



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



Mississippi River Parkway Commission Marketing Committee Video Conference Call

Attendees: LA, WI, IL, MS, AR, TN, National Office (NO)

May 21, 2020 | 11 AM-12 PM

NOTES

- I. 2020 Marketing Plan
 - COVID-19 Messaging Update: NO reviewed transition to more active promotional language as states opened up. States shared current travel environments.
 - Interpretive Centers (ICs) Campaign: NO shared Culture & Heritage ICs round table discussion. Most ICs not currently open but working on plans.
 - Summer Flavors Campaign: NO continues plan for promotional launch in July as determined earlier by committee. NO is using last year's promotion but being mindful of restaurant closings and overall restaurant changes that occurred throughout region.
 - Drive the Great River Road Month: NO remains optimistic September promotion will launch as planned.
 - GRR Travel Guide: NO currently holding while considering advertising options sensitive to business and non-profit budget issues.

- II. All American Road applications: NO shared states are submitting applications. Committee continued to show gratitude to LA for assistance. Transportation Committee extremely active collecting state information. Committee recommends all committees review compiled intrinsic qualities from states' applications to identify regional strengths. Discussed interest in "American-made" and "All American Experiences" which are plentiful in area. Ideas like a virtual marketplace or e-commerce addition to website discussed.

- III. Delta Regional Authority grant: NO attended webinar and found grant's focus not suited to MRPC. Discussion on adding economic development (EDC) to MRPC strategy including creation of new committee to support business development, especially many rural communities in area. Currently, MRPC doesn't interface with EDC partners but could be new area to investigate. Committee recommended idea to Board for further discussion and recommendations.

Deleted: Comprehensive Management Plan – Marketing Objective Update

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 • E-mail: info@experiencemississippiriver.com



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- IV. Annual meeting update: Pilot announced no in-person meetings in 2020. Board and NO turning attention to planning a virtual meeting for September. Pilot thanked MN for work already done and shared 2021 meeting plan is to host in states scheduled for 2020 with LA in spring and MN in fall.
- V. Mississippi River Country – Update: NO shared MRC is changing focus to Canada market moving forward in FY21 with Japan as secondary market based on travel concerns. New Canada focus could lead to MRPC/MRC partnerships. NO will provide information as it becomes available.
- VI. State Reports given during COVID-19 Messaging Update
- VII. Toolkit Reminder: NO noted changes have been made to mrpcmembers.com so check there for information.
- VIII. Set next meeting date: NO will work with schedules to set next meeting.
- IX. No other business

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

Deleted: Iowa (?)

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