



Mississippi River Parkway Commission

Board of Directors Meeting

July 13, 2018 (draft)

Participants:

- Karl Samp - Pilot
- Terri McCullough– Pilot Pro Tem
- Martin Graber-(IA-MRPC)
- Derick Biglane – (MS-MRPC)
- Joe St. Columbia – (AR-MRPC)
- Al Lorenz – (WI-MRPC Proxy)
- Nicole Jones/ Greg Terry – (KY-MRPC)
- Carol Zoff – Transportation - (MN-MRPC Proxy)
- Ruth Hawkins - Culture & Heritage
- Nani Bhowmik - ERA
- Susanne Barnet – National Office

Pilot called the meeting to order at 9:03am.

- **Past Meeting Minutes from 4/11/18** - Motion to approve by AR. Second by KY. Motion carried.
- **Financial Report as of 6/30/18.** - Motion to approve by MN. Request to show all states and payment status on AR Aging Report. Second by MS. Motion carried.
- **MRCC Update** –Pilot Pro Tem indicated that National Geographic will shut the geotourism website down at the end of July if final payment is not met. Additionally, some members of the MRCC have been invited to attend our upcoming Annual Meeting in AR. They bring lots of experience and we will benefit from their knowledge. The Pilot met with John Anfinson, a MRCC member, and he indicated Rory will be retiring soon and Liz has been asked to back off her time spent with this group. There will be MRCC members attending our Annual Meeting and checking us out. They will benefit from our support and infrastructure. The Pilot Pro Tem stated the importance that we welcome this group. Although attendees are not yet confirmed, likely it will be Rory, Kim and Sabrina. National office will provide information prior to the Annual Meeting so the board is prepared and knows who is attending. IA requested we also provide the full commission with information on what MRCC is. It was also requested that we provide the federal agencies with time to give updates during the meeting.
- **Relay of Voices** – National office and Pilot Pro Tem shared their conversations with Victoria Bradford and her event along the Great River Road in 2019. National Office indicated that they would be working with Victoria on a memorandum agreement that would outline expectations for each organization. This memorandum would then be brought to the board for review and approval. MN requested talking points after the memorandum is completed that include our mission and expectations. More information on this event can be found at relayofvoices.com.
- **Strategic Planning Session** – Pilot shared timing and need for an updated strategic plan. The national office will survey the board to see preferred times of prior to the annual meeting, after the annual meeting or a new select date and location yet in the calendar year. Be on the look for the survey and please respond accordingly. The Pilot indicated he would be sending a survey in September to look at priorities, so he can run a gap analysis report prior to the session.
- **2018 Annual Meeting** – Pilot Pro Tem and Arkansas-MRPC state chair shared their excitement for hosting the upcoming national meeting. There will be transportation options for those flying into the Memphis Airport to the hotel. We encourage attendees to arrive the weekend before the meeting to attend the Johnny Cash Heritage Festival. Registration and meeting agenda will open soon.

- **2020 Annual Meeting** – MN requested approval for 2020 meeting in Bemidji, September 15-17, 2020 to coincide with the MRCTI Annual meeting, to authorize the national office to work with Visit Bemidji and MRCTI to secure lodging block and meeting space and to designate an additional committee to work closely with the MRCTI on shared session planning. Motion was made by AR, second by MN. Motion approved. Committee is currently Karl, Carol, Anne and Susanne. Additionally, there will likely be a shared activity such as a trip to the headwaters of the Mississippi River, located about 20 minutes away.
- **MRCTI** –Pilot Pro Tem will be attending the MRCTI Annual Meeting in the Quad Cities in September on behalf of the MRPC. The National office will provide business cards and talking points about state benefits and who isn't current with state dues. Anne Lewis from MN is also planning to attend. Pilot Pro Tem will be looking to build state support through the mayor's group and requested Great River Road keychains for distribution, since they were produced for our current marketing campaign.
- **Transportation Committee**– The committee chair indicated that the transportation committee met by teleconference in June and decided to reformat the CMP in a way that would best work for us rather than following the given layout. As a result, the timing for review will run into the fall, prior to the Annual meeting. The National office was requested to seek state statutes online since all states were unable to provide originally. Committee chair requested that collected information and requests that the board read it too.
- **Marketing Committee** – National Office reviewed the sponsorship powerpoint the national office organized with the marketing committee through discussions over the past year. The board must soon decide if there are limitations on who could be an exclusive sponsor or types of businesses that wouldn't qualify. Additionally, the board should review the benefits in the presentation to approve all the advertising options outlined. The presentation uses Organic Valley as a sample so as you're reviewing you can note where an exclusive sponsor logo would appear. With the strategic planning session coming up this year, sponsorship will likely be a discussion as we look for ways to further promote and brand the Great River Road with our limited budget. Look for additional discussion of this topic in future meetings.
- **Environment, Recreation and Agriculture Committee** – The committee chair requested that we review the lone nomination for the Stewardship Award. The national office summarized the individual's history with the MRPC and promotion of the Great River Road. A motion was made by MN for approval, second by WI. Motion carried.
- **National Office Updates** – The national office reminded everyone of the September 1 deadline for interpretive center nominations, honorary membership nominations, distinguished service award nominations, as well as state reports. Reminder, that there's a simplified state report template online under resources to help guide state chairs with reporting. Additionally, the national office provided an update on the trademark, indicating that they will begin the process themselves, without an attorney, using the past registration as a guide. The process could take up to 6 months at an estimated cost of \$400 for filing. Lastly, the national office provided a review of the culinary promotion that is active through late August and the Follow the Pilot's Wheel campaign through the end of the calendar year that celebrates the 80th Anniversary of the Great River Road. Promotional toolkits are available online under resources. Contact the national office for additional information.

Meeting adjourned at 10:35am.