**MRPC Marketing Committee Conference Call Notes**

August 12, 2015 9am

Attendees: MN, MS, TN, KY, IL, LA, AR

Meeting started at 9:06am.

* National Geographic Project Update - NO provided general overview of where the project was, referencing the community meetings along the Great River Road. Some indicated that they have logged asset entries but noted that it was taking some time for those to be approved.
* Drive the GRR - NO reviewed the toolkit that was distributed via email and available online at mrpcmembers.com,
* "Find Your Park" National Park promotion - NO, with MN, provided a brief overview of promotion and opportunities for partnership. Motion was made by MN and second by TN to use the promotion logo on our website, include promotion of it in our enewsletter and on our social media. MN to follow up on reciprocal promotion of Drive the Great River Road Month and to discuss with their NPS contact, John, longer partnership opportunities and benefits.
* MRPC Promotional Toolkit - NO provided updates on each of the items. Window clings and training completion certificates are available at the NO, and at the upcoming Annual Meeting. Key chains will be sent directly to all of the interpretive centers, along with Drive the GRR Sweepstakes postcards. Maps were sent to the requested locations in June. Reminder to pay your shipping invoices. NO spent much time researching and creating logo items for online purchase. The live link and online store will be up before the end of the month. NO reminded the committee that all of these promotional items can tie nicely into promotion for our annual Drive the GRR month in September.
* Future Meeting and Agenda - The next committee meeting will take place during the Annual Meeting in New Orleans. A draft of the new strategic plan is available online at mrpcmembers.com and will be reviewed during the meeting with all technical committees building their work plans from the strategic plan.
* MRC Updates - Lyn will be attending JATA in Japan in late September. The MRC app is near completion and should be available in both iphone and Android versions in fall.

Meeting concluded at 10:00am.