



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



Mississippi River Parkway Commission Marketing Committee Semi-annual Meeting

April 3, 2019 | 2:30 PM-4:30 PM

NOTES

Attendees: AR, LA, IA, WI, MS, MN, KY, IL, and National Office (NO)

Meeting started at 2:45pm.

I. Review 2019 marketing

- Promotions: NO gave an overview of the Flavors promotion and asked states to review the agri-tourism pages on the website and fill out the survey that was sent over email with their changes and additions. NO also reviewed the Great River Road branding project.
- Map: NO said states had received the map for edits and was not anticipating many edits to be made but encouraged everyone to follow emailed instructions on providing feedback. Maps will be sent to one location for distribution per state unless a state wants to pay additional postage to have them sent to alternate locations.
- Relay of Voices: NO provided an update on the project including the approved contract and the submitted budget/cash contributions. MN shared the state had started getting press from their local efforts and recommended other states try to capitalize on their events. KY asked if other states were being asked to donate lodging and food during their time in state and whether there were expectations for states to participate financially or in-kind to the event. NO shared states are at no obligation to contribute anything additional but can do so voluntarily. Most states shared they had been asked to contribute in some ways and the various degrees they were participating.

II. Prioritize and set deadlines for CMP marketing items: Committee spent most of the meeting working through each item they identified at the Annual meeting from the CMP that related to marketing and prioritized the items along with setting possible timelines. See addendum for additional notes.

Mission Statement: Preserving, promoting and enhancing the Mississippi River Parkway for communities and travelers

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- III. Review sponsorship spreadsheet to determine top three opportunities: tabled until next meeting but assigned homework to review list and consider local organizations that might be a fit.
- IV. MRC updates: NO discussed upcoming MRC California Sales Mission with CA based Japanese travel trade on May 16th. All dues paying states are attending except WI. LA and AR MRC representatives attended MRPC Marketing committee and participated in an MRC conference call during the Semi-Annual meeting. MRC Chair is attending the MRPC Semi-annual meeting as MS is chair and host.
- V. State reports: tabled
- VI. Reminded states to send bike races inventory related to 10-state bike race
- VII. Promotional toolkit reminder
- VIII. Set remaining 2019 meeting dates: Doodle poll works best to set upcoming dates.
- IX. Other business: MN asked for an updated of adding Dean Klinkenberg's book about Great River Road to the website and a potential cross-promotion. NO will follow up on progress upon return.

WI noted all commission posts have been filled.

Meeting ended at 4:45pm.