

**MRPC Marketing Committee Agenda
Annual Meeting in Memphis, TN
September 19-20, 2014**

Attendees: MN, IA, WI, KY, AR, MS, TN and National Office (NO)

- Discussed updates on National Geographic project: opinion of the committee has not changed since the Semi-annual meeting.
 - NO reminded everyone to review experiencemississippiriver.com to provide changes to their state information including evergreen events
- Drive the GRR 2014 promotion: NO gave update on the project. Committee requested a budget be created to do more projects like this one to market the GRR.
 - Committee discussed social media practices. Of the states in attendance at the meeting MN, MS, TN, and AR do not have designated GRR Facebook pages. Kentucky has also set up a Pinterest page. Recommendation was made to have the NO discuss why a state might want to have a designated Facebook presence.
- Discuss plan for Interpretive Center app: NO shared comment from Transportation chair at the Board meeting that navigation is necessary for the length of the GRR as it is hard to do on traditional GPS systems. Committee agreed there are merits for this component to be added to the app. NO discussed original plan to highlight each of the interpretive centers with Japanese translation for the Japanese version of the app to aid their travel to these attractions. Based on the sign distribution to interpretive centers, committee was concerned that there would be disconnect between our efforts and the interpretive centers that may not be best for bringing Japanese travelers to the centers. Committee believed the app could be educational tool for all things related to the GRR but not be limited to the interpretive centers, although they could be included as a component. Other points of interest could be added to the app such as locks and dams, scenic overlooks and other attractions.
- Review video project proposal (Transportation committee training kit project): Committee strongly believes that the Marketing Committee with approval from the Board should do a focused campaign to generate awareness of the GRR and its benefits to travelers and stakeholders. A proposed promotional toolkit was recommended that could include a video about the GRR that would be used for stakeholders and travelers that could incorporate video that states have already obtain and new video , training materials for front line positions in businesses/attractions on the GRR, invitation to have a MRPC state representative to meet with staff to give a presentation on the GRR, a window cling to be displayed by businesses/attractions on the GRR, copies of the GRR map for distribution, buttons for front line interpretive center staff to wear promoting the GRR, and examples of potential GRR merchandise they could sell. Recommendation for NO to create a budget for this project to present to the Board for their next Board meeting.

- Committee requested NO review possible cooperative marketing opportunities in regional magazines that would market to GRR travelers.
- Reviewed photography submission—NO said they always need more photos
 - Reminder to submit new photos: <https://pandbads.wufoo.com/forms/mrpc-photo-submissions/>
- NO gave MRC updates on upcoming efforts such as JATA, travel seminars/media reception in Tokyo and upcoming FAM in IL, WI, IA and MN.
- NO remind everyone to update 10-state Agri-tourism grant form:
<http://experiencemississippiriver.com/contact-us/submit-business/>
- Committee requested NO provide information on web cams so more states could consider adding them on experiencemississippiriver.com.
- Other
 - Logo Use:
 - Reviewed logo use: Motion to request that the board approve to separate America's Byways logo from the MRPC paddlewheel logo for use in marketing materials by WI. Seconded by IA. Motion carried
 - Motion to request that the board approve a logo usage policy with a \$50 fee for non-profits and \$100 fee for for-profit business usage as approved by the state as long as the intended use stays within the mission of the MRPC by WI. Seconded by MS. Motion carried.
 - Committee requested the NO make some sample merchandise available on Café Press for states to consider using for sale.
 - Committee also requested that members provide possible vendors for merchandise printing available for use by states.
 - When merchandise begins to be available for sale, committee requested the NO add an agenda item for discussion of the merchandised produced and an update on their sales to the marketing agenda.
 - MN is going through a corridor management plan and requested that members visit their website to take a brief survey. MN distributed business cards with information on accessing the survey.
 - Requests were made to add presentations for meetings to the mrprcmembers.com website. NO alerted committee members so they can get permission and copies of presentations for future meetings held in their states.