

## MRPC Marketing Committee Conference Call Notes May 27, 2015 9am CDT

**Attendees: MN, WI, IA, IL, MO, KY, AR, TN, MS, NO**

**Meeting started at 9:01am.**

- National Geographic (NG) project: NO gave a brief background on the project.
  - Review of states' meetings: No state has hosted a meeting yet, though some are scheduled.
  - Inputting information: Submissions to [mississippiriver.natgeotourism.com](http://mississippiriver.natgeotourism.com) have begun. No problems or issues were reported in completing the forms. KY explained that each user creates their log-in information. There is no specific log-in for commissioners.
  - Database sharing: NO has been in communication with Jim Dion from the National Geographic project, but no decision has been made regarding database sharing.
  
- Drive the GRR 2015 promotion: Runs the month of September as part of the month-long promotion Drive the Great River Road Month.
  - Budget/ Promotional outline
    - \$500 giveaway
    - Simple sweepstakes: "Like" us on Facebook, provide email address and general contact information
    - Toolkit for promotion provided to states like last year including: press release template, website buttons, artwork,
    - \$5000 budget includes production, prize, Facebook advertising, possible distribution materials based on state interest
  - Materials: NO requests each state provides their interest and number of postcards for budgeting by June 5.
  - Timeline: NO will provide toolkit and materials by August 1<sup>st</sup>.
  - MN requested the cost for mobile Google advertising based on geographic location be priced for discussion.
  
- Reviewed updated logo usage policy:
  - One time Usage Fees: \$50 non-profit/ \$100 for profit
  - Business/org contacts national office for application
  - Application requests that applicant contact state chair prior to submission
  - Application requires a mockup of how logo will be used as stated in the current policy
  - NO reviews application and confirms with state chair
  - Criteria of business/org: must provide service/support consistent with the MRPC mission

- If criteria is met and NO and state approve application, an electronic logo is sent with a cc to the state chair
- Collected funds would go into the Marketing Committee budget.
  - States reiterated the importance of having communication at the local level to develop relationships with partners interested in using the logo.
  - With the inclusion of state application review, the marketing committee had no changes to the policy.
- Merchandise set up: Coming in June. Committee supports NO selling materials through a site like Café Press that gives states the opportunity to sell merchandise without having to print their own, encouraging small businesses to order and stock merchandise locally, and use merchandise as a branding tool. Committee recommends selling items at a slight profit to generate marketing funds but providing orders to states at a wholesale cost when available. States may want to add their state logo to national logoed merchandise.
  - WI informed committee that they voted to sell merchandise with the WI GRR logo and keep the funds in-state. NO reviewed the Policy & Procedures Manual regarding the jurisdiction of the state GRR logo and states would still need to get their usage approved through the current (or revised) logo usage policy but once it is approved, the funds from the sale of the merchandise can be kept locally. The approval of using a GRR logo without or without the state name is governed by the logo usage policy. [tp://mrpcmembers.com/files/Revised%20P&P%202008.pdf](http://mrpcmembers.com/files/Revised%20P&P%202008.pdf)
  - TN provided an update on Bass Pro Shop in Memphis. Store welcomes 30,000 people daily and is a travel destination; however, travelers do not appear to be using the location for travel information needs. TN is reviewing other options to distribute travel information.
- Maps
  - Distribution of remaining maps: Committee prioritized getting maps to the Interpretive Centers.
    - Each state to provide their requested boxes by June 5<sup>th</sup>.
    - NO will send out a reminder on June 3<sup>rd</sup>.
    - 50,000 maps remain. NO will reserve enough for fulfillment this year and budget for 2016 map run.
    - NO will provide free maps but requester must pay for shipping which can vary from \$5-\$15 per box depending on location.
    - State to let NO know their requested amounts and where the boxes would be shipped. NO will invoice the state.
    - Maps come in boxes of 500. Must order at least one box.
  - Budget breakdown for past printings
    - Previously printed 120,000+ (\$25,000 print and design)
  - Funding options for new run of maps
    - Request funding for state tourism commissions and economic development corporations.
    - Search for a sponsor for the maps

**Updates not reviewed on the conference call:**

- MRPC Promotional Toolkit
  - Budget
    - Keychains - giveaway items: 24,000 (2000/ state): \$10,000
    - Window clings - for businesses: 6,000 (500/ state) \$5,000
    - State budget of \$100 to cover food and/or swag for meeting attendee incentives. \$1,200
  - Production calendar for informational video: NO has contacted states regarding available footage for use in the video. NO is waiting to hear back regarding what footage exists to be used in creating a piece. Cost will be based on ability to receive footage with pricing and calendar to come.
  - Amendments to C&H Interpretive Center presentation: NO requests states provide feedback on whether the presentation needs to change based on the stakeholder audience.
    - Culture and Heritage PPT available online. States to customize their content, if they are interested in using the presentation now.
- MRC updates
  - NO attending IPW June 1-4 in Orlando.
  - App will be launched in June.
  - Spring Japanese travel writer FAM visiting IL, IA, WI, MN on June 20-27<sup>th</sup>.
- Update on meeting PowerPoints on mrpcmembers.com: All available PowerPoints from the St Cloud, MN Semi-Annual Meeting have been added to mrpcmembers.com.
- Reminder to submit photography:
  - <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 adding web cams on experiencemississippiriver.com
- Schedule conference calls for remainder of 2015
  - August 12, 9am CDT
- Other business

**Meeting adjourned at 10:19am.**