



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



Notes:

**MRPC Marketing Committee Notes  
 August 17, 2017 10am-11:30am CST  
 Conference Call**

**Attendees: WI, KY, TN, LA, IA, MN and National Office (NO)**

**MINUTES**

**Meeting began at 10:02am.**

- 2017 Marketing plan/budget
  - NO reminded committee to review the 2Q report and send questions.
  - NO reminded states to send their Snapchat filter locations for Labor Day Weekend, if they hadn't already.
  - NO reviewed the "Drive the GRR" month promotion.
  - NO updated committee on writer interested in walking the GRR in 2018 for a new book. Committee asked for the timeframe. NO said a call is scheduled to go over logistics. TN said it took Gayle Harper 90 days to drive the road for her book. KY shared with the committee that a veterans' group is driving the GRR as a fundraiser and advised that we should be prepared for more people requesting support for these events. MN said issue related fundraisers bring attention. MN updated committee on "Find your MN sense of place" campaign features interpretive centers in it. MN will send the plan to be distributed to the committee.
  
- Sponsorship ideas for 2017
  - NO reviewed the meeting would focus on sponsorships since most meetings have run out of time for the discussion. NO reminded the committee that the marketing committee time at the Annual Meeting will be used to create the 10-15 vision for the GRR marketing as requested by Transportation Chair for the 10-state GRR CMP. WI shared that a 10-15 year plan seems to be too long and difficult to accomplish and recommended a five year plan instead. TN agreed that a five year plan sounded better. TN explained that as a state transportation planning tool CMPs work for long term planning but there are too many things that can change in a market to make this kind of long range planning useful. WI recommended we identify language commonly used in plans and not get too bogged down in

