



Mississippi River Parkway Commission
701 East Washington Avenue, Suite 202
Madison, WI 53703



Notes:

Horizontal lines for taking notes.

Mississippi River Parkway Commission Marketing Committee Meeting

April 28, 2016 | 1:30-4pm
"Minnesota A Room"

AGENDA

- I. Introductions
- II. National Geographic Geotourism update
- III. Discuss map review process
- IV. 2016 marketing/advertising plan options
 - a. Cooperative advertising
 - b. Summer contest advertising
 - c. Drive the GRR fall promotion advertising
- V. Sponsorship ideas for 2016
 - a. Review list of potential sponsors
 - b. Create framework for sponsorship package
 - c. Discuss strategies to approach potential sponsors
- VI. 10-state bike race
 - a. Review inventory bike races in the 10 states
 - b. Discuss other multi-state bike race formats
 - c. Determine project goals
- VII. Committee collaboration ideas
- VIII. Promotional toolkit updates
- IX. MRC updates
- X. State reports
- XI. Other business