



**Mississippi River Parkway Commission**  
 701 East Washington Avenue, Suite 202  
 Madison, WI 53703



## Mississippi River Parkway Commission Marketing Committee Zoom Video Conference Call

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

**March 24, 2020 | 11 AM-12 PM**

### NOTES

I. 2020 Marketing Plan

- Covid 19 Messaging Update: NO gave an update regarding social media and e-newsletter messaging changes based on current travel situation. NO is careful not to encourage travel—even though drives are incredibly popular now—but provide beautiful scenery to give people something to look at and keep GRR top of mind.
- Music Branding Campaign: With uncertainly high regarding hosting events or large gatherings, NO recommends holding music related branding for another time. Committee agrees.
- Interpretive Centers (ICs): NO recommends IC focus through branding campaign again. NO has contact materials for ICs and can partner Marketing and Culture and Heritage committees. Committee agreed on new direction. Recommendation to collect online assets like virtual tours, educational tools and historical photos for social media and other efforts. Committee felt materials benefit for parents and school groups.
- Spring Flavors Campaign: Committee determined to push this promotion to July and what until travel is open again.
- Drive the Great River Road Month: Promotion still set for September.
- GRR Travel Guide: NO recommended waiting advertisers can participate.
- River Travel Magazine: No updates.

II. All American Road Applications: Committee shared tips on application process. LA submitted application and provided information and answered questions.

[Comprehensive Management Plan](#) [Marketing Objective Update](#)

III. —

- NO (10:30am-10:35am)
  - [Scenic overlooks](#)
  - [Cities](#)

Formatted

*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)



**Mississippi River Parkway Commission**  
701 East Washington Avenue, Suite 202  
Madison, WI 53703



- III.—
- ~~VII.III.~~ Mississippi River Country: MRC providing letter of support for AAR application.
- IX.IV. State Reports: IA continuing passport promotion with new tear sheets. IA also doing radio advertising. MN is not reprinting their map at this time.
- X.V. Toolkit/mrpcmembers.com reminder
- XI.VI. Set next meeting date: Marketing committee is scheduled to meet during scheduled semi-annual meeting. A specific date/time will be distributed when set.
- XII.VII. Other business: Committee was grateful for Zoom tutorial prior to the meeting and enjoyed seeing committee members during call.

*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)