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## Mississippi River Parkway Commission Marketing Committee Meeting

**April 12, 2018 | 1:45 PM-4 PM**

**Attendees: KY, IL, MN, MS, WI, AR, National Office (NO) Victoria Bradford,  
and members of Culture & Heritage Committee**

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### Notes

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Meeting started at 1:45pm.

- I. Promotions (met jointly with Culture & Heritage Committee)
  - NO distributed promotional outlines (attached)
  - Reviewed the Flavors promotions (direct contest promo)
    - Create a hashtag campaign to include with the toolkit
    - Discussed how to get the interpretive centers (ICs) involved with the promotion
      - Front desk distribution of the contest business card
      - Ask the interpretive centers to do a programmatic thrust on their featured ingredients
      - Encourage social media sharing of the promotion through ICs
    - Request ICs share events being held during the promotional period with NO to get them included or consider pitching idea to ICs to incorporate area restaurants that fit the themes
    - Share the featured week with DOTs so they can get it added to their editorial calendars to promote
    - Look at events that might fit like June is Dairy Month to tie into WI as an example
  - Reviewed Paddlewheel campaign (branding)
    - C&H to give Marketing or NO a list of a high traffic events to set up a Snapchat filter
    - Create a Point of Purchase display to give to ICs with information on identifying the paddlewheel and explaining what it is especially if there is no staff time to explain it
    - Get a postcard to fill out when they come in to go online and fill out in to get their cling





