



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



Mississippi River Parkway Commission Marketing Committee (MC) CMP Review Notes

(April 3, 2019 Semi-annual Meeting Notes added in BOLD)

5. Great River Road Interpretation and Storytelling

- C. Use the Interpretive Center themes to develop stories of the river. Examples:
- “Flash Cards” feature interpretive themes and associated ICs
 - Passports to move people from IC to IC along the Great River Road.
 - Interpretive Center trails developed by theme.

(MC) VIEWED USING INTERPRETIVE CENTER THEMES AS A HIGH PRIORITY. THEMES COULD BE UTILIZED BY FOCUSING ON ONE ANNUALLY AND USING IT AS A SEASONAL PROMOTION, SUCH AS BIRDING. (MC) DISCUSSED UTILIZING EXPERT CONTENT—SUCH AS BIRDING LIST FROM AUDUBON SOCIETY. ITEMS COULD BE CURATED FOR ITINERARIES TO ENCOURAGE RELATED TRAVEL.

ADD AS AGENDA ITEM ESPECIALLY DURING BUDGETING SEASON.

DISCUSSED EVENTS ON WEBSITE. DETERMINED TO KEEP CURRENT EVENT POSTING POLICY DUE TO MAINTENANCE AND INCONSISTENT COMMUNICATION WITH EVENT PLANNERS.

- G. Add new Interpretive Centers to print and online maps, apps etc

(MC) ADDS NEW INTERPRETIVE CENTERS ONLINE AND IN DIGITAL VERSION OF MAP IN-BETWEEN PRINTINGS. CONSIDERED ON-GOING.

6. Great River Road Marketing

- A. Incorporate ADA-compliant accessibility in website, app, and print materials

(MC) AGREED ITEM IS HIGH PRIORITY BUT BELIEVES CURRENTLY COMPLIANT BUT WILL CONFIRM AND TAKE STEPS IF THEY ARE NOT.



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B. Develop GRR/MRPC marketing sponsorship package(s)

(MC) HAS COMPLETED THIS STEP AND IS NOW WORKING ON IDENTIFYING POTENTIAL SPONSORS AND EXECUTING THE SPONSORSHIP PLAN WITH THE ASSISTANCE FROM THE BOARD.

C. Consider updating the app and online map with the MRT alignment as a GRR recreation resource once it has been assessed for bicycle facility design guide compliance and rider safety guidance is developed

- Participate in conversations about adding MRT to the map

(MC) VIEWED THIS ITEM AS A LOW PRIORITY BUT WOULD ASSIST WHEN ASKED TO ADD ROUTES TO MAPS.

D. Map and promote multimodal options and connection points by partnering with Amtrak, local transit, excursion ports, marinas and airports.

- Promote multimodal options once mapped and partnerships are established

(MC) VIEWED THIS ITEM AS A LOW PRIORITY BUT WILL ASSIST IN MARKETING THESE OPTIONS ONCE THEY ARE ESTABLISHED.

E. Work with Mississippi River Country to develop downloadable themed itineraries and hospitality training for Interpretive Center staff

- NO will share CMP with MRC and will discuss item

(MC) MARKED ITEM AS MODERATE PRIORITY. (MC) WILL CREATE ITINERARIES AND SHARE WITH MRC AND C&H FOR THEIR USE.

F. Work with Mississippi River Country to integrate multiple languages, where applicable and feasible, in online/app/print material

- NO will discuss MRPC's interest in multiple language itineraries to market GRR

AS GOOGLE TRANSLATE INTEGRATES WITH MOST WEBSITES, (MC) FELT ONLINE ITINERARIES ARE AVAILABLE IN MULTIPLE LANGUAGES. ITINERARIES ARE CREATED FOR MRC AND MRPC WITH NEW OPTIONS ADDED REGULARLY. ALL ITINERARIES ARE POSTED ONLINE AND ARE AVAILABLE FOR TRANSLATION SERVICES.



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- G. Research Chinese and other foreign market interests in agritourism and hands on experiences, then develop interpretation options in those languages.

(MC) MARKED THIS ITEM AS A LOW PRIORITY AS ITS FOCUS IS DOMESTIC AND MOST STATES ARE ACTIVE IN DEVELOPING CHINA AS A MARKET THROUGH STATE TOURISM OFFICES. COMMITTEE DID NOT BELIEVE ADDITIONAL RESOURCES SHOULD BE USED ON THIS ITEM.

7. Great River Road Organization – Mississippi River Parkway Commission

- A. Reinforce the MRPC Mission by including it on all MRPC documents: To lead in preserving, promoting, and enhancing the Great River Road National Scenic Byway along the Mississippi River benefiting communities and travelers.

(MC) DISCUSSED ADDING MISSION ON APPLICABLE MATERIALS ONLY—NOT CONSUMER-FOCUSED PIECES—JUST WHEN DISCUSSING ORGANIZATION. CONFIRMED ITS ALREADY ON LETTERHEAD.

- C. Use the benefits of MRPC membership document to express gratitude for support and accomplishment to dues paying states, then to engage state transportation, natural resources, agriculture, historical society, commerce and tourism in CMP implementation of specific strategies.

(MC) PLACED AS LOW PRIORITY AND SHOULD BE DONE LOCALLY.

8. Great River Road Partner Education and Engagement

- A. Increase MRPC/byway awareness using the Pilot's wheel and MRPC mission on correspondence and collateral materials.

(MC) FOUND ADDING PILOT'S WHEEL A TOP PRIORITY BUT ADDING MISSION A LOW PRIORITY. (MC) CONTINUES BRANDING CAMPAIGN AND THIS CMP ITEM WILL BE CONSIDERED EACH YEAR WHEN BUDGETING. (MC) BELIEVES THEY HAVE BEEN SUCCESSFULLY ACCOMPLISHING THIS TAKS BUT WILL INCLUDING IT AS ONGOING.

LANGUAGE IS ALREADY ON WEBSITE DEFINING PILOT'S WHEEL AND MESSAGING TO LOOK FOR IT WHEN TRAVELING. MAKING IT MORE PROMINENT ON THE WEBSITE WILL BE REVIEWED.

(MC) FEELS ITEM IS MOST IMPORTANT FOR TRANSPORTATION COMMITTEE AND RECOMMENDS THEY COMMUNICATE SIGN STANDANRDS AND



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EXPRESS COMMITMENT TO PROPER SIGNAGE IN EACH STATE TO HELP STATES WITH SIGNAGE ISSUES. (MC) ASKED TO MEET WITH TRANSPORTATION COMMITTEE AT 2019 ANNUAL MEETING TO DISCUSS WAYS TO BRING ATTENTION AND FOCUS ON SIGNAGE ISSUES IN EACH STATE. (MC) DISCUSSED VALUE OF LOCAL LETTER WRITING TO CONGRESSIONAL LEADERS ABOUT IMPORTANCES OF SIGNAGE.

- B. Tailor messages to the subject matter expertise of the audience so they can assist or benefit from specific MRPC efforts without being overwhelmed by the breadth of Commission work.
- Assist in messaging through e-newsletters and templated communication materials

(MC) DISCUSSED NICHE E-NEWSLETTERS—WHETHER USING CURATED LISTS OR DISTRIBUTING DIRECTLY THROUGH STATES—TO SHARE MRPC INFORMATION WITH STAKEHOLDER GROUPS SUCH AS LEGISLATIVE LIST, DMOS AND OTHER AUDIENCES.

WHILE SOME MARKETS NOW RECEIVE MRPC MEMBERS EMAIL COMMUNICATIONS, LIST SHOULD BE REVIEWED AND DISTRIBUTION PLAN MADE AS LOCAL ORIGINATION MAY BE MORE IMPACTFUL.

TOPIC WILL BE ADDED TO AGENDA TO DISCUSS BEST OPTIONS FOR CREATING AND SEGMENTING LISTS AND DISTRIBUTION METHODS. CONTENT AND CREATIVE WILL BE REVIEWED. GOAL TO START DISTRIBUTING SEGMENTED AND TARGETED NEWSLETTERS IN 2020.

- C. Invite governors, legislators, tribal members, mayors/Mississippi River Cities and Towns Initiative, Transportation, Natural Resource, Historical Society, Agriculture, and Tourism state agency leaders, host state businesses, tourism professionals, IC staff and Geotourism sites to attend MRPC meetings.
- Participate by inviting partners through e-newsletters and relationships to attend the annual meetings

(MC) VIEWED ITEM AS A PRIORITY BUT CAUTIONED MEETINGS ARE WORKING SESSION AND NOT ALL ASPECTS ARE APPLICABLE TO GUESTS. (MC) RECOMMENDED REVIEWING AGENDAS TO IDENTIFY OPPORTUNITIES TO INVITE OUTSIDE ORGANIZATIONS AND GROUPS BASED ON RELEVANT MATERIAL.

(MC) STRESSED IMPORTANCE OF WORK TIME AND CONCERN (MC) AGENDA IS RUSHED THROUGH. MEETINGS ARE OPPORTUNITIES TO WORK

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

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THROUGH STRATEGIES AND INITIATIVES IN PERSON WHICH IS MORE PRODUCTIVE THAN OVER CONFERENCE CALLS.

(MC) RECOMMENDED SHARING COMMENTS WITH STATE MEETING HOSTS AND INVITING PARTNERS TO STATE MEETINGS TO LEARN MORE ABOUT MRPC AND WAYS TO GET INVOLVED BEFORE SENDING THEM TO NATIONAL MEETINGS WITHOUT CONTEXT.

- E. Work Federal and state agencies to identify the economic benefit of the Great River Road, the apply byway benefits as part of the benefit/cost analysis on Federal or state projects in the river corridor.
- Assist with messaging to partners

(MC) PLACED ITEM AS LOW PRIORITY AS THEY ARE NOT EQUIPPED TO DETERMINE ANALYTICS BUT WILL PROMOTE ONCE AVAILABLE.

- H. Train MRPC members to participate in DOT project and planning public engagement meetings for project and modal plan development along the GRR and MRT.
- Look at ways to include messaging to partners in possible e-newsletter channels about the CMP

(MC) PLACED AS LOW PRIORITY BUT WOULD INCLUDE INFORMATION IN E-NEWSLETTERS AS AVAILABLE.

- J. Encourage cities and businesses to promote the Great River Road as an amenity to attract young professionals.
- Utilize user-generated content to obtain photography on themes related to the GRR

(MC) ALREADY USES USER GENERATED CONTENT AND WILL CONTINUE TO INCLUDE IT ON SOCIAL MEDIA. ADDING A PLUG-IN/FILTERS TO INCORPORATE ONLINE WILL BE DISCUSSED.



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- L. Encourage on-site meetings. While use of technology can reach many with less, CMP implementation is most effective for MRPC and local partners when on-site meetings provide context and personal interaction.
- Create communication channels such as e-newsletters to stakeholders and partners including DMOs
 - Committee recommended a change to 6 (h) to add language that includes utilizing the logo usage policy
 - Committee noted page 13 header should read “Mississippi River Parkway Commission” instead of “Mississippi River Byway Commission”

(MC) RANKED THIS A LOW PRIORITY.



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Review the Strategic Plan: Committee reviewed the strategic plan to find work plan items to recommend as part of the committee's ongoing work. These recommendations include:

- Work on multi-level sponsorship packages for the next meeting.

(MC) CONTINUES TO WORK ON ITEM AND HAS ON AGENDAS.

- Consider a toolkit for meeting sponsors
- Explore mutual exchanges/cross promotions—committee will discuss with Big River Magazine and other GRR/ Mississippi River focused content

(MC) WILL DISCUSS AND REVIEW FOR CROSS PROMOTION.

- Utilize user generated content to showcase the intrinsic resources along the GRR on social media platforms

(MC) UTILIZES USER GENERATED CONTENT ON SOCIAL MEDIA AND WILL CONTINUE TO DO SO ALONG WITH ADDING TO WEBSITE.

- Create an email distribution list to stakeholders comprised of CVBs, ICs, and other DMOs for information on marketing the GRR and meeting invitations
- Create an email template to report information about the GRR and MRPC to legislative and other governmental partners that can be customized with state specific information

(MC) WILL ADD ITEM TO AGENDA TO DISCUSS CREATING SEGMENTED CONTENT AND DISTRIBUTION METHODS.

- Encourage states to create passport packages and share their experiences with the committee

(MC) WILL CONTINUE TO INCLUDE THIS ITEM ON AGENDA TO DISCUSS AND SUPPORT STATE PASSPORT EFFORTS.

- Encourage and support going in this direction to connect more actively and often with NSBF
- Create a pre/post meeting plan for marketing them to a wider audience and showing what is of interest at the meetings to encourage attendance

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