



Mississippi River Parkway Commission
Board of Directors Meeting
September 17, 2019
(draft)

Participants:

- | | |
|-------------------------------------|--------------------------------------|
| -Terri McCullough– Pilot | -Sharon Calcote (LA-MRPC) |
| -Anne Lewis – Pilot Pro Tem | -Greg Pruitt (KY MRPC Proxy) |
| -Karl Samp - Pilot Emeritus | -Dave Senjem (MN-MRPC) |
| -Martin Graber-(IA-MRPC) | -Craig Mitckes (IL-MRPC) |
| -Joe St. Columbia – (AR-MRPC) | -Pat Audirsch – Culture and Heritage |
| -Sherry Quamme – (WI-MRPC) | -Nani Bhowmik –ERA |
| -Norma Pruitt Secretary & Marketing | - Carol Zoff – Transportation |
| -Holly Cain – Treasurer | -Susanne Barnet – National Office |

Pilot called the meeting to order at 3:00pm and went into a closed session to discuss the national office contract.

- **Past Meeting Minutes from 7/12/19** - Motion to approve by WI. Second by Pilot Pro Tem. Motion carried.
- **Financial Report as of 8/31/19.** – IA made a motion to approve financial reports and to add a variance column to the actual versus budget report. Second by WI. Motion carried.
- **MRPC Sustainability Plan**–Pilot shared that she invited a few MO communities to state commission meetings, including AR and IA. Additionally Mark Kross and Frank Nickell visited EDC in Caruthersville, MO twice. National office mentioned that MO MRC is back to paying dues, which could give us another foot in the door. Pilot mentioned the importance of the board supporting these outreach efforts. MN offered to work the legislative angle with MO and TN. IA will invite MO to participate in a future state commission meeting that is in the southern part of the state.
- **CMP and Committee Work**– Transportation chair mentioned that during teleconferences with the CMP task force mapping seemed confusing, so the group fleshed out what was doable immediately and decided to look at how to improve the data moving forward, particularly getting app and online map updated. During committee meetings we will discuss individual strategies. Intrinsic resources is the next step. Secondary information is for more analysis. Little by little CMP is being implemented and all of these tasks are building on one another. Culture and Heritage co-chair mentioned that only about 10-15% of our interpretive centers link to our website or use our logo although this is a checkbox item in the annual interpretive center visit form that states use. As a result, Culture and Heritage committee will develop an elevator speech talking points that commissioners should use when meeting annually with their interpretive centers.
- **Transportation Committee Succession** – Transportation chair shared that she must back away from her 10-state committee leadership. She indicated that with the new CMP we have a good opportunity for sustainability and engagement but now we need new chairs to step forward. Pilot requested that state chairs contact at least one person to attend transportation meetings and consider the co-chair position and everyone should talk with people among ourselves this week. Carol said that the 2020 Semi-Annual meeting in LA will be her last out-of-state meeting. LA asked about federal highway

people serving on this and maybe having more mobility than state DOT staff. All thanked Carol for her years of dedication and acknowledged that her presence will be missed.

- **Map Usage** – Pilot Pro Tem was contacted by Shore Excursions, an affiliate with American Queen, requesting use of our map files for themselves – omitting our interpretive centers and replacing them with their ports and stops. Marketing committee met, discussed and made the following recommendation: To allow map usage by Board-approved organizations with a \$500 usage fee plus additional cross-marketing options, on a one-time basis with national office remaining in control of map files, and with appropriate credit with logo on the map. Board agreed with recommendation noting that for timeliness the board could approve by proxy after the marketing committee.
- **Collaboration**– MN suggested looking at a partnering legislative group for conversation. It could enhance our cause along the river if we collaborate and even consider overlap meetings in common locations. WI supported the idea and used MRCTI as an example. There was talk about the NCEL and NCSL and a meet up during the Annual 2020 meeting in Bemidji. What if all groups meet at similar times? Partnerships are included in the CMP and we are already doing this next year in MN, some questioned if we need further discussion? Synergies develop. In LA, towns along the GRR are among the poorest and their concerns are bigger, such as sewers. We need to have teeth to be boots on the ground. Pilot Pro Tem stressed that towns are part of our mission to promote and communities are looking for help. KY said we need to be honest with ourselves as we've done good things with what we have to work with. MRCTI is the biggest player. If we want to hold hands and support them, we can look good together. We don't bring much to the table but holding hands we can look good too. WI said that in their communities it's about economic development and Great River Road visibility. There was support for greater collaboration. MN shared that they have an upcoming planning meeting for the 2020 Annual meeting with MRCTI and they're using a different format for their cost and structure, but we are looking at collaboration.
- **Endowment Committee** –The Endowment Committee is chaired by the Pilot Pro Tem, two board members and two general members make it up. It's a standing committee. Pilot Emeritus and Treasurer agreed to participate. Karl indicated that this is his current line of work so he is very familiar. He communicated with the Community Foundation of Dubuque, which holds are funds, and shared that we unfortunately do not own the endowment money. He made suggestions to consider starting a new endowment or renegotiate what was set up. Pilot Pro Tem will call a future meeting to further research options and make a recommendation.
- **Renewed Practices** –MRC formed out of our marketing committee in the early 90s as an international marketing arm. They pay separate dues. Pilot and Pilot Pro Tem questioned if we should review bylaws to look at our relationship and change it to reflect exactly what we are. MRC markets the entire state, not just the GRR. Pilot will look to attend an upcoming MRC meeting.
- **National Meetings** – WI shared an overview of the meeting agenda, including the theme of Learning. Doing. There was discussion about ending the meeting with the Pilot's Banquet and people often leaving the meetings early. There was also discussion of host states paying their own way although there were assigned duties for them. LA provided a snapshot of their upcoming 2020 spring meeting plans, including meeting at and touring the newly expanded Houmas House, with a new \$12-13 million interpretive center. Owner, Kevin Kelly, wants this location to be a southern interpretive anchor, being in the heart of the GRR.

- **Other Business** – Honorary memberships were presented by WI including Al Lorenz and Dennis Donath. A motion was made by KY and a second by AR. Motion carried.

Meeting adjourned at 6:15pm.