



## Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202  
Madison, WI 53703



# Mississippi River Parkway Commission

## Marketing Committee Meeting

### Annual Meeting, La Crosse, WI

September 19, 2019 | 2:00 PM-4:30 PM

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## NOTES

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

Meeting started at 2:07pm.

- I. National Office provides update on 2019 marketing items
  - 2<sup>nd</sup> quarter report: NO reviewed report and asked committee to send questions over email.
  - Current promotions: NO gave an update on Drive the GRR month.
  - Relay of Voices: NO reviewed the report Pilot Pro Tem requested at past meeting with engagement and referrals from partnership. NO supplied comparison between Relay of Voices content and general GRR content showing low engagement. NO noted Relay of Voices follow numbers are small so traffic resulting from those visits would be negligible in comparison to more traditional content relative to the GRR brand. Members of the committee shared their experiences with Relay of Voices in their area and their visits didn't meet expectations. Additionally, committee members suggested changing the original plan of a relay team to only two participants may be contributing to low engagement numbers.
  
- II. CMP discussion: NO reviewed CMP items assigned to Marketing Committee. Reviewing maps is on list. NO stated there are three main maps reflecting the GRR. The printed map is promotional and is not for navigation, It is primarily used to give an overview of route and show Interpretive Centers (IC.) The map on mobile application was compiled by state Departments of Transportation (DOT.) This map should be the most accurate depiction of the GRR. Changes need to be made through their offices. Finally, a Google Map on [experiencemississippiriver.com](http://experiencemississippiriver.com) was set up prior to DOT map. This map uses pins to show the GRR, ICs and other points of interest. Pinned business/attraction information is updated through Google Places and it was not intended that NO

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

Phone: 866-763-8310 • Fax: 608-242-8896

Web Site: [ExperienceMississippiRiver.com](http://ExperienceMississippiRiver.com) • E-mail: [info@experiencemississippiriver.com](mailto:info@experiencemississippiriver.com)



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would maintain the business/ attraction information. NO can add/remove pins. Committee understood the various uses and intents of each map iteration.

NO requested feedback on the three versions of maps. LA requested its shape be redone at the bottom in future version to add cities located in that region. WI and IA discussed options to squeeze some cities to make room for others to be listed. NO assigned reviewing maps to the states. Maps will be added to next Marketing Committee call agenda. States can review and send notes prior to the call.

Scenic overlooks is assigned to Marketing Committee in the CMP. NO assigned reviewing scenic views for changes and additions. The content was created a while ago based on state submissions and hasn't been updated recently. NO assigned task as homework for next Marketing Committee meeting.

- III. 2020 budget discussion: Committee decided on year-long branding campaign focused on music including events, places to hear music along the GRR, festivals, history and attractions. NO assigned states to create a list of music related content to be featured for their state in 2020. Committee recommended budgeting for yard signs with Pilot's Wheel containing messaging related to event/festival/attraction GRR location. NO will price signage/shipping based on the list provided.

Committee wants to continue Flavors promotion and add budget for Instagram ads to reach a younger market and Pinterest with boards featuring recipes, photos and food related content. NO discussed states creating boards NO can pull from and share giving states added value to their boards. Committee agreed. Committee requested ad budget for Pinterest during Flavors promotion.

Committee also recommended continuing Drive the GRR month in September and praised its success in creating conversation about GRR and their businesses during this critical travel period. WI asked if new clings were made that businesses could use on their windows as last batch weren't legible. NO will confirm. WI asked if they could be distributed if any remaining. NO will provide update on clings. Committee asked for posters, postcards and table tents that could be printed and distributed to businesses and used locally to brand their location on GRR. IA shared GRR materials are popular with visitors to ICs and easily distributed. NO will include items in budget and tool kit for local reprints.

Committee recommended a budget of \$20,000 for marketing purposed in 2020. NO will share request with the Board as with the Chair.



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- IV. Sponsorships: NO shared no updates to report from American Queen but will follow up. NO asked if presentation should be updated to focus on American Queen and request an in-person meeting to discuss sponsorship. Committee agreed. NO will work with Pilot and Pilot Pro Tem on next steps.
- V. National Office provides MRC update: NO is working on first Tokyo Sales Mission: October 15-19. MN, IL, Springfield, IL, Rockford, IL, Great Rivers & Routes, IL, Memphis, Mississippi and Louisiana will attend. MRC has 8 dues paying states with only IA and KY not participating. NO shared KY has been contacted about rejoining by the MRC Chair with positive feedback. MRC's next Board meeting is scheduled for December in Natchez, MS. MRC has new priority to meet in person two times a year: at IPW with stakeholders and at December Board meeting.
- VI. States report on projects including passport promotional: tabled
- VII. National Office reminder about toolkit on [mrpcmembers.com](http://mrpcmembers.com): NO will add additional materials as they are approved and designed for 2020 as part of Marketing Committees initiatives.
- VIII. Set remainder 2019 meeting dates: Next meeting set for November 4<sup>th</sup> at 1pm via conference call.
- IX. No other business.