



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



Notes:

Horizontal lines for taking notes on the left side of the page.

Mississippi River Parkway Commission
Marketing Committee Meeting
June 20, 2018 | 10:00 AM-11:30 AM

Attendees: MO, AR, MN and National Office (NO)

Notes

I. 2018 Marketing plan/budget

- Review Flavors promotions (June 4-August 31)
 - Received more than 1,700 entries in a little over two weeks (goal was 2,000 entries)
 - Engagement is strong with fans sharing their favorite flavors (50+ so far), and we continue to encourage people to share favorite restaurants, recipes, etc.
 - Browse all flavors at experiencemississippiriver.com/flavors
 - Share flavors: experiencemississippiriver.com/flavors/share
 - NO asked states to share content (La Crosse, WI and others have already done so)
 - WI and MN have been featured so far in blogs and social media content with rest of states to come; full schedule is available on Resources page at mrpcmembers.com
 - Members newsletter to mail next week with more updates
- Review 80th anniversary/Follow the Pilot’s Wheel campaign
 - Working on finalizing keychain order
 - Other items we're working on: Snapchat filters (C&H to provide list), newsletter signup sheets (will design and send to state reps/ICs) and temporary Facebook profile picture frames (Drive the Great River Road)
 - Blogs: A brief history of the MRPC/GRR, why the pilot's wheel? (both can turn into handouts at high-traffic ICs)
- Review Drive the Great River Road promotion
 - Toolkit on mrpcmembers.com will be updated by June 30



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Notes:

- Review *Lonely Planet* visits and other media pickups/assistance
 - *Lonely Planet* visited MO, AR, TN, MS and LA. NO requested *Lonely Planet* plan a follow-up to include the remaining states. The article is slated for spring, 2019.
 - Artist Thomas Paquette is holding a series of exhibitions in 2018-19 at art museums on the GRR featuring his series "America's River Re-Explored: Paintings of the Mississippi from Source to Gulf" which is part of a three-year project (he stopped by National Office to talk before he launched project) with sample pieces at <https://thomaspaquette.com/> and is at MN Marine Art Museum (Winona) through Aug. 26, then Watermark Art Center in Bemidji (September-October) and Dubuque Museum of Art (April-July 2019)
 - Freelance writer Mary Bergin worked with NO to set up a piece on traveling the GRR and is visiting now.
- Map and app updates: Committee agreed to allow states to request additional maps and only pay for shipping if they are in good standing with dues. Committee recommended a deadline, so orders can be organized by NO to adjust numbers based on availability.
- Review "Year of" event promotion: NO worked with MRCC on their "Year of" event promotion by adding a page to our site that allows states and partners to submit their events: <https://experiencemississippiriver.com/events/>

II. Sponsorships: review PowerPoint presentation: NO walked through the PowerPoint presentation and was provided feedback from committee including:

- Break first slide into three separate slides that make the case for Mississippi River, Great River Road and MRPC
- Put visuals into those slides to make an emotional pitch as potential sponsors may know parts of the area but not the whole region
- Add a slide following each marketing opportunity slide to show the sponsor their logo on the featured asset, for example, the website with the logo on the footer
- In the "Map" section, add map demand exceeds our supply so distribution could grow and give quotes of a partner like AR Tourism stating estimated distribution if more were available
- Show photos of the map in travel information centers to boost the strength of the distribution channels as the lifeblood of the states

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- MO said they could provide travel center number traffic estimates to show impressions. Committee thought all states could provide this number for their state
- Show photos of the GRR network of Interpretive Centers and further discuss the GRR promotion distribution centers to message possible partner tie-ins including how the 80th anniversary encourages engagement with the centers
- Share strength of the Pilot’s Wheel brand and ability to tap into it as rare opportunity
- Networking with people in the organization is an asset
- Take out the title of the meetings and replace with “two national MPRC meetings annually”
- Conference attendees include professionals in fields including tourism, transportation and economic development in ten states
- Pilot’s Banquet offers sponsorship opportunities
- Committee liked the order of the strengths and introducing the organization first—did not want to see the order changed, just more slides added
- Committee felt having the assets broken into pieces was very effective and the total value of the sponsorship was apparent
- MN recommended trying to quantify the value of the sponsorship over the requested investment. NO will try to create a value total.

III. MRC updates: NO provided updates on MRC rebranding “Heart of America” with new look and messaging to focus more on assets and less on individual states. NO provided information on the CA sales mission and IPW meeting. NO reviewed the new MRC marketing package and shared IL GRR’s partnership with MRC as discussed at the Semi-Annual meeting.

IV. State reports: MN reviewed riverfront development projects which focused on changes in Twin Cities for more access and participation with the river and the partnership with the Army Corps of Engineers with the updates to the locks and dams. MN has been in communication with Victoria Bradford and her Relay of Voices regarding her attendance at the MRCTI meeting. MN has been actively promoting the flavors contest and working with the CVBs and ICs to get the word out. MN is looking forward to rolling out Plan Your Trip project, a partnership with MNDOT to develop linear mapping and story maps. MN is hoping the project can serve as a model for other states and will launch it for Drive the GRR month.

MO shared the Gateway Arch renovation is complete and opening the new museum with new entrance, lobby and grounds on July 3 with a Grand



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Opening event, concert and fireworks. Preparations are underway for Bicentennial in Hannibal in 2019. A new conference center is open in Cape Girardeau: <https://www.druryhotels.com/locations/cape-girardeau-mo/drury-plaza-hotel-cape-girardeau-conference-center>

Governor Mike Parsons appointed Senator Mike Kehoe to Lieutenant Governor.

AR is working diligently on the Annual meeting and invited everyone to make their plans to attend in West Memphis, October 23-25. NO noted registration materials can be found at mrpcmembers.com

- V. Reminded states to send bike races inventory related to 10-state bike race
- VI. Promotional toolkit reminder
- VII. Set remaining 2018 meeting dates: NO will send out a Doodle poll to schedule a meeting in August following the MRPC Board meeting.
- VIII. No other business

Meeting adjourned at 11:17am.