



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



Mississippi River Parkway Commission Board of Directors Meeting February 9, 2018 (draft)

Participants:

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| - Karl Samp – Pilot | - Joe St. Columbia – (AR-MRPC) |
| - Terri McCullough – Pilot Pro Tem | - Sherry Quamme – (WI-MRPC) |
| - Holly Cain – Treasurer | - Carol Zoff – Transportation –
(MN-MRPC Proxy) |
| - Craig Mitches – (IL-MRPC) | - Ruth Hawkins – Culture & Heritage |
| - Martin Graber – (IA-MRPC) | - Norma Pruitt – Marketing |
| - Derick Biglane – (MS-MRPC) | - Susanne Barnet – National Office |

Pilot called the meeting to order at 9:08am.

- **Moment of Silence** to honor Iowa State Chair Edith Pfeffer.
- **Past Meeting Minutes from 12/8/17** – Motion to approve by MN. Second by AR. Motion carried.
- **Financial Report as of 12/31/17** – Motion to approve and add investment discussion to next board agenda by AR. Second by WI. Motion carried.
- **MRCC Update** – Winter meeting was cancelled due to government shutdown. It's been rescheduled for some time in March in St. Louis. As of now it does not look like the website will be shut down. We'll know more at the next meeting. Motion was made to have National Office attend the MRCC meeting in March to listen and participate to leverage each others' activities and work more effectively. Motion by MN and second by Pilot Pro Tem. Motion carried.
- **Website Recommendations** – The National Office provided an update on the scraping of the National Geographic geo-tourism site for the Mississippi River. Currently all data has been scraped. Videos and photos will take additional time. Since we are unsure of MRCC's next steps we'll wait until after the March meeting to make further recommendations. For example, would MRPC want to list lodging and restaurants? As a first step, we know we would want any additional information on the Interpretive Centers.

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

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



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- **10-State CMP** – Carol Zoff reviewed the activities related to the 10-state CMP, noting that it was included in the most current strategic plan to accomplish. The Marketing committee has been writing their long-term marketing vision, Culture and Heritage committee looked at the interpretive plan themes for each Interpretive Center. Transportation acquired all the state's shape files, which is what was used to update the Great River Road app. The shape files are used for corridor assessments. National Office has been collecting historical documents. WI provided documents that highlight aspects that we could carry on and highlight for the next 10 years. We still want to collect all statutes and commission organizational documents. ERA Committee must see what they can contribute. We hope to compile a final draft that we can present at the fall annual meeting for each committee to review. This would make a wonderful way to celebrate the 80th anniversary of the Great River Road. The Board extended a sincere thank you to Carol for her leadership and work on this project.
- **2018 Semi- Annual Meeting** – The semi-annual meeting will take place April 11-13 in Quincy, IL. Hotel information is available at mrpcmembers.com and registration information will be going out in the coming week. As requested by the board, this meeting will offer more working time in the hotel rather than off-site touring.
- **National Office Evaluation Reminder** – Pilot Pro Tem reminded the board to complete their evaluation using the link to the online form included on the agenda at mrpcmembers.com/mrpc-evaluation.
- **National Office Update** – National Office briefly reviewed the 10-page 4th quarter activity report and the one-page 2017 marketing highlights.
- **Other Business** – WI shared a vendor issue with ordering another overlay for an Interpretive Center that had a problem with installation. The National Office will contact the vendor and collect requests from states again. There are no funds in the budget to cover signage for new Interpretive Centers. This will be an expense of the individual Interpretive Centers and/or state commissions.
- **Technical Committee Updates** – Ruth from Culture and Heritage reminded the National Office of their request for Interpretive Centers to receive lower registration pricing, perhaps like a spouse or guest, in an effort for higher meeting attendance from Interpretive Centers.

Meeting adjourned at 10:10am.