



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



Mississippi River Parkway Commission Marketing Committee Video Conference Call

September 9, 2020 | 11 AM-12 PM

AGENDA

- | | | |
|-------|---|---------------------------------------|
| I. | 2020 marketing plan | NO (11am-11:20am) |
| | <ul style="list-style-type: none">• COVID-19 Messaging Update• Interpretive Centers Campaign• Drive the Great River Road Month<ul style="list-style-type: none">○ Toolkit○ Project Charter○ Messaging | |
| II. | All American Road marketing plan | Pilot Pro Tem (11:20am-11:30am) |
| III. | Annual meeting update | Pilot Pro Tem (11:30am-11:35am) |
| IV. | Marketing Committee Election | Chair (11:35am-11:40am) |
| V. | Mississippi River Country - Update | NO (11:40am-11:45am) |
| VI. | State Reports | All states on call (11:45am -11:55am) |
| VII. | Toolkit Reminder | NO (11:55am-12:00pm) |
| VIII. | Upcoming meeting dates | NO (11:55am-12:00pm) |
| | <ul style="list-style-type: none">• September 17, Annual Meeting• October 8• November 12• December 10 | |
| IX. | Other business | NO (11:55am-12:00pm) |

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