

Web Site: ExperienceMississippiRiver.com • E-mail: info@experiencemississippiriver.com



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



Discussion on what NO could do to help the ICs. Could the NO conduct quarterly check ins? Could the NO host a Facebook page for the ICs Network, showcase one IC every two weeks. And offer a comment section for IC collaboration?

Motion by Joe to adjourn, second by pat. All ayes.

Meeting adjourned at noon.

Respectfully submitted,

Jenna K. Pollock, IA-MRPC