

**MRPC Marketing Committee Agenda**  
**April 21, 2017**  
**Semi-Annual Meeting, Paducah, Kentucky**

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

- Update on navigational app: NO met with Marketing and Transportation Committees to discuss the status on the navigational app. The mapping is complete and the app is ready to be tested once the off-line function is incorporated which should be later next week. NO needs to collect information from testers using iPhone to allow them access to the file. Adroid users can skip this step. NO requested volunteers to test the mapping. Both committees will provide contacts. NO is still aiming for a Memorial Day launch but it will be based on testers and Apple's approval process which is more extensive than Android.
- Update on National Geographic Geotourism: (update provided in general session)
- Review 2017 Q1 marketing report: NO offered to answer questions on report as they arise.
- 2017 Marketing plan/budget
  - Review birding promotion progress: NO reminded states to promote the contest on their social media channels. NO explained the promotion was doing even better than last year's birding contest.
  - Map review: NO collected states' changes to the map and reminded everyone that once the changes were made the map was ready for printing. All agreed.
  - Review MRCC "Year of Trails": NO updated committee that no new logo has been received from MRCC to incorporate into the promotion. NO has also tried to contact MRCC for additional promotional information but has not received any returned calls. NO will continue to follow-up with MRCC and will incorporate the theme into the promotions as previously discussed. WI recommended MRPC request MRCC provide us with the logo and promotional materials by December 2018 to include it in our campaigns. WI also said we should inform MRCC we will provide them with materials for the "Year of the GRR." NO will comply.
  - Collect Snapchat filter locations: NO will run the Snapchat filter for the "Drive the GRR" over Labor Day weekend, September 1-3. States need to pick one location to feature over the weekend. Recommendations are scenic overlooks, natural selfie locations or photo stops and places open all three days. States need to bring dates for the next meeting.
- Review cooperative advertising options (Southern Travel & Lifestyle, Midwest Living): NO brought examples of different ways cooperative advertising can be organized. All

preferred an infographic or content based design. NO will work with publications to put preliminary pricing together for the next meeting.

- Sponsorship ideas for 2017: NO updated committee that letter of intent was sent to the Knight Foundation as instructed. Sponsorships will be added to the next agenda.

- NSB Foundation membership:

Motion to recommend the Board add NSB Foundation to their next meeting agenda to discuss cooperative opportunities and encouraging individual state membership by WI. Second by IA. Motion carried.

- Remind states to send bike races inventory related to 10-state bike race
- CMP discussion: Add to next agenda and invite Transportation Chair to discuss ways committee can assist with project.
- Other business
  - MN requested adding ways to reach travel bloggers to the next agenda. NO will add it.
  - Set meeting dates (all times at 10am CST):
    - Thursday, June 15
    - Thursday, August 17
    - Annual meeting
    - Thursday, November 16