



## Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202  
Madison, WI 53703



## Mississippi River Parkway Commission Board of Directors Meeting April 2, 2019 (Draft)

### Participants:

- Terri McCullough– Pilot
- Anne Lewis – Pilot Pro Tem
- Karl Samp - Pilot Emeritus
- Martin Graber-(IA-MRPC)
- Joe St. Columbia – (AR-MRPC)
- Sherry Quamme – (WI-MRPC)
- Sharon Calcote – (LA-MRPC)
- Norma Pruitt Secretary & Marketing
- Holly Cain – Treasurer
- Greg Pruitt (KY MRPC Proxy)
- Derick Biglane (MS-MRPC)
- Sheronne Mulry (MN-MRPC Proxy) & Culture and Heritage
- Ruth Hawkins – Culture and Heritage
- Nani Bhowmik – (IL- MRPC Proxy) & ERA
- Jim LeFevre – Transportation
- Pat Audirsch – Culture and Heritage
- Susanne Barnet – National Office

Pilot called the meeting to order at 3:02pm.

- **Past Meeting Minutes from 2/8/19** - Motion to approve by AR. Second by IL. Motion carried.
- **Financial Report as of 2/28/19.** - Motion to approve by WI. Second by AR. Motion carried.
- **State Participation Plan**–Pilot introduced a written plan drafted by Pilot Pro Tem called Full Participation Plan for Mississippi River Parkway Commission, for discussion only. Pilot stressed the need for our group to be financially sustainable. It's our plan that we visit the powers that be to ask for timely payments. It would be worthwhile for states to see our face and that we are a benefit to their economic development.

MN said it's a good idea because we are more stable in terms of personnel from some of these organizations that change over.

Pilot continued that there are nuances in every state. We'll work with states and we want you around the table to participate.

Pilot Pro Tem added that there are other reasons than dues. We work with the National Scenic Byway Foundation. We have a 10-state CMP that enumerates important things we can do across all 10 states. Granted it doesn't have to happen tomorrow, but it gives us opportunities we can take advantage of.



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KY shared that in his 30 years with MRPC this was done similarly two times but not in recent time. Pilot Charles Dean and Pilot Pro Tem Greg Pruitt each took five states and attended state commission meetings.

IL said that their entire state cabinet changed.

IA suggested meeting with states while here in Clarksdale to get feedback and discuss participating in one of their upcoming state commission meetings.

There was a question about the funding of the travel and where in the budget this effort would be supported. Pilot Pro Tem referred to the drafted document under budget that showed a portion of the Pilch & Barnet retainer, along with the officer's travel budgets would be used.

Pilot Emeritus suggested we consider budgeting for it in the future, especially since there was additional travel to Washington DC already this year. He also suggested using part of the endowment's interest by applying for a grant.

Pilot Pro Tem said the board should consider it a concept.

KY asked if there was consideration of different ways to minimize the cost.

Secretary asked that we look at this again from a budget standpoint.

Motion was made by Pilot Pro Tem to meet with states while here (in Clarksdale) and develop an outline of what would or would not work and include an associated budget with those who would make state trips based on researching costs. Second by AR.

Discussion continued as IA suggested looking at states in need first. LA asked what is the purpose? Pilot responded that we've worked hard to engage 10 states, but they didn't all come to the table and the goal is to make them aware. LA continued that in her state it will not be taken well that an outsider is telling them what their business is.

Motion approved.

- **CMP** – In the absence of Transportation chair Carol Zoff, Pilot asked each technical committee to put their resources together toward work on the CMP.

Ruth Hawkins shared that she put together rack cards based on each theme and



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broke down interpretive centers that fit each theme. She hopes to distribute cards to interpretive centers and hotels but especially interpretive centers of that theme so visitors get ideas to visit other similar interpretive centers.

Pilot continued that we need to talk about how to use the CMP to help state Departments of Transportation understand the MRPC and help us complete the work. We must discuss a plan for introducing the CMP to states and other people. For some states it might be better for state commissions to meet with DOTs and take the CMP. Pilot Pro Tem added that interpretive centers are an audience for the CMP too.

- **Legislative trip to Washington DC with MRCTI** – Pilot and Pilot Pro Tem shared that they attended the legislative trip in early March. The MRCTI and their forward-thinking director are looking for several billion dollars in transportation and infrastructure funding. 90 mayors are part of the organization that is only 8 years old. They lobbied for the Mississippi River Caucus. We have a contact list that was shared for our eyes only.
- **Recognize Ruth Hawkins/ Other business** – Pilot shared that Dr. Ruth Hawkins will be retiring this summer. What a loss of experience for us. Dr. Hawkins said that she promised her husband she would disengage from all commissions and boards. She was a technical advisor when we were still deciding as a group how or if to approach the National Scenic Byway program. The last few years there has been so much energy and focus and she's thankful for her time.

Pat Audirsch has been nominated by AR to represent the lower River as co-chair on the culture and heritage committee to replace Dr. Hawkins. Second by MN. Motion approved.

- **2019 Annual Meeting**– WI chair invited everyone to La Crosse, WI from September 17-19. The governor is invited, as well as the secretaries of transportation and tourism. Tim Jacobsen with the driftless documentaries, a farm to table meal and mobile sessions will be part of the agenda. The meeting coincides with the AGLOW conference at the same hotel.
- **Other Business** –National office provided an update based on the identified goals from the earlier strategic planning session, including improving partnerships, increasing funding, use of the mrpcmembers site, networking/ telling the Great River Road story and linking the MRPC and Great River Road.



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- **Other Business** – Everyone thanked state chair Derick Biglane and the MS commission for their work on hosting the semi-annual meeting.
- **Other Business** – Pilot recognized that a member of MRCC will be attending the meeting. She encouraged everyone to meet Sabrina Chandler from US Fish and Wildlife.
- **Other Business** – National office clarified the error on the agenda, noting that the July board teleconference had already been moved to Friday, July 12 at 9am CST.

Meeting adjourned at 5:09pm