Mississippi River Parkway Commission
701 East Washington Avenue, Suite 202
Madison, WI 53703

Notes:

Mississippi River Parkway Commission
Marketing Committee Meeting

April 21, 2017 | 10:30am-12:30pm

AGENDA

I. Introductions

II. 2017 marketing plan/budget
   a. Review birding promotion progress
   b. Map review
   c. Review MRCC "Year of Trails"
   d. Updated navigational app
   e. Collect Snapchat filter locations
   f. E-newsletter campaign

III. Review 2017 Q1 marketing report

IV. Update on National Geographic Geotourism

V. Review cooperative advertising options (Southern Travel & Lifestyle, Midwest Living)

VI. Sponsorship ideas for 2017
   a. Review list of potential sponsors
   b. Review framework for sponsorship package
   c. Discuss strategies to approach potential sponsors

VII. NSB Foundation membership

VIII. Remind states to send bike races inventory related to 10-state bike race

IX. CMP discussion

X. Promotional toolkit reminder

XI. MRC updates

XII. State reports

XIII. Other business