

**MRPC Marketing Committee Agenda  
Semi-Annual Meeting in St. Cloud, MN  
April 23-24, 2015**

**MN, WI, IA, AR, KY, MS, National Office (NO)**

**Thursday, April 25**

- Updates on National Geographic (NG) project
  - MN has 900 sites and they are asked if information is transferrable from their database but no plan yet on adding businesses
  - May 1<sup>st</sup> meeting in La Crosse in WI to provide information on how to register their businesses by becoming an administrator and commissioners to build the site for the WI sector.
  - If NG does the session in August, not sure they have time to have add more information like the GRR training program into it.
  - Top state priorities to enter into the site are:
    - ICs
    - Parks
    - Public entities
  - Find out if MRPC can get the database of information of copies of information/photos that get submitted
    - If people are sending in photos to project—need to send it to us too
    - Find ways to encourage this sharing or getting copies from NG
  - Interface so we can have one message through NG and MRPC
  - Events on our sites like NG site
  - Recommendation from states to work with the CVBs to pull the project together—but this partnership will need to be on a state-by-state basis
  
- Drive the GRR 2015 promotion
  - Facebook (FB) posts and promoted posts
  - Promotion of the event
  - Postcards for businesses promoting the GRR month in tool kit
  - Take money out of the stakeholder budget to increase the FB traffic and likes which increases stakeholder interest in the organization
  - Continue with public relations efforts like last year

- MRPC Promotional Toolkit
  - Met with C&H to discuss their frontline training materials
    - AR has piloted a series of visits to IC to do a frontline training program
    - Gave information on the visits and ICs' awareness
    - Meetings with entire staff or at a scheduled staff meeting gets the best attendance
    - Consider food at the meeting—can this come from the budget? Allocate per state meeting budget?
    - NO will work to put together an itemized budget based on committee feedback
  - Set deadline/plan for videos/photo collection for informational video—NO will put together a production schedule for video production within the budget breakdown
  - Put the training video on a GRR YouTube channel that can be used by businesses and ICs
    - Lead with importance of Mississippi River/GRR as a tool to get travelers to the area
  - Each state should discuss their plan for commissioners to give presentation to stakeholders
    - Tool kit won't be ready by the time of the NG meetings as some are starting soon
  - Business recognition materials
    - Number of businesses along the GRR (NG count?)
    - Window clings
      - MN suggested adding QR codes to take to website
    - Maps
      - Concern on low inventory to distribute to ICs and CVBs
      - NO stated there's enough for 2015 but they will try to get some boxes to each of the states to distribute
      - Marketing will request Board to budget for new maps for 2016 and will work on a new distribution/funding plan to get more maps on racks
      - MN recommended looking for sponsors
      - NO will add map funding/distribution to conference call agenda with breakdown of past costs
    - Don't do buttons—instead do the keychains like the Great Race
    - Create a certification of completion and a press release to local media after a training occurs
    - Examples of GRR merchandise

## Friday, April 24

- Answered questions for MN GRR Corridor Management Plan
- MRC updates
  - Update on app and phase two plan to add a more specific navigation based on shape files if they can be obtained from the states
  - IPW is the first week of June in Orlando and NO will be attending
  - JATA is the end of September and NO will be attending for the first time
  - Three-year strategic plan should be happening this year and NO will invite them to do it around the Annual Meeting to encourage their conference attendance
- Logo usage policy passed by the Board
  - States can let stakeholders know that logo is available for use provided they meet the usage policy
  - An updated copy will be sent to the Marketing Committee
  - GRR merchandise examples approved
    - Committee approved the examples NO showed to set up an online shop to add to [experiencemississippiriver.com](http://experiencemississippiriver.com)
    - Artwork can be available to states if they want to print their own merchandise and not go through the online shop
    - Recommended merchandise for development: items that target kids with a fresher green, funky t-shirts, pacifiers with the wheel on it and a connecting strap with “I Drove the GRR—Scary Isn’t It?” with a baby or little kid driving, sunglasses, earrings with two paddlewheels, toys, headbands, travel books, neck pillows.
- NO said all meeting PowerPoints are added to [mrpcmembers.com](http://mrpcmembers.com) based on availability
- Reminder to submit new photos: <https://pandbads.wufoo.com/forms/mrpc-photo-submissions/>
- Reminder to update 10-state Agri-tourism grant form:  
<http://experiencemississippiriver.com/contact-us/submit-business/>
- Continue sending web cams along the GRR to NO for [experiencemississippiriver.com](http://experiencemississippiriver.com)
- Schedule conference calls for remainder of 2015
  - May 27 at 9am CST
- Other Business
  - Review social media policy at the Annual meeting
  - Request for Marketing Committee meetings to have internet access and projector to review website and other websites while being discussed, such as the National

Geographic website so members can see what is being discussed including functionality, layout, etc.

- Strategic planning session items to be added to future agendas
  - Sharing the marketing committee work
  - Blog updates through the states
  - Social media policy and administrative access
  - Budget for FB boosts
  - Logo with the 10-states
  - Use of Pilot's wheel
  - Adding events on the site
  - Create a plan to be a resource for adding businesses into the National Geographic website and answering their questions of "now what?" as well as the National Scenic Byway Foundation
  - Encourage locals to drive the GRR
  - Get baseline room tax collection date in key GRR DMOs to compare and show importance of tourism in the region
  - Work with MRCC to create an annual special event with GRR changing the theme each year based on an intrinsic quality (Year of the...) and incorporating ICs as hubs for the events
  - Additional funding for the Drive the GRR month
  - Look at passports, itineraries and regional marketing options