



Mississippi River Parkway Commission
Board of Directors Meeting
December 14, 2018 (draft)

Participants:

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| -Terri McCullough– Pilot | -Joe St. Columbia – (AR-MRPC) |
| -Anne Lewis – Pilot Pro Tem | -Sherry Quamme – (WI-MRPC) |
| -Holly Cain – Treasurer | -Greg Terry & Nicole Jones (KY-MRPC) |
| -Karl Samp - Pilot | -Carol Zoff – (MN-Proxy) Transportation |
| -Martin Graber-(IA-MRPC) | -Susanne Barnet – National Office |

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

- **Past Meeting Minutes from 10/23/18** - Motion to approve by WI. Second by AR. Motion carried.
- **Financial Report as of 11/30/18.** - Motion to approve by WI. Second by KY. Motion carried.
- **State Participation** –Pilot noted that we must make state participation a priority in 2019, noting the number of states on the AR Aging report that are not paying full dues.
- **Sponsorship** –Pilot, Pilot Pro Tem and National Office shared updates from the marketing committee that included secondary sponsorship opportunities for less cost that included single item sponsorship, such as national meetings, our app, the printed map or the experiencemississippi.com website. Motion was made that board member(s) would volunteer or be assigned to call on sponsorship meetings not as a marketing function but as a board function to make call/ overtures to potential funders. Motion to approve by Pilot Pro tem and second by WI. Motion carried.
- **CMP** – Transportation chair Carol Zoff shared that comments were collected from four committees, board and honorary member Mark Kross. Pilot Pro Tem suggested a few further minor revisions that Zoff will make. The CMP will be a great tool to hopefully get state DOTs back in place and show them where we're going. Pilot thanked Zoff for her time and acknowledged that the MRPC benefits from her transportation experience. Motion to approve the CMP by WI. Second by Treasurer. Motion carried.
- **Relay of Voices** – NO shared that an attorney reviewed and redrafted the agreement to move all language except as it relates to marketing. MN requested stronger language in the release of liability and indemnification section, the addition in writing that all 10 states are included, to legally identify the event by name in writing and to clarify that we don't support mentions to "join us on the run" due to safety concerns of actually running on the Great River Road. Motion was made by MN to support the event with a \$5000 monetary marketing sponsorship that would be paid in two portions and provide in kind support through our volunteers and state commissions. Motion by MN. Second by Treasurer. Motion carried.
- **National Scenic Byway Foundation** – Motion to include \$150 membership in budget for 2019. Motion by WI. Second by MN. Motion carried. NSBF committees are volunteers that represent different NSBs. Susanne/ National Office has agreed to join the communications/marketing committee on behalf of MRPC. Additionally, Pilot Pro Tem will seek out which committee is

working on the Transportation Bill and specifically where does the advocacy take place? MN noted that Gary Jensen with FHWA moderates the Coordinator calls.

- **Follow Up to Rodney Slater**– Pilot and Pilot Pro Tem provided an overview of the follow up from Slater’s presentation in AR. Video snippets of his presentation were taken on iphones by the national office. These files are large and difficult to share without taking the steps of video editing. One file was shareable and the Pilot Pro Tem pulled quotes that with illustrations could be incorporated into our website or future presentations as approved by Slater and applicable. The idea is that incorporating Slater elevates the position of MRPC and makes transportation and commerce relevant. MN shared a concern that we shouldn’t include Slater’s quotes with our sponsorship packet so as not to monetize on his quotes. Pilot Pro Tem said there will be a list of ways in which it could be used that will be approved by him. Pilot noted that this will be a future discussion and we will keep this in mind. We just want to capitalize on this experience.
- **2019 Budget Approval** – Motion to approve budget by Pilot Pro Tem. Second by KY. Motion carried.
- **Other Business** – Pilot noted there will be a document on the website that lists the communities that have interpretive centers and who the current mayor is as indicated through MRCTI.
- **Other Business** – MN requests that National Office begin working with Visit Bemidji on the 2020 joint meeting with MRCTI.

Motion to adjourn meeting by MN. Second by IA. Meeting adjourned at 10:19am.