



Notes:	<b>Mississippi River Parkway Commission</b> 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			
	Notes			
	Meeting started at 1:45pm.			
	<ul> <li>I. Promotions (met jointly with Culture &amp; Heritage Committee) <ul> <li>NO distributed promotional outlines (attached)</li> <li>Reviewed the Flavors promotions (direct contest promo)</li> <li>Create a hashtag campaign to include with the toolkit</li> <li>Discussed how to get the interpretive centers (ICs) involved with the promotion</li> <li>Front desk distribution of the contest business card</li> <li>Ask the interpretive centers to do a programmatic thrust on their featured ingredients</li> <li>Encourage social media sharing of the promotional period with NO to get them included or consider pitching idea to ICs to incorporate area restaurants that fit the themes</li> <li>Share the featured week with DOTs so they can get it added to their editorial calendars to promote</li> <li>Look at events that might fit like June is Dairy Month to tie into WI as an example</li> </ul> </li> <li>Reviewed Paddlewheel campaign (branding)</li> <li>C&amp;H to give Marketing or NO a list of a high traffic events to set up a Snapchat filter</li> <li>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</li> <li>Get a postcard to fill out when they come in to go online and fill out in to get their cling</li> </ul>			

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





Notes:	<ul> <li>Display could hold the 10-state map and card to be added to the e-newsletter along with clings, using honor system to complete a card and receive a cling</li> <li>States shared concerns related to the logistics for high traffic ICs or high-volume days or events which could inhibit their participation in distributing the clings</li> <li>ICs could work through with the states to help to facilitate who can participate and ICs who elect not to be included</li> <li>States should work with each IC separately and might be situational based on events, etc. on their ability to facilitate the campaign</li> <li>Look at the keychains again—better reception for that option than the clings</li> <li>Campaign is a good opportunity for states to have incentive to interface with the ICs to get them engaged</li> <li>Campaign gives opportunities to talk directly with the ICs to get them excited about the GRR and provide education on the value of the GRR and their MRPC involvement</li> <li>Reviewed Lonely Planet Magazine –GRR coverage outline</li> <li>KY offered contact for riverboat pilot and KY state parks</li> <li>AR recommended tying Helena's blues history to Clarksdale and offered to be the contact</li> <li>MS will be contact for Clarksdale</li> <li>Dr. Ruth Hawkins will be contact for Johnny Cash Boyhood Home</li> <li>AR recommended adding AR's tamale history and the story of AR's only James Beard award winning restaurant for food angles</li> <li>NO asked committees to provide additional story ideas and contacts by the end of the day for consideration during the following day's conference call</li> </ul>
	<ul> <li>II. Review 10-state CMP needs (based on morning's general session discussion)—number in parenthesis corresponds to CMP strategy number</li> <li>Once Transportation collects MRT maps—include into the app and promote it (1)</li> <li>Make app multilingual (1)</li> <li>Where possible engage the ICs for promotional awareness and execution (2)</li> <li>Consider the states' ICs marketing plan for of the Marketing Committee's plan by sharing the promotional plan as it is approved in September at the Annual meetings (2)</li> <li>Phone: 866-763-8310 • Fax: 608-242-8896</li> </ul>





Notes:		
		<ul> <li>Add ICs to the internal mailing list and create a dedicated email list to send updates on MRPC updates and marketing committee notices (2)</li> <li>Set up dedicated plans like the Drive the Great River Road month to leverage more inclusion (2)</li> <li>Collect and utilize video including drone to share stories of the GRR (4)</li> <li>Collect and promote vintage photos of the GRR (4)</li> <li>Utilize user generated content like photos, photos and stories to promote GRR (5)</li> <li>Public interest campaigns to brand the paddlewheel (6)</li> <li>Consider and include intrinsic qualities importance as marketing assets (7)</li> <li>Secure trademark for the paddlewheel and copy (6)</li> <li>Review the maps for accurate multi-modal connectivity safety (9)</li> <li>Maintain marketing committee and MRC promotional committee work and budgets (11)</li> <li>Work with Brand USA on International marketing efforts (11)</li> <li>Maintain a benefits package of MRPC for members, partners, stakeholders, founders and traveling public (12)</li> <li>Continue sponsorship efforts including the sponsorship package to find other funding sources outside of member dues (13)</li> <li>Review organization to include more partners (13)</li> <li>Discuss potential business partnerships within MRPC (13)</li> </ul>
	III. 1	<ul> <li>NO shared MN's request for maps</li> <li>NO currently has 37,000 maps in storage and anticipates needing at least 7,000 for requests for the rest of the year</li> <li>Cost to order maps is \$0.35 plus shipping and MN has a budget of \$4,000 to order maps</li> <li>Based on the number of locations MN wants to ship guides, NO estimates they would receive no more than 8,000 maps</li> <li>Committee agreed to allow NO to fulfill MN request and allow other states to order maps if needed using the same pricing system</li> <li>Committee also decided to wait to print maps until the end of the year to continue looking for a sponsor and to add the new ICs that are approved in the fall</li> </ul>





<ul> <li>(attached) <ul> <li>Recommended adding there have been 14,500 app downloads since launch of the new map which will make it be more impressive than if the app had been available for years</li> <li>Guest speaker Victoria Bradford recommended adding a piece explaining why we are interested in obtaining sponsorship and why now. She suggested that showing why the organization is looking for sponsors will help them understand the importance of the partnership to the organization.</li> <li>Tyler Dunegan also recommended adding a historical background of the organization and goal to reach more people with our product was also offered.</li> <li>Committee discussed changing the amount of the exclusive sponsorships from \$100,000/three-years to \$120,000 or \$150,000—committee will consider the amount on the next call.</li> <li>Add Tyler Dunegan and Mary Osteen to the marketing committee</li> </ul></li></ul>
roster for AR
V. Set next meeting for Wednesday, May 23 at 10am CST.
VI. No other business
Meeting adjourned at 4pm.