

**Mississippi River Parkway Commission**

# **Policies & Procedures**



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# Table of Contents

<b>Introduction &amp; History.....</b>	<b>3</b>
<b>MRPC Organizational Chart.....</b>	<b>6</b>
<b>Current Work Plan.....</b>	<b>7</b>
<b>Bylaws.....</b>	<b>8</b>
....	
<b>Legislative Strategy.....</b>	<b>2</b>
	<b>1</b>
<b>State Commission Resources.....</b>	<b>2</b>
	<b>4</b>
<b>Logo Usage Policy.....</b>	<b>3</b>
	<b>6</b>
<b>Annual and Semi-Annual Meeting Guidelines.....</b>	<b>4</b>
	<b>1</b>
<b>Committee Lists.....</b>	<b>4</b>
	<b>5</b>
<b>Service Awards.....</b>	<b>5</b>
	<b>7</b>
<b>Pilot's Award Recipients.....</b>	<b>5</b>
	<b>9</b>
<b>MRPC Honorary (Lifetime) Members.....</b>	<b>6</b>
	<b>0</b>
<b>GRR Interpretive Center.....</b>	<b>6</b>
	<b>1</b>
<b>Mississippi River Country, USA.....</b>	<b>7</b>
	<b>8</b>

# **Introduction & History**

## **MISSISSIPPI RIVER PARKWAY COMMISSION COMMUNICATIONS AND CONTACT INFORMATION**

### **National MRPC Office:**

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### Web sites:

MRPC/MRC Consumer site

This site was designed and launched in 2006 as the new collaborative consumer travel site for the Mississippi River 10-state region, including the Great River Road Scenic Byway.  
[www.ExperienceMississippiRiver.com](http://www.ExperienceMississippiRiver.com)

E-mail:

[www.info@ExperienceMississippiRiver.com](mailto:www.info@ExperienceMississippiRiver.com)

MRPC Members site

This web site is an administrative resource for members and technical members of both MRPC and MRC. The site contains committee information, meeting minutes, financial reports and other general information.  
[www.MRPCMembers.com](http://www.MRPCMembers.com)

# History of the MRPC

## **Introduction to the Mississippi River Parkway Commission**

The Mississippi River Parkway Commission (MRPC) is a multi-state organization which works collectively to:

- preserve, promote, and enhance the scenic, historic, and recreational resources of the Mississippi River
- foster economic growth in the corridor
- develop the national, scenic and historic parkway known as the Great River Road

The Great River Road is the network of nearly 3,000 miles of inter-connected roads that follow the Mississippi River from its headwaters in northern Minnesota to its mouth in the Gulf of Mexico. This National Scenic Byway provides an opportunity to travel along and experience the unique features of the Mississippi. The Great River Road has a rich history and provides the traveler with a well-marked roadway to reach and enjoy all the amenities throughout the river valley.

The MRPC was established in 1938 to develop and oversee what was then called the Mississippi River Parkway (now the Great River Road). Originally, the MRPC was charged with the goal of creating a parkway on both sides of the river from Lake Itasca to the Gulf of Mexico. Planning, design and construction of the Great River Road was put on hold until after World War II.

In 1949, Congress authorized a study of the Great River Road and funds were allocated to each state based on several factors including the amount of road in each state. In 1973, the Federal Highway Act authorized funding to develop a single national route on one side of the river. After categorical funds expired in 1986, the Great River Road competed with all other highway projects for funds.

The National MRPC is the only organization connecting all 10 states along this mighty American river. The states include Arkansas, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Tennessee and Wisconsin.

The Byway's complete route extends from Canada, whose tributaries flow into the Mississippi River, all the way to the Gulf of Mexico.

The MRPC was instrumental not only in the early planning and development of the Great River Road, but also in its construction, promotion, marketing and development. Today, the Great River Road is the oldest, longest and most unique scenic byways in North America.

Each state in the MRPC has its own separate commission which is established by state statute or Governor's Executive Order. Membership consists of state legislators, state and local officials and general members appointed by the governors, or state agency directors of the individual states.

The National MRPC is the umbrella organization that coordinates multi-state programs on behalf of the member states. The National MRPC Chair is known as the "Pilot" and is elected by the general membership each year. The Pilot's term in office is one year.

The MRPC coordinates efforts on federal, state, and local levels to leverage dollars for highway improvements, recreation trails, bikeways, scenic overlooks, and historic preservation. The MRPC also coordinates both domestic and international marketing, and facilitates efforts to enhance economic development and resource awareness.

The work of the MRPC is accomplished through the following Technical Committees: Culture & Heritage, Environment, Recreation & Agriculture, Marketing, and Transportation. Other committees appointed by the Pilot include Awards, Bylaws, Finance & Fundraising, Legislative, Nominating and Resolutions. Participation in these committees is open to both MRPC members and technical advisors.

In 1985, the MRPC began working with the 10 states' tourism offices to launch an international marketing program. This initiative would develop into the Mississippi River Country, USA, (MRC) which currently operates under the umbrella of the MRPC. The MRC is comprised of the travel directors of the ten Mississippi River states. This tourism marketing organization utilizes the worldwide awareness of the Mississippi River to market the states in their entirety both domestically and to countries throughout the world.

Recent accomplishments of the National MRPC include:

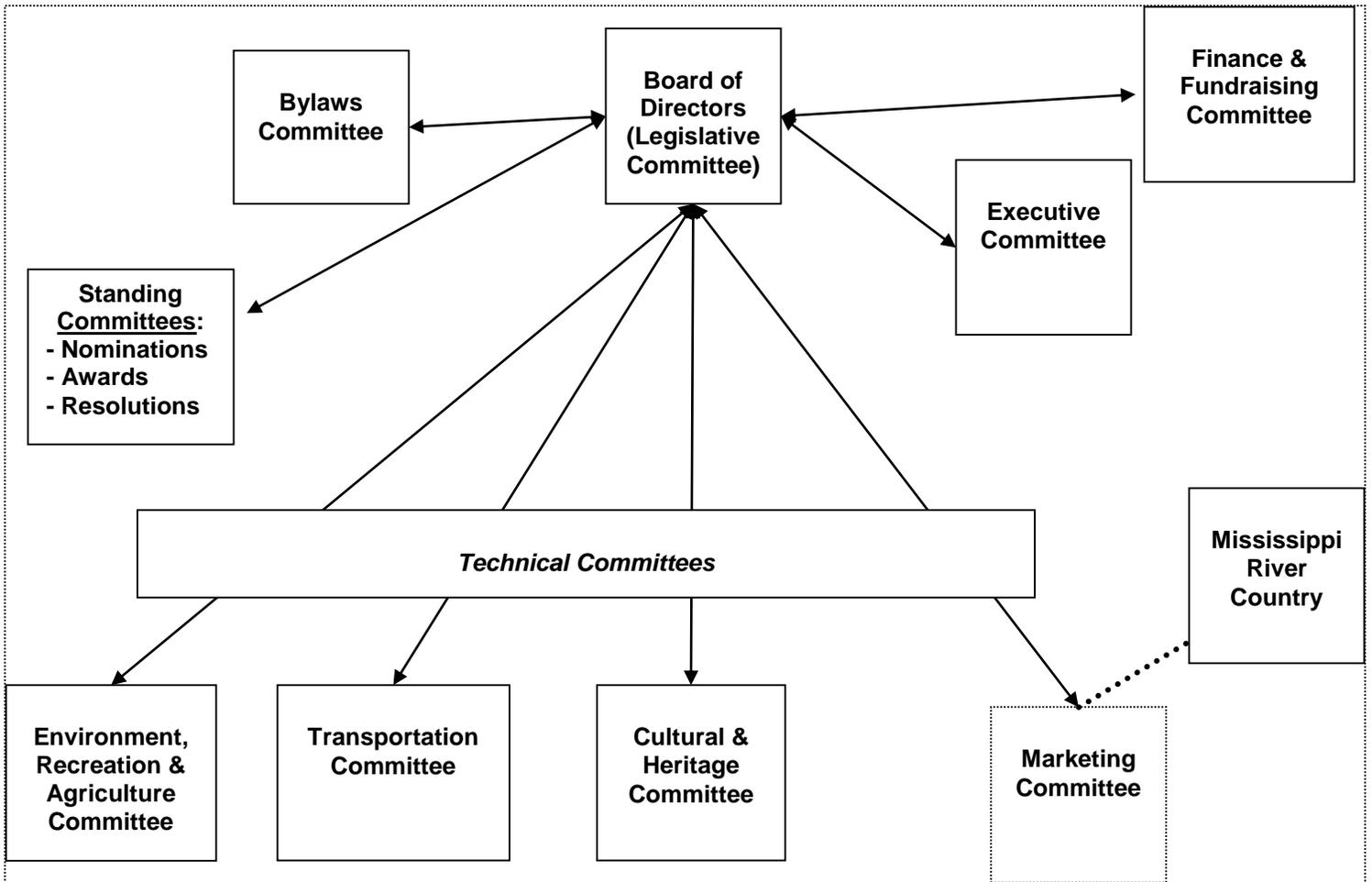
- Great River Road signs on the entire route
- National Scenic Byway designation of all or portions of seven of the 10 state segments of the Great River Road
- Development of a Great River Road Interpretive Center Network with more than 62 sites in all 10 river states
- A consumer web site "Experience Mississippi River, Ten States, One River"
- 10-state Interpretive Plan & Tool Kit
- Great River Road Interpretive Center Travel Guide

The MRPC works in partnership with other river-related organizations including the National Forest Service, National Parks Service, Federal Highway Administration, U. S. Corps of Engineers, Fish & Wildlife Service, Environmental Protection Agency; America's Byways Resource Center; Governors' offices; state departments of transportation, economic development, tourism; museums, regional planning commissions, city and county governments; chambers of commerce, convention and visitor bureaus; and foundations.

In 2008, the Great River Road and the MRPC will celebrate their 70<sup>th</sup> Anniversary. This milestone will be celebrated in the 10 states of the MRPC throughout the year. The culmination of the year's activities will be the national organization's Annual Meeting in Bettendorf, Iowa, September 25-28, 2008.

The National MRPC is a 501 (c) 3 non-profit organization. The general membership gathers twice each year at the Annual and Semi-Annual meetings. Individual state and province commissions meet quarterly or as their work plan dictates.

# MRPC Organizational Chart



# Current Workplan

## Environmental, Recreation and Agriculture Committee Work Plan

1. Create an Agri-tourism Inventory of assets along the Great River Road
2. Educate the ERA Committee on “Dead Zone” issues and possible action items
3. Build a resource library of state’s comprehensive plans.

## Marketing Committee Work Plan

1. American Roads Complimentary Ads
2. 70<sup>th</sup> Anniversary Event Planning Goals and Marketing Initiatives
3. [www.experiencemississippiriver.com](http://www.experiencemississippiriver.com)
4. MRPC/MRC Fulfillment Piece

## Transportation Committee Work Plan

1. To help states secure state and national scenic byway status and foster networking partnerships with other national byways and federal organizations through actionable items
2. Develop and execute a distribution strategy and secure any needed funding for the PowerPoint presentations.
3. Strengthen relationships with MRT Inc, Audubon Society and other organizations.
4. Help facilitate a birding and biking mobile workshop during the 2008 Annual MRPC meeting.

## Culture & Heritage Committee Work Plan

1. Interpretive Centers
2. Themed Itineraries (Bus & Personal Tours)
3. Oral Histories

# **Bylaws**

Amended in August of 1989, 1991, 1994, 1995, 1998, 2001, 2003 2006 and 2008.

## **Article I**

The name of the corporation shall be Mississippi River Parkway Commission.

## **Article II** **OBJECTIVES**

### **Section 2.1 General**

The purpose of the Mississippi River Parkway Commission is to preserve and improve the natural resources, cultural heritage, economic viability, scenic quality, recreational amenities and other features significant to the Mississippi River Valley. To accomplish this purpose the Commission shall:

- A. Pursue recognition of the natural and cultural resources and other attractions of significance in the Mississippi River Valley which, for the purpose of these By-Laws shall include the Great River Road and its amenities.
- B. Provide information about resources within the Mississippi River Valley to help resolve issues, stimulate the economy, initiate projects, and promote awareness of the features of the Mississippi River Valley.
- C. Provide guidance to those responsible for administering features found in the Mississippi River Valley and those initiating projects designed to improve some aspect of the Mississippi River Valley.
- D. Provide forums to explore and resolve controversial issues.
- E. Provide coordination to establish joint participation of individuals, agencies or organizations. Act as catalyst to initiate or implement pertinent projects.
- F. Pursue funding at the federal, state, local, and private levels in a manner wholly consistent with the designation as an organization pursuant to Sec. 501 (c) (3) of the Internal Revenue Code, to preserve and enhance the resources, to promote the economy, and to provide safe and comfortable access to all features of the Mississippi River Valley, including the continued development of the Mississippi River Parkway, also known as the Great River Road.

### **Section 2.2 Specific**

The Mississippi River Parkway Commission may, in a manner consistent with high environmental standards, sound engineering, and prudent planning, engage in activities such as but not limited to:

- A. Provide the administrative guidance and coordination necessary to maintain the visibility of the programs adopted by the Commission.
- B. Maintain close liaison with Congress, state legislatures and other levels of government.
- C. Provide information to tour operators and travel writers concerning the Mississippi River Valley.
- D. Host public information meetings.
- E. Develop management and marketing plans.
- F. Establish and maintain communication with others, including the residents within the Mississippi River Valley concerning the activities and programs of the Commission.
- G. Provide speakers for forums pertaining to the activities of the Commission.
- H. Promote visitor information centers.
- I. Promote the Great River Road as the recognized access artery for the many resources of the Mississippi River.
- J. Maintain a resource inventory of the Mississippi River Valley.
- K. Underwrite studies and make and receive grants consistent with these By-Laws.

### **Section 2.3 Cooperation**

Cooperation with groups dedicated to the goals and objectives of the corporation shall be promoted wherever consistent with these By-Laws.

## **Article III** **PARKWAY STATES**

### **Section 3.1 Definition**

The term "Parkway States" as used herein means the ten states of the United States which border upon or through which courses the Mississippi River, through which the Great River Road will travel: Arkansas, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Tennessee, and Wisconsin.

### **Section 3.2 Status and Rights**

Each Parkway state shall have equal status and rights in the Parkway Commission and shall be subject to dues as approved by the Board of Directors in order to qualify their members as general members of the Commission.

## **Article IV** **MEMBERSHIP**

### **Section 4.1 Classes of Membership**

There shall be three classes of members: General, Associate, and Honorary Members.

### **Section 4.2 General Membership**

Each Parkway State member shall be a resident of that State and members shall have duties as may be set forth by the State Commission in addition to those imposed by this Commission.

To achieve continuity and effectiveness, it is recommended that each State Parkway Commission restrict its membership to those individuals who live within or represent a unit of government contiguous to the Mississippi River or the Great River Road or within the Mississippi River corridor or are employed by an agency that provides a service to such unit of government of any Parkway State.

The State Commission should include a balance of legislators, local political officials, private citizens, industrial interests, commercial interests, and representation from the environmental community, as specified by their state authority.

Each State's Parkway Commission shall be entitled to one vote on all matters coming before any meeting of this Commission.

The members of the individual State's Parkway Commissions shall be considered general members of the Mississippi River Parkway Commission and can participate in the business meeting of the Commission.

Each State's Parkway Commission Chair shall certify in writing to the National Office of this Commission a list of its members and its authorized voting representatives and alternates. The last written certification received by the National Office shall be controlling. Such list shall be furnished at least 60 days prior to the annual and semi-annual meeting.

In addition, any state Parkway Commission may certify non-voting delegates to Annual and Semi-annual meetings. These delegates shall register in the same manner as members and be subject to the same fees as members. They shall be permitted to attend and participate in committee meetings. They may attend general sessions of the commission. They shall not be allowed to vote in committee or general sessions or participate in floor debates.

### **Section 4.3 Associate Members**

Technical membership shall be available to individuals and entities, such as state and federal agencies, universities, and local units of government, whose expertise, goals and objectives are, in the opinion of the members of the Board of Directors, deemed to be consistent with those of this Commission.

Technical members shall be presented by each state to the Board of Directors at least 10 days prior to the annual meeting and must be approved by an affirmative vote of that body.

Appropriate Technical Members shall be selected by their respective State Chair to serve on the several Technical Committees. In that capacity, Technical Members shall receive all data, newsletters, and similar benefits of the General Membership without being assessed dues. Technical Members may participate in the Commission's meetings but shall not vote in general session, but may vote in committee sessions, if appointed as their state's voting technical committee member. Technical Members may serve on Committees of the Commission but shall not be officers or Board Members.

### **Section 4.4 Honorary Members**

Honorary Members shall be those persons who, having made an outstanding contribution to the Parkway Project, are elected to the position of Honorary Member at any proper meeting of voting members. Honorary Members shall retain membership throughout their lifetime. Any person may be elected posthumously to the position of Honorary Member. Honorary Members who are not also general members shall have the privilege of taking part in all discussions at meetings of members but shall have no right to vote at any meeting of members or in the transaction of any business of the Parkway Commission, or to hold any office therein, except in a committee of the Parkway Commission to which they have been duly appointed. General Members and Technical Members elected to the position of Honorary Member shall not thereby lose their status as General or Technical Members. All persons who have served as Pilot of this organization shall be elevated to the position of Pilot Emeritus upon the conclusion of their term in office and become an Honorary Member.

## **Article V** **DIRECTORS**

### **Section 5.1 Composition**

The Board of Directors shall consist of the Pilot, Pilot Pro-Tempore, the immediate Pilot Emeritus, Secretary, Treasurer, and the duly selected Chairs of each of the State Commissions or their designees. The state chairs, or their designee, who shall be a member of the state's commission, may attend all scheduled and special Board meetings. The immediate Pilot Emeritus shall be a non-voting ex-officio member of the Board. The Pilot shall preside as Chairperson of the Board.

The Chairs of the following Technical Committees and Mississippi River Country, USA (MRC) chair shall be non-voting ex-officio members of the Board who may otherwise

participate fully in the proceedings of the Board:

Culture and Heritage  
Environment/Recreation and Agriculture  
Marketing  
Transportation  
Mississippi River Country, USA

A change in the chairperson or official designee of a State's commission shall cause a corresponding change in the membership of the Board of Directors.

### **Section 5.2 Duties**

The Board of Directors shall supervise, control, and direct the affairs of the Commission, shall actively pursue Commission objectives, and shall have discretion in the disbursement of Commission funds. The Board may adopt such rules and regulations for the conduct of its business as it shall deem advisable, and may in the execution of powers granted, appoint such agents or employ such staff on such terms as it considers necessary. The Board shall fix the amount of annual dues, if any. The Board shall monitor federal, state and local legislation that affects the activities and objectives of the Commission.

### **Section 5.3 Voting**

Each state shall have one vote on matters coming before the Board. The vote shall be cast by the State Chair/Board member or his/her designee. For voting purposes the Pilot is not deemed to be a member of the state commission and may not vote except in the event of a tie. The Pilot is not bound by the position of his/her state and shall vote in accordance with the best interests of the national organization.

### **Section 5.4 Meetings**

The Board shall meet at least quarterly. The meeting schedule will be established by the Pilot with the approval by the Board by December 1 of each year.

### **Section 5.5 Appointment of State Commission**

If no formal State Commission exists in a State, a representative from that state may be appointed to the Board by the Pilot with the concurrence of a 2/3 majority of the Board. Such appointed representative shall be deemed a General Member for purposes of Sections 4.1 and 4.2 and function as the Chair of such State's Commission for purposes of Sections 5.1 and 5.3 (including specifically the right of the State Chair or his/her designee to vote). Such appointed representative shall serve for a term of no longer than one year, provided however such appointed representative may serve for one or more successive terms if reappointed with the concurrence as set forth above.

## **Article VI** **OFFICERS**

### **Section 6.1 General**

The four elected officers must be General Members of the Corporation. Their term of office shall be for one year and until their successors are elected and qualified. There shall be no limit on the number of terms, consecutive or non-consecutive, which a person may serve in any one or more offices with the exception of Pilot, whose term in office is limited to four (4) consecutive terms.

Each officer of the corporation may receive reimbursement for such transportation and other expenses incidental to the performance of the duties of office as the Board of Directors may from time to time determine. Such expenses shall not exceed the amount budgeted for them and shall be approved by the Pilot prior to payment by the Treasurer.

Nominations for officers shall be presented by the Nominating Committee or by any general member present at an annual meeting with the consent of the nominee. Vacancies in the offices of the corporation shall be filled by the Board of Directors for the balance of the unexpired term.

### **Section 6.2 Pilot**

The Pilot shall be the Chief Executive Officer of the corporation and shall be Chairman of the Board of Directors. The Pilot shall have responsibility for administering the policies established by the Commission and by the Board of Directors. The Pilot shall have the authority to execute all documents in the name of the corporation and shall represent the corporation publicly where required unless there is contrary instruction given by the Board of Directors. The Pilot shall serve as ex-officio member of all committees established under Article VII of these By-Laws, except the Nominating Committee.

### **Section 6.3 Pilot Pro-Tempore**

The Pilot Pro-Tempore shall act in the place of the Pilot in the event the Pilot is unable to act or at any time upon the request of the Pilot. In addition, he or she shall be an ex-officio member of all committees established under these By-Laws and shall be responsible to coordinate the activities of such committees. Coordination shall include the satisfactory completion of assignments, effectiveness, and maintaining full and participating committee membership.

### **Section 6.4 Secretary**

The Secretary, in a permanent and accurate manner, keeps the minutes of all meetings of the Board of Directors, of members, of the Executive Committee, and of committees, at which he or she shall serve as Secretary; he or she shall attend to the giving and serving of all notices of the Parkway Commission; he or she shall have custody of and shall affix the official seal, if any, to all documents of the Parkway Commission requiring such seal; he or she shall maintain and have charge of the records of the Parkway Commission in which shall be recorded the names, addresses and occupations of all members of the Parkway Commission, and the places of residence of the officers of the Parkway Commission, and such other papers and records as the Board of Directors may direct, all of which shall at all reasonable times be open to the examination of persons lawfully entitled to inspection thereof, at the Office of the Parkway Commission where the records regularly are located and during business hours; and he or she shall do and perform such other duties as from time to time may be assigned to him or her by the Pilot. The duties, thought not the responsibilities, of the Secretary may be assigned in all

or in part to the managing director of the management service company retained by the Mississippi River Parkway Commission.

### **Section 6.5 Treasurer**

The Treasurer shall have custody of, and shall be responsible for, all the funds and property of the Parkway Commission, and shall deposit and withdraw such funds in such banks, trust companies, or other depositories as shall be selected by, and in accordance with, the resolutions adopted by the Board of Directors from time to time. The duties, thought not the responsibilities, of the Treasurer may be assigned in all or in part to the managing director of the management services company retained by the Mississippi Parkway Commission. The Treasurer shall chair the Finance Committee.

The Treasurer shall also have custody of and be responsible for the maintenance of the records and accounts of the Parkway Commission. The Treasurer shall recommend investment options for all surplus funds of the MRPC for approval of the Board of Directors at the annual meeting. Interim reports and suggested changes shall be made at Board of Director's scheduled meetings. The Treasurer shall keep the Board of Directors informed of the investments quarterly.

The records and accounts of the office shall at all reasonable times be open to the inspection of any director or principal executive officer of the Parkway Commission, and shall be exhibited by the Treasurer to other persons lawfully entitled to inspection thereof, at the office of the Parkway Commission where the records are regularly located and during business hours. The Treasurer shall make such payments from the funds of the Parkway Commission as are approved by the Pilot in conformity with the policies and procedures adopted by the Board of Directors. If called upon to do so, the Treasurer shall render a statement of the condition of the finances of the Parkway Commission at all regular meetings of the Board of Directors and at all regular meetings of the members of the Parkway Commission, and a full financial report at each Annual Meeting of members. The Treasurer shall perform such other duties as from time to time may be assigned by the Pilot. The Treasurer and any other officer shall, if so required by the Board of Directors, give bond for the faithful discharge of duties, in such form and amount and with such sureties as the Board of Directors may require.

The records of the corporation shall be subject to an annual review report prepared by a Certified Public Accountant. The Board of Directors may require a Certified Public Accountant audit at its discretion.

## Article VII **EXECUTIVE COMMITTEE**

### **Section 7.1 Composition**

The Executive Committee shall consist of the Pilot, Pilot Pro-Tempore, Secretary, Treasurer, and the immediate Pilot Emeritus. The Executive Committee shall act in an advisory capacity to the Board of Directors and shall take only those official actions on behalf of the Board of Directors as shall be delegated to it from time to time by majority vote of the Board of Directors. All members of the Executive Committee shall be General Members and shall be elected at the Annual General Membership Meeting. Their term of office shall be for one year and until their successors are elected at the next annual meeting. There shall be no limit to the

number of terms which a person may serve in any one or more offices, with the exception of Pilot whose term in office shall be limited to four.

**Section 7.2 Duties.** The Executive Committee shall prepare and submit to the Board of Directors on or before December 1<sup>st</sup> a proposed budget for the next fiscal year. The Executive Committee shall meet at the call of the Pilot, but only when action is necessary and the timing of the Board meeting is such that, in the opinion of the Pilot, to wait would not be in the best interest of the organization. The Executive Committee shall have such additional powers and duties as may be specified by the Board of Directors. Minutes of all Executive Committee meetings will be distributed to all Board members.

## Article VIII COMMITTEES

### **Section 8.1 Authorization**

The Board of Directors may authorize the establishment of Interim Committees and/or task forces as necessary. The Pilot shall appoint Committee members recommended by State Committee Chairpersons prior to each national meeting. These appointments shall be subject to confirmation by the Executive Committee and otherwise consistent with the Bylaws. Vacancies may be filled by the Pilot. The duration of Interim Committees and/or task forces will be determined at the time of establishment.

### **Section 8.2 Standing Committees**

Standing Committees shall consist of general members selected by the Pilot, subject to confirmation by the Executive Committee. The Pilot shall also determine the number of members on each committee. The immediate Pilot Emeritus shall be responsible for the overall coordination of standing committees. There shall be the following standing Committees of the Commission:

#### **A. Nominating Committee**

Shall each year present a slate of candidates for the Executive Committee to be elected at the Annual Meeting. These procedures shall be presented to the General Membership for approval. The nominating committee shall include the three immediate Pilots Emeritus, if available, or members appointed by the Pilot for a total membership of three plus the chairperson. The chairperson shall be appointed by the pilot. The committee shall meet by conference call 60 days prior to the Annual meeting to determine recommendations, if any, to be considered by the Board and the membership at the Annual Meeting.

Any state chair may submit a nomination for the Executive Committee for the nominating committee to consider at least 90 days prior to the annual meeting. The nomination must include a statement of the nominee's MPRC activities, including any committee assignments.

**B. Resolutions Committee**

Shall develop appropriate resolutions for the general membership. This Committee shall consist of a minimum of three members appointed by the Pilot. The chairperson is to be selected by the Pilot. The committee shall meet by conference call 60 days prior to the Annual meeting to determine recommendations, if any, to be considered by the Board and the membership at the Annual Meeting.

**C. Bylaws Committee**

Shall be activated only upon the request of the Board at least 90 days prior to an annual meeting. If so activated, they shall meet by conference call at least 60 days prior to an annual meeting to consider recommendations, if any, to be considered by the Board and the membership at the annual meeting and shall make recommendations that will keep the bylaws in accord with the current needs of the Commission. This Committee shall consist of a minimum of five members appointed by the Pilot. The chairperson is to be selected by the Pilot.

**D. Awards Committee**

Shall select a designee recommended by the appropriate State Chair for the Distinguished Service Award when appropriate, or any other awards as desired. This Committee shall consist of three former Distinguished Service Award winners and shall be appointed by the Pilot and chaired by the immediate Pilot Emeritus. The committee shall meet by conference call 60 days prior to the Annual meeting to determine recommendations, if any, to be considered by the Board and the membership at the Annual Meeting. The chairperson is to be selected by the Pilot.

**E. Fundraising and Finance Committee**

Shall be responsible for the development and implementation of the fiscal plan of the MRPC to meet the goals set by the Board of Directors. This Committee shall be chaired by the Treasurer or his/her designee. Membership shall be comprised of the Executive Committee.

**Section 8.3 Technical Committees.**

Each Technical committee will have a minimum of one representative from each of the 10 states. State Chairs shall, annually, appoint one lead member from his/her Commission (both Commissioners and Technical members are eligible) to membership on each of the four National Technical Committees. The lead Committee member, or that members designee, must be accessible and be willing and available to participate in all Technical Committee meetings either electronically or in person. Additional state commission members interested in participating in any one of the National Technical Committees may be appointed at the discretion of the State Chair, however only the lead appointee will have the state's voting authority on committee matters. Should the lead member be unable to participate in a meeting, an alternate voting member shall be appointed by the state chair from that state's commission. The committee chair shall be notified prior to the meeting.

In any matter decided by the committee, each state shall have one vote, cast by the lead member or his/her designee. The lead committee member shall act as a liaison between his/her state commission and the National Technical Committee on which he/she serves.

At the Annual Meeting, each technical committee shall select a chair and vice-chair. The selection must be made with representatives of all 10 states voting. Selection may be made via conference call or e-mail. Chairs may serve 3 subsequent terms.

Each Technical Committee shall meet at least 4 times per year, including the annual and semi-annual meetings. Meetings may be held by teleconference.

Technical Committee chairs may attend all stated Board of Directors meetings (both those held in person and by teleconference) in a non-voting capacity, and will distribute Board minutes to their respective Committee members. If a Technical Committee chair cannot participate in a stated Board meeting, the vice-chair will act as an alternate.

Each Technical Committee chair will present a current year Work Plan status report and action recommendations for the upcoming year to the Board and delegates at the Annual meeting. Technical committee chairs will work with the Board to determine final Work Plan objectives each year.

There shall be four Technical Committees of the Commission:

- A. **Transportation Committee** - shall address the issues relevant to the Transportation System within the Mississippi River Valley with special attention to the Great River Road. The Committee shall prepare and submit to the Board of Directors an annual report regarding the status of Great River Road construction and maintenance.
- B. **Environment, Recreation and Agriculture Committee** - shall address all issues identified with the environment and/or related to agriculture of the Mississippi River Valley and those projects designed to enhance the recreational opportunities within its boundaries. The Committee shall prepare and submit to the Board of Directors an annual report of the environmental, recreational and agricultural condition of the Mississippi River Valley. The report shall include comments on problems encountered and solutions offered which would guarantee compatibility of Parkway development with environmental safeguards.
- C. **Culture and Heritage Committee** - shall explore methods to enhance preservation, to highlight cultural/historical aspects of the Mississippi River Valley and to pursue the interpretation of the cultural/historical resources of the Valley. The Committee shall prepare and submit to the Board of Directors an annual report that identifies accomplishments made to achieve these objectives.

- D. **Marketing Committee** - shall have primary responsibility for the Web site, newsletter, and protection of the copyright and printed materials for the organization. The Committee shall also set policy for materials relating to the promotion of the organization. Promotion of actions of other committees shall be retained by those committees, under policy set by this Committee. A member of the Marketing Committee will be appointed as a liaison to Mississippi River Country, USA. In appointing Marketing Committee members, State Chairs are encouraged to consult with the tourism officials in their state to coordinate their appointments with Mississippi River Country members and representatives.

#### **Section 8.4 Mississippi River Country, USA**

The Mississippi River Parkway Commission (MRPC) recognizes Mississippi River Country, U.S.A. (MRC) as an arm of the MRPC. MRC shall prepare and submit to the MRPC Board an annual report that includes a marketing plan. MRC's marketing plan budget must be approved by the MRPC Board. MRC shall from time to time report to the MRPC Board on its ongoing activities or when requested by the MRPC Pilot.

- A. The Chair of MRC shall coordinate marketing activities with the MRPC Marketing Committee.
- B. A member of the MRC shall be appointed as liaison to the MRPC Marketing Committee.
- C. MRPC Marketing Committee chair and the MRC chair shall recommend collaborative projects to their respective committees in accordance with the MRPC and MRC Strategic Plans.

**Section 8.5 Reports.** Each Committee shall report to the Board of Directors at every Annual and Semi-Annual meeting.

## Article IX **MEETINGS**

#### **Section 9.1 Annual Meeting**

The Annual Meeting of members of the Parkway Commission, for the purpose of elections and for the transaction of such business as may be brought before the meeting, shall be held at such time and at such place as the members may by resolution designate at the previous annual meeting. In the event the members fail to establish the time or place of the next Annual Meeting, or in the event it becomes impossible to hold an Annual Meeting at the time or in the place so selected by the members, the Board of Directors of the Parkway Commission shall, at the earliest possible moment, establish the time and place of such meeting.

#### **Section 9.2 Semi-Annual Meeting**

A semi-annual meeting of the members of the Mississippi River Parkway Commission shall be called for the purpose of transacting business that may properly come before the Parkway Commission Membership. The meeting may be held at such time and place as other Parkway Commission Committees and/or the Board of Directors are meeting.

### **Section 9.3 Special Meetings**

At any time a call for a special meeting of members may be issued by the Pilot or by six members of the Board of Directors or by a majority of the general membership, and shall be issued by the Secretary. The call for such meeting (and the written request, if any, for such call) shall state the purpose for the special meeting and only such matters as may be specified in the call shall be considered.

### **Section 9.4 Notice**

Mail, e-mail or fax notice of each meeting of the members stating the place, day and hour of the meeting, and in case of a special meeting or where otherwise required, stating the purpose or purposes for which the meeting is called, shall be sent not less than fifteen (15) days before the date of the meeting to each member of the Parkway Commission at their address as it appears on the records of the Parkway Commission.

### **Section 9.5 Quorum**

A quorum at Annual or Special Meetings of the corporation shall consist of the voting representatives from at least six (6) States Commissions. Once a quorum is established it shall continue to exist regardless of the subsequent departure of any representative.

In the event there is less than a quorum at such a meeting, the presiding officer may adjourn the meeting from time to time until a quorum is present.

### **Section 9.6 Board Meetings**

Meetings of the Board of Directors shall be established on a regular basis as determined by the Board of Directors. The Board shall have a regular meeting at the time and place of the annual meeting. Notice of all Directors' meetings shall be sent by mail, e-mail or fax to each Board Member at least fifteen (15) days in advance of such meeting.

Wherever possible, an agenda for the Board meeting shall accompany the notice of the meeting.

### **Section 9.7 Special Board Meetings**

A special Board meeting may be called by the Pilot or upon request of any three Board members.

At least five days notice of such special Board meeting shall be given by mail, e-mail or fax and such meeting may be held by means of a telephone conference call.

### **Section 9.8 Voting**

Voting at the meetings of the corporation or the Board meetings may be by voice vote. If requested by a General Member or a Board Member, a roll call ballot shall be taken on any question (except in the case of a special Board meeting by telephone conference call in which voting shall be by voice roll call vote). There shall be no proxy voting at any meeting of the corporation, its Board of Directors, or any Committee of the corporation. Each Member State shall have one vote.

**Article X**  
**PARLIAMENTARY AUTHORITY**

The meetings of the corporation, its Board of Directors, and all committees shall be governed by “Robert’s Rules of Order, Revised”.

**Article XI**  
**FISCAL YEAR**

The Fiscal Year shall commence on January 1, and end on December 31 of each year.

**Article XII**  
**MISCELLANEOUS**

- A. Any reference to the male gender in these By-Laws shall be considered generic.
- B. Titles and subtitles are inserted for convenience only, and shall not be construed to be a substantive part of these By-Laws.
- C. The words “state” and “states” shall, whenever used herein, include the Parkway States.
- D. The Board of Directors of the Mississippi River Parkway Commission shall have the authority to create a foundation to further the goals of the MRPC.
- E. The Board of Directors may create an awards program to recognize persons or institutions for distinguished service to MPRC, or who have made special achievements related to MRPC goals, or others that the board deems worthy of recognition. The Board may delegate the responsibility of creating the criteria and procedures for these awards.

**Article XIII**  
**AMENDMENTS**

The By-Laws may be amended, repealed or altered in whole or in part, by a majority vote at any proper meeting of the corporation; provided that a copy of proposed amendments to be considered at such meeting shall be mailed to the voting membership at least 20 days prior to the date of such meeting together with an indication that such amendments shall be proposed at the meeting.

# **Legislative Strategy**

## **TARGETED AUDIENCES**

Members of Congress from the Mississippi River Valley  
Members of State Legislatures from the Mississippi River Valley  
Appropriate staff members for Congressman and State Legislators  
Governors of the ten States  
Mayors of the Mississippi River Valley  
City Council members of the Mississippi River Valley  
Members of County Boards or Parishes of the Mississippi River Valley  
Federal appointed officials  
State appointed officials  
City appointed officials  
County or Parish appointed officials

## **LEGISLATIVE GOALS**

1. *Secure State and National Scenic Byway designation for all segments of the Great River Road by the end of 2008.*

**Status:** Minnesota, Wisconsin, Illinois, Iowa and Arkansas—entire segments of the Great River Road have been designated at both the State and National level. 26 miles of the Great River Road in Missouri have been designated at both the State and National level. Entire Great River Road segment in Kentucky has been designated by the State, but not the National.

2. *Develop and implement an education and information program for elected and appointed officials along the Great River Road.*

**Status:** Travel and Tourism Economic impact for Great River Road and individual states will be initiated annually. The National Office has updated all federal and state databases reflecting the targeted audiences.

3. *Secure Funding to maintain Great River Road Interpretive Centers.*

**Status:** Network consists of centers throughout the Mississippi River states and all are added to frequently.

4. *Maintain a merit based Scenic Byways program as part of the Transportation Reauthorization legislation being developed federally.*

**Status:** In the past two years earmarking has occurred out of the merit based programs to fund specific state projects. Close to \$9 million each year has gone to these specific projects, leaving only \$16 million for the merit based programs. The MRPC believes that this program should be merit only and any special targeted funding of Scenic Byways directly should be handled from some other area of the Department of Transportation's budget. The merit program should remain at the intended \$25 Million level under the new Transportation Reauthorization bill. Letters have been sent by a number of State Commission's opposing the House action to earmark the Scenic Byways funds for 2004.

## **STRATEGIES**

### **Communications**

#### *Tactics:*

1. National Office will develop and make available to each State Commission background and educational information on the Mississippi River Parkway Commission, the Great River Road, and the needs of the organization for presentation and use with our targeted audience.
2. State Commissions will need to provide information on all city, county or parish target audiences for inclusion in the database.
3. National Office will develop a template power point presentation that can be used by individual State Commissions for presentations to target audiences.
4. Newsletters and communications will go out quarterly to these audiences.

### **Meetings**

#### *Tactics:*

1. An MRPC task force appointed by Pilot will meet with their elected officials on National and State Parkway issues and needs. In addition they should meet with the appropriate federally appointed officials that impact on the Great River Road.
2. Each State Commission will visit their State Capitol annually to meet with their state elected officials and provide background on the MRPC's National effort and the needs that they have in their own State.
3. At all meetings conducted with any target audience member focus must be on telling a common story of the Mississippi River Parkway, what and who it is, what the benefits are and what needs that it has consistent with the strategic plan and it's legislative strategy.
4. Each state commission will meet with funding source to discuss accomplishments and future needs.

## **Reporting**

### *Tactics:*

1. Working on information provided by each State Commission, the National Office will update and post a legislative meeting calendar.
2. Each State Commission will provide a report to the National Office on all contacts on behalf of the Commission to the target audiences.
3. The Pilot and National office will meet and report at both Annual and Semi-Annual meetings of the National MRPC.
4. The MRPC Legislative Committee comprises the MRPC Board of Directors.

**Legislative Committee Members:** 10-State Chairs, plus Executive Committee & Technical Committee Chairs (non-voting)

## **LEGISLATIVE COMMITTEE**

Legislative issues should be a permanent agenda item for all Board meetings and conference calls.

# **State Commission Resources**

The State Commission Resources section of the Policy and Procedures Manual offers tools for States Commissions to utilize to provide awareness on the MRPC, its mission, and the activities the State Commission and MRPC engage in to fulfill the mission.

## **Section I – Identification of Stakeholders**

Prepare a data base that includes:

- Elected local officials of all river towns and cities.
- Elected state and national officials.
- Contact at all Interpretive Centers.
- Contact at Convention & Visitor Bureaus.
- Contact at Chambers of Commerce.
- Contact/Owner of local tourist attractions.
- Contact for Festivals and Major events.
- Contact for other federal and state agencies.

Include name, title, organization, address, phone and email address.

Update the data base annually.

## **Section II – Create an Agenda**

**Welcome:** (use the state chair or MRPC member or local dignitary)

**(State) Mississippi River Parkway Commission Purpose:** Power Point

**Self introduction** by attendees and their interest of association to river  
(suggest they limit to 3 minutes)

**Profile of Visitors to (State):** State Director Department of Tourism

**National Scenic Byways Grant Application Process:**

(use State Scenic Byway Coordinator, Department of Transportation)

**Other Grant Opportunities:** (should be someone from DOT or major funder in state)

**Success Story of Local Project:** How they funded project and impact.

**Questions and Answers:**

**Adjourn**

Depending on attendance, this agenda takes about two hours. But plan to hang around after the adjournment because the self-introduction creates a lot of interaction among attendees.

Serve light refreshments. Coffee, water and cookies.

## **Section III – Selection Locations**

Consider number of miles adjacent to Mississippi River to minimize length of travel to meeting place. Use public buildings where there is no charge. Consider comfort of attendees – ie. air conditioning/heat in the building. Use buildings that are easy to locate. Libraries with conference rooms are good places, or a city building.

Time of day can vary. Depending on travel time, you can have one meeting in the morning and a second in the afternoon at another location. If the length of your state adjacent to the river is lengthy, a third meeting could be held the next morning. This is especially helpful if a state official is on your agenda.

Meetings can also be held in the evening and in some areas where there may be only one meeting, this allows more officials and interested people attend.

Confirm the location in writing to avoid any double booking.

#### **Section IV - Secure Speakers:**

Using state officials as suggested on the agenda will increase the attendance. Especially the Tourism Director and the National Scenic Byway Coordinator. Even if the NSB Coordinator has no dates for next NSB grant cycle, they have a lot of information to assist the attendees with preparing better grants.

Confirm speakers via letter or email. Allow three months advance booking. Remember to send thank you note or letter.

#### **Section V - Stakeholder Participation:**

The self-introduction creates a lot of networking after the meeting. Sharing information and stories of what is happening at a particular tourism venue or community, gives others ideas and confidence that they too may be able to increase visibility and tourism opportunities..

#### **Section VI - Letter of Invitation with attachments.**

Attached is a sample letter of invitation used by Iowa. Attachment includes a one page information paper the includes all the dates, times locations and a RSVP form.

#### **Section VII - Attendees Packet:**

Have a nice folder with agenda and include other information pieces such as the latest state highway map, birding maps, a state Scenic Byways brochure, tourism statistics.

Allow others to include handouts on a table.

#### **Section VIII - Registration:**

Have a sign-in sheet and handout packets at the entrance to the room. If people come in late, be sure and get them to sign-in after the meeting.

#### **Section IX - News Media:**

Send a news release to all media, invite them to attend and send them a copy of the agenda.

The Power Point was designed by the MRPC Marketing Committee to be used by State Commission's for presentations. The Power Point was created as a template to be updated as necessary for State use.

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# (State) Mississippi River Parkway Commission

(State) Mississippi River Parkway Commission  
Great River Road National Scenic Byway

3/11/2008

1

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## Agenda

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- History of the National MRPC
- Current Vision, Mission, Objectives and Goals of the National MRPC
- (State) Commission
  - History
  - Members
  - Structure
  - Goals
- Accomplishments
- Work Plan
- Significant sites

3/11/2008

(State) Mississippi River Parkway Commission

2

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## History of the MRPC

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- Created in 1938
- 10 individual state commissions
  - Arkansas
  - Iowa
  - Illinois
  - Kentucky
  - Louisiana
  - Minnesota
  - Missouri
  - Mississippi
  - Tennessee
  - Wisconsin

3/11/2008

(State) Mississippi River Parkway Commission

3

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## History of the MRPC

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- Mission in 1938
  - Facilitate the development of highways and amenities along the byway called the “Great River Road.”
  - Promote tourism along the Mississippi River.

3/11/2008

(State) Mississippi River Parkway Commission

4

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## History of the MRPC

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- The MRPC was developed to create a parkway on both sides of the river from Lake Itasca to the Gulf of Mexico.
- The Byway's complete route extends to Canada.
- Planning, design and construction of the Great River Road was put on hold until after World War II.
- In 1949, Congress authorized a study of the Great River Road.
- Funds were allocated to each state based on several factors including the amount of road in each state.

4/2/08

(State) Mississippi River Parkway Commission

5

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## History of the MRPC

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- 1973 - the Federal Highway Act authorized funding to develop a single national route on one side of the river, alternating between the east and west sides of the river.
- 1985 - The commission began working with the 10 state tourism offices to launch an international marketing program. This would develop into Mississippi River Country, USA.
- 1986 - categorical funds expired.
- The Great River Road competed with all other highway projects for funds.
- ISTEA and TEA -21 - Scenic Byways

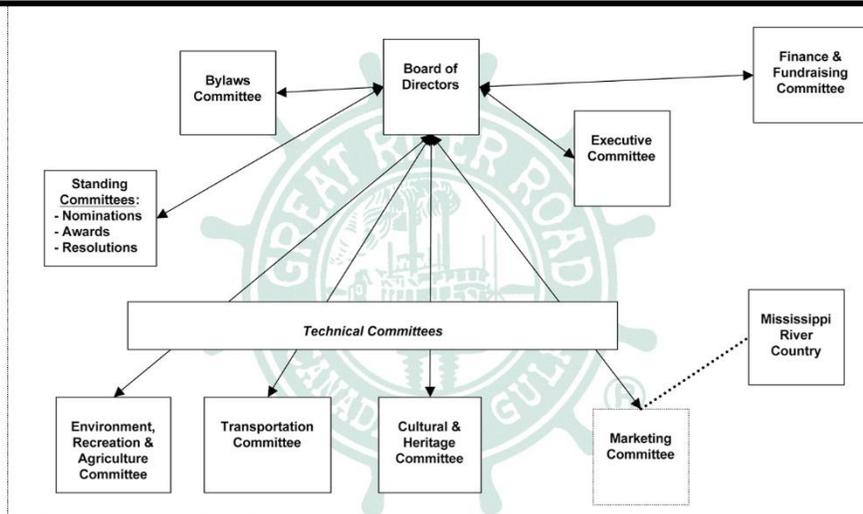
3/11/2008

(State) Mississippi River Parkway Commission

6

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## National MRPC Structure



4/2/08

(State) Mississippi River Parkway Commission

7

## Current Vision, Mission and Objectives

### Vision/Mission

- To improve the quality of life for our residents and visitors.

### Objectives

- To develop and enhance the Great River Road and its amenities.
- To promote the Mississippi River Valley and the Great River Road.

3/11/2008

(State) Mississippi River Parkway Commission

8

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## Current Goals

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- Increase and maintain the investment in the Great River Road and its amenities.
- Achieve a National Scenic Byway designation for all ten states of the Great River Road.
- Maintain and/or increase the awareness and visitation of the Mississippi River Valley and the Great River Road.

3/11/2008

(State) Mississippi River Parkway Commission

9

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## Great River Road Interpretive Plan and Centers

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- The MRPC has developed a Great River Road Interpretive Plan and Tool Kit which will be used by the MRPC, communities and attractions along the river to effectively interpret the many stories told along the river.
- Currently there are over 60 Interpretive Centers along the Great River Road.
- These centers were selected by the Culture and Heritage Committee as sites significant in interpreting important aspects of the river and Great River Road.

3/11/2008

(State) Mississippi River Parkway Commission

10

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## Legislative Objectives

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- Secure State and National Scenic Byway designation for all segments of the Great River Road
- Develop and implement an education and information program for elected and appointed officials along the Great River Road
- Secure funding for implementing the Great River Road Interpretive Plan
- Maintain a merit based Scenic Byways program as part of the Transportation reauthorization legislation being developed federally.

3/11/2008

(State) Mississippi River Parkway Commission

11

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## (State) MRPC

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- History

3/11/2008

(State) Mississippi River Parkway Commission

12

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## **(State) MRPC Structure**

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3/11/2008

(State) Mississippi River Parkway Commission

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## **(State) MRPC Goals**

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3/11/2008

(State) Mississippi River Parkway Commission

15

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## **(State) MRPC Accomplishments**

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3/11/2008

(State) Mississippi River Parkway Commission

16

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## **(State) Work Plan**

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3/11/2008

(State) Mississippi River Parkway Commission

17

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## **(State) MRPC Significant Sites**

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3/11/2008

(State) Mississippi River Parkway Commission

18

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To download a copy of the State Commission Template visit  
[http://www.mrpcmembers.com/download/State\\_Commission\\_Template.ppt](http://www.mrpcmembers.com/download/State_Commission_Template.ppt)  
To request a copy be sent to you via email or CD please contact the National Office at  
608-268-0902 or 866-763-8310.

## History of the MRPC

- Created in 1938
- 10 individual state commissions
  - Arkansas
  - Iowa
  - Illinois
  - Kentucky
  - Louisiana
  - Minnesota
  - Mississippi
  - Missouri
  - Tennessee
  - Wisconsin
- Mission in 1938
  - Facilitate the development of highways and amenities along the byway called the “Great River Road”
  - Promote tourism along the Mississippi River.
- The MRPC was developed to create a parkway on both sides of the river from Lake Itasca to the Gulf of Mexico.
- The Byway’s complete route extends from Canada, whose tributaries flow into the Mississippi River, all the way to the Gulf of Mexico.
- Planning, design and construction of the Great River Road was put on hold until after World War II.
- In 1949, Congress authorized a study of the Great River Road.
- Funds were allocated to each state based on several factors including the amount of road in each state.
- 1973- the Federal Highway Act authorized funding to develop a single national route on one side of the river.
- 1985- The commission began working with the 10 states’ tourism offices to launch an international marketing program. This would develop into the Mississippi River Country, USA.
- 1986- Categorical funds expired.
- The Great River Road competed with all other highway projects for funds.
- ISTEA and TEA-21 –Scenic Byways

# Logo Use Policy

## Using Great River Road National Scenic Byway and Mississippi River Parkway Commission Logos



### Style Guidelines

The Great River Road pilot's wheel logo and the "Experience Mississippi River" logo serve as visual representations of the cultural, natural, historical and scenic assets of the Mississippi River, the Great River Road and the Mississippi River states. The Mississippi River Parkway Commission put together this brief guide to help members use these logos in publications, web sites and other related communications.

The "Experience Mississippi River" logo has been designed specifically to work with the green Great River Road pilot's wheel logo. The curving lines and horizontal format of the

“Experience Mississippi River” logo compliments the circular design of the Great River Road pilot’s wheel.

In some instances, the Pilot’s Wheel logo can be used without the “Experience Mississippi River” logo. For example, designers of an architectural project related to the Great River Road may choose to utilize the Great River Road pilot’s wheel logo in their plans.

The America’s Byways logo, which represents the National Scenic Byways program, is another logo that is sometimes used in association with some Great River Road and Mississippi River Parkway Commission publications and communications. We’ve included information on using the America’s Byways logo.

Where appropriate, you should consider incorporating the Great River Road pilot’s wheel, “Experience Mississippi River” and America’s Byways logos into your organization’s publications, website and other marketing tools in order help strengthen your organization’s connection to these brands.

Please use the information below when using these logos.

## **Style and Usage**

Below, you will find specific information for using each of the three logos.

The Great River Road pilot’s wheel logo, “Experience Mississippi River” logo and America’s Byways logo each have a minimal allowable size—1” wide or 72 pixels for online use—in order to ensure clear reproduction and legibility.

If you would like to use the Great River Road pilot’s wheel logo or the “Experience Mississippi River” logo, we have provided a brief pre-publication approval form. Please complete this form and return it to the address provided on the form (see Appendix A). Also, upon completion of your project or publication, please send us an example of how you used the logo(s).

The Great River Road pilot’s wheel logo is a visual representation of the Great River Road National Scenic Byway.



ver Road pilot’s wheel logo, please follow these

### **Typefaces**

Title Text—Unknown (All CAPS, distressed font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### **Color Palette**

Pantone 3435 C

When printing on a 4-color press, use the following:

C:90 M:40 Y:91 K:43

When applying to web, use the following:

R:0 G:80 B:47

The “Experience Mississippi River” logo is a visual representation of the Mississippi River Parkway Commission and the Mississippi River states as a whole. It was designed to compliment the Great River Road pilot’s wheel logo. It is recommended that when communicating with the public the Great River Road pilot’s wheel logo and the “Experience Mississippi River” logo be used together.

When reproducing the “Experience Mississippi River” logo, please follow these specifications:



#### **Typefaces**

Title Text—Caslon (B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Supporting Text—Century

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

#### **Color Palette**

Pantone 2738 C Pantone 356 C

When printing on a 4-color press, use the following:

C:100 M:87 Y:0 K:2 C:95 M:0 Y:100 K:27

When applying to web, use the following:

R:0 G:0 B:0 R:228 G:123 B:78

The America’s Byways logo is a visual representation of the National Scenic Byways system. In some instances, it can be used in association with the Great River Road pilot’s wheel logo in publications and communications.

When reproducing the America’s Byways logo, please follow these specifications:



#### **Typefaces**

Title Text—Copperplate 33 BC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

#### **Color Palette**

Pantone 540 C Pantone 194 C

When printing on a 4-color press, use the following:

C:100 M:55 Y:0 K:55 C:0 M:100 Y:64 K:34

When applying to web, use the following:

R:0 G:55 B:104 R:171 G:5 B:52

### **Further Questions About Logo Usage**

Any questions regarding logo usage and other style-related concerns related to the Great River Road, Mississippi River Parkway Commission and usage of the above logos should be directed to the National Office at 866-763-8310. For pre-publication approval of logo usage, please use the request form in Appendix A.

### **Providing Information to Travelers**

If you would like to include contact information so that travelers can learn more about the Mississippi River, Mississippi River Region or the Great River Road, please use or link to the following website:

**[www.experiencemississippiriver.com](http://www.experiencemississippiriver.com)**

### **Copy for Media Releases**

For media releases and informational releases, please feel free to use the below boilerplate copy regarding the Great River Road:

#### **The Great River Road National Scenic Byway**

The Great River Road National Scenic Byway is one of America's truly great auto tours. Running parallel to the Mississippi River for 3,000 miles, this network of roads from northern Minnesota to the Gulf of Mexico offers history, culture, scenery and recreation. To plan your Great River Road journey, visit [www.experiencemississippiriver.com](http://www.experiencemississippiriver.com).

### **Media Requests**

If a person in the media contacts you and asks you a question regarding the Great River Road or the Mississippi River Parkway Commission, please feel free to direct them to the National Office of the Mississippi River Parkway Commission, who can provide them with photos, story ideas and other information:

Susanne Thiede-Barnet, Managing Director  
Mississippi River Parkway Commission – National Office  
222 State Street, Ste 400  
Madison, WI 53703  
phone: 866-763-8310  
[media@pilchbarnet.com](mailto:media@pilchbarnet.com)

**Appendix A:**

**Pre-publication Request for Use of Logos  
Great River Road pilot's wheel logo & "Experience Mississippi River" logo**

Please complete the form below and return it with a draft of your marketing piece to the Mississippi River Parkway Commission National Office:

Mississippi River Parkway Commission – National Office  
Attn: Susanne Thiede-Barnet, Managing Director  
222 State Street, Ste 400  
Madison, WI 53703

*Any use of the Great River Road pilot's wheel logo and/or the "Experience Mississippi River" logo must meet the overall philosophy of the Mississippi River Parkway Commission to preserve, promote and enhance the Great River Road and the Mississippi River.*

Name of Your Organization: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Business Address: \_\_\_\_\_  
Business Phone: \_\_\_\_\_  
Business 800 Number: \_\_\_\_\_  
Web &/or Email Address: www. \_\_\_\_\_ @ \_\_\_\_\_

Describe the purpose for which you intend to use the logo(s) and describe the target audience:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**UPON PUBLICATION:** Upon publication or completion of your project, please send us a sample of the piece for our files to the address listed above.



# **Annual and Semi-Annual Meeting Guidelines**

1. It is the responsibility of the MRPC hosting State Commission, with concurrence from the National Office, to have set in place 8-12 months the dates, location, and facility (hotel) of the Annual and /or Semi-Annual Meetings.
2. The dates for the Annual meeting be around the 3<sup>rd</sup> week in September and the Semi-Annual meeting around the 3<sup>rd</sup> week in March. The meetings should begin or conclude on a weekend day. The final date must be approved by the National Office and the Board of Directors.
3. The National Office initiates, negotiates and signs the facility agreement and/or contract, a minimum of 6 months prior to the meeting in accordance with Paragraph 6 below.
4. The MRPC hosting State Commission should conduct an on-site inspection using a checklist provided by the National Office of the facility to determine whether it is feasible for our group prior to selection.
5. Location, when practical should be on or near the Mississippi River, however it is suggested that consideration be given to holding the Semi-Annual meeting in the Capitol City of the host State Commission.
  - Nearest airport, that serves multiple carriers with regularly scheduled air service should be no more than one (1) hour from the facility.
  - If the following guidelines cannot be met, the National Office can recommend moving locations and/or cities.
6. It is the responsibility of the National Office in cooperation with the MRPC hosting State Commission to arrange all key facility services. The following key services and needs should be taken into consideration, they are:
  - If meeting rooms are not available in the hotel, the facility must be connected to or next to a convention center in which to accommodate such meetings, banquets and exhibits.
  - Facility must be able to offer low cost or complimentary shuttle service from nearest airport or sufficient car rental services.
  - Facility must offer adequate on-site parking free of charge or for a reduced rate.
  - Recommended number of minimum guest rooms/suites
    - Annual Meeting: 80 rooms first night/60 rooms second night/60 rooms third night.
      - The facility should be requested to provide complimentary rooms based on registrations.
    - Semi-Annual Meeting: 60 rooms first night/40 rooms second night.

- The facility should be requested to provide complimentary rooms including a hospitality suite based on registrations
- Rate of guests rooms/suites should not exceed \$125.00 per night, double occupancy.
- Facility should accommodate for early check-in and/or late check-out, if required by meeting attendees and/or National MRPC staff.
- Room block cut-off date must coincide with Meeting registration reduced rate cut-off date, which is generally 4 weeks prior to Meeting.
- Facility must be fully handicapped accessible, and comply with all state and federal regulation.
- Facility should offer 24-hour front desk and be accessible to all meeting attendees.
- Facility should offer secured on-site storage area/room for personal luggage and/or belongings, if required by meeting attendees and/or National MRPC staff.
- Facility must offer secured on-site storage area for all meeting materials, if required by meeting attendees and/or National MRPC staff.
- Facility must have on-site full-service restaurant(s) and lounge/bar, and they must be accessible to all meeting attendees.
- Facility should have visible on-site security and also offer escorted service to unsecured areas, such as parking area, upon request of any meeting attendees.
- Facility must offer on-site business center or information on nearest business center location. If business center is off-site, location should be within 5 miles of facility.
- Facility must provide a list of business center services and costs as part of the contract.
- Facility must provide set rates for the following on-site audio visual equipment for meeting rooms:
  - Flipcharts and markers
  - Overhead projectors
  - Screens
  - Slide projectors
  - Proxima/LCD panels
  - Televisions
  - VCR's
  - Microphones, to include cordless and lapel
  - Podiums
- If facility cannot provide the necessary equipment, the facility needs to provide a source for equipment rental and rental rates prior to signing of an agreement.
- Facility must have appropriate staff to assist with internal signage and banner set up, if required by hosting Commission or National MRPC staff.
- Facility must have a "hospitality room" that can accommodate at least 50 people with some seating and tables.
  - 3 nights for the Annual Meeting
  - 2 nights for the Semi-Annual Meeting
- Facility must be able accommodate up to 120 people classroom style (tables) for the Annual meeting or 80 in rounds of 8-10 for the Semi-Annual meeting.
- Facility must have no less than 5 breakout/committee rooms.
  - Each breakout/committee room needs to hold no less than 20 people in a hollow square configuration.

- Facility must provide adequate space/area for meeting registration (12ft X 8ft).
    - Meeting registration space/area must be well-located to all opening and general session rooms, all breakout/committee rooms and all meal and break rooms/areas.
    - Meeting registration space/area must accommodate no less than four (3) - 6 foot tables for a variety of registration and meeting materials.
  - Facility needs to make available exhibition space for up to 10 booths (10 ft x 8ft) and up to 10 6 foot tables. One booth for the National Office and one booth for the local State Commission. All other booth spaces are controlled and authorized by the National Office.
  - Facility must have ballroom or equivalent space, appropriate set-up and adequate service/wait staff for luncheons as follows:
    - Annual meeting: 100 people first day/100 people second day
    - Semi-Annual Meeting: 80 people first day
  - Facility must have adequate space, appropriate set-up and service/wit staff for breaks as follows:
    - Annual Meeting: 80 people fist day/80 people second day/60 people third day
    - Semi-Annual Meeting: 60 people first day/40 people second day.
  - Facility must have ballroom or equivalent space, appropriate set-up staff and Audio Visual, if required by hosting Commission for entertainment, for social program activities.
7. The National Office in cooperation with the hosting State Commission need to agree on budget for the meeting 6 months in advance of the meeting in order to set registration fees/costs.
  8. The hosting State Commission must participate in Monthly telephone meetings with the National Office 6 months prior to the meeting.
  9. It is the responsibility of the MRPC hosting State Commission with the National Office and within budget limitations, to organize the spousal program activities for the Annual and Semi-Annual Meetings.
  10. The National Office in cooperation with the hosting State Commission must organize a Pilots Banquet for the Annual Meeting.
  11. The hosting State Commission with the National Office may plan events outside the facility if they desire, provided they are within the budgetary limits.
  12. It is the responsibility of the hosting State Commission in cooperation with the National Office to plan and organize entertainment, if required, for social program activities.

13. Hosting State Commission should work with area CVB or equivalent to obtain information, brochures, etc., on local restaurants, entertainment and shopping for delegate and spouse social program activities.
14. The MRPC hosting State Commission is urged to secure local sponsorships for social program activities for Annual and Semi-Annual Meetings. This includes hospitality rooms, events, field trips, guides, entertainment and transportation.
15. Host Committee may arrange and conduct a golf tournament as part of the Annual Meeting.
16. A future MRPC hosting State Commission may sponsor a "self funded hospitality event" at the meeting preceding theirs, in order to encourage attendance.
17. Registration fees and exhibit fees are determined by the National Office and approved by the MRPC Board and are designed to cover meeting rooms, group functions, and organizational costs associated with the meetings.
18. Press release on meeting to be developed jointly by Host State and National Office to be sent out prior to the meeting. Local media needs to be invited to attend the general sessions.
19. Local release provided by the National Office for use by each Commissioner will be available at each meeting for follow up when they return back home.

The Mississippi River Parkway Commission Annual and Semi-Annual Meeting  
Record is as follows:

<b>Meeting Title</b>	<b>Hosting State</b>	<b>Location</b>
2008 Semi-Annual Meeting	Mississippi	Vicksburg
2008 Annual Meeting	Iowa	Bettendorf
2009 Semi-Annual Meeting	Tennessee	Nashville?
2009 Annual Meeting	Minnesota	Red Wing?
2010 Semi-Annual Meeting	Louisiana	New Orleans ?
2010 Annual Meeting	Wisconsin	Madison or La Crosse?
2011 Semi-Annual Meeting	Kentucky	Frankfort?
2011 Annual Meeting	Arkansas	Little Rock?
2012 Semi-Annual Meeting	Illinois	Chicago or Springfield?
2012 Annual Meeting	Tennessee	Memphis?
2013 Semi-Annual Meeting	Iowa	Des Moines or Davenport?
2013 Annual Meeting	Missouri	St. Louis?

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To view committee lists please [www.MRPCMembers.com](http://www.MRPCMembers.com). Click on "Committees" and then the committee you wish to view.

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# **Service Awards**

## **Policy for Distinguished Service Award, Section 8D MRPC Bylaws:**

### **DISTINGUISHED SERVICE AWARD CRITERIA**

The following is criteria for the Distinguished Service Award as developed by the MRPC Awards Committee:

1. Substantial work in the goals and objectives of the MRPC.
2. Substantial contribution to the promotion, development, maintenance or use of the Great River Road.
3. New initiative for the enhancement of economic development as a tool for increased prosperity for counties, boroughs and communities along the river or road.
4. In an exemplary way, carry out the purpose of the MRPC as set forth in our mission statement.
5. An individual shall be ineligible to receive the award once they have received it, regardless of the number of intervening years.

Nominations should be sent to the MRPC National Office when submitting your state report. The Nominating, Awards and Bylaws committee will review all nominations and the award will be announced during the Annual Meeting.



## MISSISSIPPI RIVER PARKWAY COMMISSION DISTINGUISHED SERVICE AWARD RECIPIENTS

2007	Greg Pruitt
2006	Al Lorenz
2005	Patsy Ramacitti
2004	Carol Zoff
2003	Sidney Babin
2002	Gene Enke
2001	Mark Kross
2000	Don Ammons
1999	Andrew Golfis
1998	Charles W. Dean John Bernhagen
1997	Nancy Clark
1996	Rep. Don Frerichs Diane Haneklau
1995	Donna Krebsbach
1994	Ann Cash
1993	Evan Zantow
1992	No Award Presented
1991	James Everett Roy Finley
1990	Senator Sam Vadalabene
1989	Don Ammons
1988	Sen. Gene Waldorf
1987	John Edman Jerry Enzler
1986	Marty Beekman
1985	Gip Robertson
1984	John Bernhagen Herb Meschen
1983	Otto Olson Judy Stough
1982	George Koenigsaecker R.C. (Tom) Leverich
1981	H. Dan Derbes Don Fawcett
1980	Tom Mracek Bob Robinson
1979	George Bechtel Max Love
1978	Senator Omer Avery Charles Millman
1977	Ivan E. Dull William Logan
1976	Congressman James Oberstar Helen M. Spencer

# MISSISSIPPI RIVER PARKWAY COMMISSION

## PILOT'S AWARD

The Pilot's Award is selected and announced by the MRPC Pilot at each Annual Meeting.

### PAST PILOT'S AWARDS

2007	Minnesota	Rep. Sheldon Johnson
2006	Mississippi	Ann Ventress
2005	Illinois	Sen. John Sullivan
2004	Iowa	Patsy Ramacitti
2003	Arkansas	Robin McClendon
2002	Wisconsin	Al Lorenz
2001	Missouri	Dr. Frank Nickell
2000	Minnesota	Don Frerichs
1999	Wisconsin	Evan Zantow
1998	Missouri	Dr. Frank Nickell
1997	Illinois	Sen. Laura Donahue
1996	Arkansas	Claude Jenkins
1995	Minnesota	Don Frerichs
1994	Kentucky	Greg Pruitt
1993	Iowa	Gene Enke

### **Policy for Honorary Membership, Section 4.4 MRPC Bylaws:**

#### **POLICY FOR HONORARY MEMBERSHIP NOMINATION**

**Candidate must meet one or more of the following criteria:**

1. Contributed substantial work toward the goals, programs, and objectives of the MRPC.
2. Substantial contribution to the promotion, development and use of the Great River Road.
3. Initiation of new economic development or enhancement of the Mississippi River for increased prosperity in the river corridor.
4. Worked to carry out the purpose of the MRPC in an exemplary way.

#### **PROCEDURE FOR HONORARY MEMBERSHIP NOMINATION**

1. Any person who has served on any State Commission and is no longer an active member qualifies as a candidate for Honorary Membership.
2. Any person who has not been an appointed member of a State Commission but has made a contribution as described in the policy qualifies as a candidate for Honorary Membership.
3. All nominations must be submitted to the National MRPC Pilot by the State Commission in which the candidate resides.

4. If a nomination is made by someone outside the state in which the candidate resides, the nomination must be submitted to the State Commission in the candidate's state of residence for approval and forwarding to the MRPC Pilot
5. All nominations must be received by the National MRPC Pilot at least 30 days prior to the start of the MRPC Annual Meeting.
6. Once the nomination has been received by the National Pilot it will be forwarded to the MRPC Nominating Committee for review.
7. The Nominating Committee shall review each nominee and may select none or any of the suggested persons for Honorary Membership. It then forwards its recommendations on to the MRPC Board of Directors for final review and approval.
8. Approved candidates will be announced at the annual meeting.

## **MISSISSIPPI RIVER PARKWAY COMMISSION HONORARY (LIFETIME) MEMBERS**

<b>Honorary Member:</b>	<b>State:</b>	<b>Year Designated:</b>
Jerry Enzler	IA	2007
Al Bohling	IA	2007
Drake, Sen. Richard (retired)	IA	2006
McPherson, Jim	KY	2006
Baenke, Rose	MS	2005
Derbes, Dan (Pilot Emeritus - retired)	LA	2005
Finley, Roy (posthumously)	WI	2005
Waldorf, Gene	MN	2005
Krebsbach, Donna	WI	2004
Persons, Jimmie	MS	2004
Robertson, Gip	AR	2004
Denton, Trey (Pilot Emeritus - deceased)	AR	2003
Bernhagen, John (Pilot Emeritus - retired)	MN	2001

# **GRR Interpretive Centers**



## **CRITERIA FOR SELECTING GREAT RIVER ROAD INTERPRETIVE CENTERS**

The MRPC Culture and Heritage Committee accepts and approves all applications for Great River Road Interpretive Centers.

Applications should be submitted to the National MRPC Office and will be voted on and approved by the MRPC Culture and Heritage Committee.

Attractions for consideration must meet the following criteria:

1. Interpret the Mississippi River or some significant aspect or relationship to the river with a high level of quality.
2. Must be willing to carry the Great River Road Map for reference or for sale.
3. Regularly open to the public with published hours.
4. Must be willing to have public service personnel informed about the Great River Road.
5. Is there an entrance fee?



**Great River Road Network of Museums and Interpretive Centers  
Nomination Form - 2008**

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email Address: \_\_\_\_\_

Title: \_\_\_\_\_ Website: \_\_\_\_\_

**Introduction:** This is a network of museums and interpretive centers about the Mississippi River along the Great River Road. It is not our intent to select every museum or interpretive center along the Mississippi River, even though we recognize there are hundreds of museums that are doing excellent work. Our goal is to have a network of premier institutions that are willing to work together to further the interpretive and marketing goals for the Great River Road.

**Section I – Qualifications**

The institution must interpret the Mississippi River or some significant aspect or relationship to the river with a high level of quality and be open to the public on a published, regular basis.

1. What story does your institution tell about the Mississippi River as part of its regular daily visitor experience? How does it relate to the themes for interpretation which are attached? Why do you feel that this significant aspect or relationship to the river is presented at a high level of quality? Describe the quality of the visit your guests receive.
  
2. What is the length of stay for the typical visitor experience at your institution? Please provide what you consider an average time, what you consider a short stay and what you consider a long stay for regular attendance.

3. What educational or interpretive programs beyond exhibits do you conduct that interpret the Mississippi River or some significant aspect or relationship to the river?
  
4. What are your published and regular hours? Please describe hours for various seasons.
  
5. What is the annual attendance for regular museum hours at your site, exclusive of special events? What is the admission fee?
  
6. What is your proximity to the Great River Road?
  
7. Did you enclose a letter of endorsement from your state Mississippi River Parkway Commissioner?

**Section II – Duties and Obligations:**

1. Members of the network must have the Great River Road map at their site, at a minimum for reference, but preferably for sale or for distribution to visitors. One map will be provided as will an order form for additional maps. Will you agree to stock and/or sell the Great River Road map?
  
2. Members of the network must ensure that front line personnel who have contact with the public are knowledgeable of and will promote the Great River Road and the museums and interpretive centers in the region. Describe how you will ensure that your front line personnel will be trained, briefed and monitored.

3. Are you willing to display signage at your center showing that you are a member of the Great River Road Network? This may be inside or outside signage, but must be prominently displayed. Where will you display the Interpretive Center sign?
  
4. If there are no funds to prepare a sign for your site, are you willing to work with your state MRPC or with other sources to try to secure the needed funds to have a sign erected at your site?

### **Section III – Capacity:**

The following questions are asked primarily for information purposes and will not be major factors in determination of inclusion in the network.

1. Do you have access to the internet? If your facility has a website, what is the address? Do you have the ability to post the [www.experiencemississippiriver.com](http://www.experiencemississippiriver.com) website on our website?
  
2. Do you have traveling exhibit space? If so, what size is it in square footage? Would you be willing or interested in hosting a traveling exhibit?

*Please send photos of your interpretive center, both inside and outside, to 222 State Street Suite 400 Madison, WI 53703. Call 866-763-8310 if you have questions.*

## PROCESS

Nominations may be sent simultaneously to the chair of your state Mississippi River Parkway Commission and/or directly to the National Mississippi River Parkway Commission Office, 222 State Street Suite 400 Madison, WI 53703. Nominations must be received by August 1 to be eligible for consideration at the Annual Mississippi River Parkway Commission meeting each year. Please include a letter of endorsement by your state Mississippi River Parkway Commission Commissioner. This is extremely important.

Nominations are reviewed by the Heritage and Culture Committee of the National Mississippi River Parkway Commission. This committee has representation from all 10 states of the Mississippi River. Nominations are then also approved by the Board of Directors of the National Mississippi River Parkway Commission.

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To date, there are 62 centers in the Great River Road Network that interpret the stories of the Mississippi River. These centers reside along the 10-state stretch of the river and range from museums, parks, nature centers, aquariums, historic and prehistoric sites.

Benefits to Network members include: a listing on the Great River Road map distributed nationally, a listing in the touch screen kiosk at the National Mississippi River Museum & Aquarium in Dubuque, listing on the MRPC website, and listing on signage at each GRR center along the river.

# MISSISSIPPI RIVER PARKWAY COMMISSION

## GREAT RIVER ROAD INTERPRETIVE CENTERS

### ARKANSAS

#### **Arkansas Post National Memorial**

1741 Old Post Road  
Gillett, Arkansas 72055  
Phone: 870-548-2207  
<http://www.nps.gov/arpo/>

*Admission Fee: No*

This memorial was created to remember the earliest European settlement in the lower Mississippi River valley. At the visitors center, visitors can watch a film and explore exhibits. There is a two-mile scenic drive, and trails that connect the old town site, rifle pits, picnic areas, and more.

#### **Delta Cultural Center**

141 Cherry Street  
Helena, Arkansas 72342  
Phone: 870-338-4350  
[www.deltaculturalcenter.com](http://www.deltaculturalcenter.com)

*Admission Fee: No*

Housed in a 1912 train depot, the Cultural Center features exhibits depicting the life of the people of the Delta from the 1800s through the 1940s. Exhibits focus on the history, art and culture of this remarkable area.

#### **Lake Chicot State Park**

2542 Highway 257  
Lake Village, Arkansas 71653  
Phone: 870-265-5480  
[www.arkansasstateparks.com](http://www.arkansasstateparks.com)

*Admission Fee: No*

Lake Chicot is a 20-mile long oxbow lake, cut off centuries ago when the mighty Mississippi changed course. The park, situated on the Mississippi Flyway, offers 127 campsites and 14 fully equipped cabins.

#### **White River National Wildlife Refuge**

U.S. Fish and Wildlife Service  
57 South CC Camp Road  
St. Charles Arkansas 72140  
Phone: 870-282-8200  
[www.fws.gov/whiteriver](http://www.fws.gov/whiteriver)

*Admission Fee: No*

This refuge was established in 1935 to protect migratory birds. The refuge is located in the floodplain of the White River near the confluence of the Mississippi River and contains approximately 145,000 acres of land. It is one of the largest remaining bottomland hardwood forests in the river valley.

## **ILLINOIS**

### **Black Hawk State Historic Site**

1510 46<sup>th</sup> Avenue  
Rock Island, Illinois 61201  
Phone: 309-788-0177  
[www.risd41.org/blackhawk/](http://www.risd41.org/blackhawk/)

*Admission Fee: No*

This American Indian museum displays the life of the Fox and Sauk Indian tribes that lived near the Rock River and the Mississippi River in the 1800s.

### **Cahokia Mounds State Historic Site**

30 Ramey Street  
Collinsville, Illinois 62234  
Phone: 618-346-5160  
[www.cahokiamounds.com](http://www.cahokiamounds.com)

*Admission Fee: No*

Cahokia Mounds State Historic Site is a world-class center using exhibits, artifacts, dioramas, murals and audiovisual programs to tell the story of the largest prehistoric Indian site in America.

### **Fort de Chartres State Historic Site**

1260 State Highway 155  
Prairie du Rocher, Illinois 62277  
Phone: 618-284-7230  
[www.state.il.us/hpa/hs/DeChartres.htm](http://www.state.il.us/hpa/hs/DeChartres.htm)

*Admission Fee: No*

Fort de Chartres Historical Site is a partially rebuilt 18<sup>th</sup> century fort that was originally built by the French. The museum interpretive center is located in a rebuilt historic building.

### **Mississippi River Visitor Center**

Arsenal Island / Lock & Dam #15  
P.O. Box 2004  
Rock Island, Illinois 61204  
Phone: 309-794-5338  
[www.mvr.usace.army.mil/missriver/](http://www.mvr.usace.army.mil/missriver/)

*Admission Fee: No*

The primary mission of this visitor center is interpreting the development and practice of the river's navigational dams and locks. In winter, the visitor's center is an excellent place to observe the wintering bald eagle population.

### **National Great Rivers Museum**

Highway 143  
East Alton, Illinois 62024  
Phone: 877-462-6979  
<http://www.mvs.usace.army.mil/Rivers/ngrm.htm>

*Admission Fee: No*

This museum opened in October 2003 and is one of eleven regional visitor centers operated by the Corps of Engineers. It has a 12,000 square foot interpretive center with interactive displays and exhibits that tell the story of the river.

**Pere Marquette State Park Interpretive Center**

Route 100 West  
Grafton, Illinois 62037  
Phone: 618-786-3323  
[www.dnr.state.il.us](http://www.dnr.state.il.us)  
*Admission Fee: No*

This interpretive center includes a 350 gallon river fish aquarium, Native American artifacts, bald eagle exhibit and gift shop.

**Pierre Menard State Historic Site & Fort Kaskaskia**

4372 Park Road  
Ellis Grove, Illinois 62241  
Phone: 618-859-3031  
[www.state.il.us/hpa/hs/Kaskaskia.htm](http://www.state.il.us/hpa/hs/Kaskaskia.htm)  
*Admission Fee: No*

The Pierre Menard Home affords visitors a glimpse into the upper class French American life. Fort Kaskaskia offers a spectacular panoramic view of Kaskaskia Island and the Mississippi River.

**Cairo Custom House Museum**

1400 Washington  
Cairo, Illinois, 62914  
Phone: 618-734-1019  
[www.southernmostillinoishistory.net/customhouse.htm](http://www.southernmostillinoishistory.net/customhouse.htm)  
*Admission Fee: Yes*

The Custom House Museum houses a unique collection of local history, including Civil War artifacts and the Civil War desk of Gen. U.S. Grant. Built in 1872 by U.S. Treasury architect, A.B. Mullett.

**Villa Kathrine**

532 Gardner Expressway  
Quincy, Illinois 62301  
Phone: 217-224-3688  
*Admission Fee: For Tours Only.*

Villa Kathrine was built in 1900 as a residence. The architecture is Islamic, reflecting several countries. Today, it serves as a tourist information center.

**IOWA****Effigy Mounds National Monument**

151 Highway 76  
Harpers Ferry, Iowa 52146  
Phone: 563-873-3491  
[www.nps.gov/efmo](http://www.nps.gov/efmo)

*Admission Fee: April through October only.*

The Effigy Mounds National Monument preserves 200 prehistoric Indian mounds, including animal-shaped effigies. Eleven miles of hiking trails provide spectacular overlooks of the Mississippi River. Open all year.

**Iowa DNR – Guttenberg Fish Hatchery**

331 South River Park Drive  
Guttenberg, Iowa 52052  
Phone: 563-252-1156  
[www.state.ia.us/fish](http://www.state.ia.us/fish)  
*Admission Fee: No*

Depicts several aquatic ecosystems and features an interactive kiosk with “Fishing in Iowa” information. Displays open year round, aquarium stocked from May to mid-October. Guided tours by appointment.

**George M. Verity Riverboat Museum**

Victory Park  
Keokuk, Iowa 52632  
Phone: 319-524-5599  
[www.keokuktourism.com](http://www.keokuktourism.com)  
*Admission Fee: Yes*

Housed in the *George M. Verity* steamboat, a towboat built in 1928. Visitors can tour the boiler and engine rooms, staterooms and pilothouse.

**Mines of Spain/E.B. Lyons Interpretive Center**

8991 Bellevue Heights  
Dubuque, Iowa 52003  
Phone: 563-556-0620  
[www.minesofspain.org](http://www.minesofspain.org)  
*Admission Fee: No*

This 1,380-acre preserve of woods and prairie land is located along the Mississippi River just south of Dubuque. Entire area is designated as a National Historic Landmark.

**Mississippi Valley Welcome Center**

900 Eagle Ridge Road  
LeClaire, Iowa 52753  
Phone: 563-322-3911  
[www.visitquadcities.com](http://www.visitquadcities.com)  
*Admission Fee: No*

This center is located high on a bluff overlooking the Mississippi River at the intersection of I-80 in LeClaire. Features beautiful views, information on area attractions and a gift shop.

**Muscatine History & Industry Center/Pearl Button Museum**

117 West Second Street  
Muscatine, Iowa 52761  
Phone: 563-263-1052  
[www.muscatinehistory.org](http://www.muscatinehistory.org)  
*Admission Fee: No*

Located in historic downtown Muscatine. Visitors will learn the complete button making process, from collecting shells in the river, through processing, cutting and dying, to the finished product.

**Nahant Marsh**

4221 Wapello Avenue  
Davenport, Iowa 52802  
Phone: 563-323-5196  
*Admission Fee: No*

More than 500 acres of urban wetlands along the Mississippi River and home to a diverse species of flora and fauna, fish and wildlife. Includes an educational and research facility, boardwalk and trails.

### **National Mississippi River Museum and Aquarium & National Rivers Hall of Fame**

Third Street Ice Harbor  
Dubuque, Iowa 52004  
Phone 563-557-9545  
[www.rivermuseum.com](http://www.rivermuseum.com)  
*Admission Fee: Yes*

The Mississippi River Museum-Dubuque features the National Landmark Steamboat, *William M. Black*, several towboats, and the largest collection of historic small craft on the Mississippi. Visitors enjoy interactive displays, walk-through exhibits and films. The National Rivers Hall of Fame includes inductees from all walks of river life. The Great River Road National Archives are also located here.

### **Old Fort Madison**

716 Riverview Drive  
Fort Madison, Iowa 52627  
Phone: 319-372-8917 x275 (winter) 319-372-6318 (summer)  
[www.oldfortmadison.com](http://www.oldfortmadison.com)  
*Admission Fee: Yes*

Old Fort Madison is a full size reconstruction of the first American military garrison in the Upper Mississippi Valley. Open weekends, May and September. Open Wed. through Sun., June – August.

### **Toolesboro Indian Mounds & Museum**

Highway 99  
Wapello, IA 52653  
Phone: 319-523-8381  
[www.iowahistory.org/sites](http://www.iowahistory.org/sites)  
*Admission Fee: No*

Preserved and accessible remnants of the Hopewell Culture which flourished from about 200 BC to 300 AD.

## **KENTUCKY**

### **Columbus-Belmont State Park**

350 Park Road  
Columbus, Kentucky 42032  
Phone: 270-677-2327  
[www.parks.KY.gov/statehistoricsites](http://www.parks.KY.gov/statehistoricsites)  
*Admission Fee: Yes*

Relics from the Civil War as well as early Indian artifacts are on display. Visitors will also find more on the New Madrid earthquake of 1812.

### **Wickliffe Mounds Research Center**

94 Green Street  
Wickliffe, Kentucky 42087  
Phone: 270-335-3681  
[www.parks.KY.gov/statehistoricsites](http://www.parks.KY.gov/statehistoricsites)  
*Admission Fee: Yes*

Explore the archaeological excavation of a town built by the Mississippian Indians. The site was used as a ceremonial and trade center for the eastern United States.

# **LOUISIANA**

## **The Historic New Orleans Collection**

533 Royal Street  
New Orleans, Louisiana 70130  
Phone: 504-523-4662  
[www.hnoc.org](http://www.hnoc.org)

*Admission Fee: For tours of the Louisiana History Galleries only.*

The Historic New Orleans Collection is the area's premier museum and research center for those with an interest in state and local history and culture.

## **Jean Lafitte National Historical Park & Preserve**

365 Canal Street, Suite 2400  
New Orleans, Louisiana 70130  
Phone: 504-589-3882  
[www.nps.gov/jela](http://www.nps.gov/jela)

*Admission Fee: No*

Jean Lafitte National Historical Park & Preserve in southern Louisiana consists of Barataria Preserve, Chalmette Battlefield, French Quarter Visitor Center and three Acadian sites, one each in Thibodaux, Lafayette and Eunice.

## **Louisiana State Museum**

751 Chartres Street  
New Orleans, Louisiana 70116  
Phone: 800-568-6968  
[www.crt.state.la.us](http://www.crt.state.la.us)

*Admission Fee: Yes*

The State Museum is a complex of historic landmarks in New Orleans' famous French Quarter. Sites include the Cabildo, the Arsenal, the Old U.S. Mint, and the Presbytere. Two historic homes, Madame John's Legacy and the 1850 House, are also LSM sites.

## **LSU Rural Life Museum and Windrush Gardens**

4650 Essen Lane  
Baton Rouge, Louisiana 70898  
Phone: 225-765-2437  
<http://rurallife.lsu.edu>

*Admission Fee: Yes*

The LSU Rural Life Museum is an outdoor museum with more than 20 buildings depicting the various cultures of pre-industrial 19<sup>th</sup> century Louisiana. Twenty-five acres of gardens offer classical statuary.

## **Plaquemine Lock State Historic Site**

57730 Main Street  
Plaquemine, Louisiana 70765  
Phone: 877-987-7158  
[www.lastateparks.com](http://www.lastateparks.com)

*Admission Fee: Yes*

Plaquemine Lock operated for 52 years, connecting Bayou Plaquemine with the Mississippi River. The Gary J. Hebert Memorial Lockhouse is a museum with a working miniature model and video.

**Port Hudson State Commemorative Site**

236 Highway 61  
Jackson, Louisiana 70748  
Phone: 888-677-3400  
[www.lastateparks.com](http://www.lastateparks.com)  
*Admission Fee: Yes*

Site of the longest siege in U.S. military history. From May 23 – July 9, 1863, the Union force of 30,000+ was held off by 6,800 Confederate soldiers. This conflict was also one of the first in which free black soldiers fought with the Union.

**Poverty Point State Commemorative Area**

6859 Highway 577  
Epps, Louisiana 71237  
Phone: 888-926-5492  
[www.lastateparks.com](http://www.lastateparks.com)  
*Admission Fee: Yes*

Poverty Point, dating from 1700 to 700 BC, is one of the most significant archaeological sites in North America. An array of mounds and six rows of concentric ridges overlook the Mississippi flood plain. Seasonal tram tour available Easter to Labor Day.

**West Feliciana Historical Society Museum & Tourist Center**

11757 Ferdinand Street  
St. Francisville, Louisiana 70775  
Phone: 800-789-4221  
[www.stfrancisville.us](http://www.stfrancisville.us)  
*Admission Fee: Plantation homes only.*

Built in a restored 1895 hardware store, this center features information about life along the Mississippi and seven spectacular mansions, known as the River Road Plantation homes, which extend from the Mississippi State line south to St. Francisville.

**MINNESOTA****Forest History Center**

2609 County Road 76  
Grand Rapids, Minnesota 55744  
Phone: 218-327-4482  
[www.mnhs.org/places/sites/fhc](http://www.mnhs.org/places/sites/fhc)  
*Admission Fee: Yes*

Experience a turn-of-the-century logging camp, complete with the camp blacksmith, saw filer, clerk cook and lumber-jacks.

**Historic Fort Snelling**

Highway 55 and I-494  
Minneapolis, Minnesota 55111  
Phone: 612-726-1171  
[www.mnhs.org/places/sites/hfs](http://www.mnhs.org/places/sites/hfs)  
*Admission Fee: Yes*

This restored stone fortress, overlooking the confluence of the Mississippi and Minnesota Rivers, opens its gates to welcome you to frontier life. Talk with soldiers, cooks, laundresses and storekeepers about life at this 1827 outpost.

### **Lake Itasca State Park/Mary Gibbs Mississippi Headwaters Center**

36750 Main Park Drive  
Park Rapids, Minnesota 56470  
Phone: 218-266-2100  
[www.dnr.state.mn.us](http://www.dnr.state.mn.us)

*Admission Fee: Yes*

Walk across the headwaters of the mighty Mississippi as it starts its winding 2,552-mile journey to the Gulf of Mexico. Brower Visitor's Center offers interpretation, exhibits, gifts and more.

### **Mill City Museum**

704 South 2<sup>nd</sup> Street  
Minneapolis, Minnesota 55414  
Phone: 612-341-7555  
[www.millcitymuseum.org](http://www.millcitymuseum.org)

*Admission Fee: Yes*

Come to experience the important history of the river and the birth of its flour milling industry in Minneapolis. Explore Mill Ruins Park adjacent to the Museum.

### **Minnesota History Center**

345 Kellogg Boulevard West  
Saint Paul, Minnesota 55102  
Phone: 651-296-6126  
[www.mnhs.org/historycenter](http://www.mnhs.org/historycenter)

*Admission Fee: Yes*

With breathtaking views of downtown Saint Paul and the State Capitol, the Minnesota History Center is an architectural masterpiece. It is home to an innovative history museum and an accessible research center.

### **National Eagle Center**

152 Main Street  
Wabasha, Minnesota 55981-0242  
Phone: 651-565-4989  
[www.nationaleaglecenter.org](http://www.nationaleaglecenter.org)

*Admission Fee: No*

The National Eagle Center was developed to educate visitors on bald eagles and the Mississippi River environment. New facilities are currently being built on the riverfront. The center has interpretive exhibits and environmental education programs.

### **The Science Museum of Minnesota & NPS Mississippi River Visitor Center**

120 West Kellogg Boulevard  
Saint Paul, Minnesota 55102  
Phone: 651-221-9444  
[www.smm.org](http://www.smm.org) & [www.nps.gov/miss](http://www.nps.gov/miss)

*Admission Fee: Yes*

Experience hundreds of hands-on exhibits and outstanding Omni-theater films. Explore the Mississippi Gallery, which focuses on the Mississippi River as it winds through Minnesota. And new in 2003! The National Park Service will feature its new Mississippi River Visitor's Center on site.



## **MISSISSIPPI**

### **Delta Blues Museum**

1 Blues alley  
Clarksdale, MS 38614  
Phone: 662-627-6820  
[www.deltabluesmuseum.org](http://www.deltabluesmuseum.org)  
*Admission Fee: Yes*

Preserves and interprets the history of the great musical tradition inspired by the Mississippi River known as the blues.

### **Natchez Visitor Reception Center**

640 Canal Street  
Natchez, Mississippi 39120  
Phone: 800-647-6724  
[www.natchez.ms.us](http://www.natchez.ms.us)  
*Admission Fee: For film viewing only.*

Relive the thrilling adventure of the steamboat era. Enjoy a walk on the sky ramp to view the Mississippi atop the 200-foot Natchez bluffs. Visitor's center includes a bookstore and trolley, bus, or horse-drawn carriage tours into the historical downtown district.

### **River Road Queen Welcome Center**

Highway 82 West at Reed Road  
Greenville, Mississippi 38704  
Phone: 800-467-3582  
[www.visitmississippi.org](http://www.visitmississippi.org)  
*Admission Fee: No*

The unique structure of this center is a replica of the steamboat that originally served as the Mississippi state exhibit at the 1984 New Orleans World's Fair.

### **Tunica RiverPark Museum**

One River Park Drive  
Tunica, Mississippi 38664  
Phone: 866-517-4837  
[www.tunicariverpark.com](http://www.tunicariverpark.com)  
*Admission Fee: Yes*

The RiverPark features a 37,000 square foot interpretive center; 100 acres of walking trails and nature areas; a harbor carved out of the east bank of the river; a 48-foot observation platform; four large aquariums; a floating dock facility for excursion boats; a boat launch ramp; state-of-the-art audiovisual presentations; and a gift shop.

### **Vicksburg National Military Park**

3201 Clay Street  
Vicksburg, Mississippi 39183  
Phone: 601-636-0583  
[www.nps.gov/vick/home.htm](http://www.nps.gov/vick/home.htm)  
*Admission Fee: Yes*

This is the site of the 1863 siege that helped give the Union control of the Mississippi River. It is also home to the *USS Cairo*, a partially restored Civil War gunboat.

## **MISSOURI**

### **Clarksville Visitor and River Heritage Center**

Highway 79 North  
Clarksville, MO 63336  
Phone: 573-242-3132  
[www.clarksvillemo.com](http://www.clarksvillemo.com)

*Admission Fee: No*

This site offers an outdoor platform that overlooks Lock and Dam #24. Great location to view migrating birds and wintering bald eagles. Indoor exhibits too.

### **Great River Road Interpretive Center**

66 South Main Street  
Ste. Genevieve, Missouri 63670  
Phone 573-883-7097  
[www.saintgenevieveturnism.org](http://www.saintgenevieveturnism.org)

*Admission Fee: No*

The Ste. Genevieve Great River Road Interpretive Center provides local historic information, a river display, a community video, gift shop and art gallery.

### **Jefferson National Expansion Memorial (The Arch)**

11 North 4<sup>th</sup> Street  
St. Louis, Missouri 63102  
Phone: 314-655-1700  
[www.nps.gov/jeff](http://www.nps.gov/jeff)

*Admission Fee: Yes*

The Jefferson National Expansion Memorial commemorates St. Louis' role in western expansion and includes the 630-foot Gateway Arch, the Museum of Westward Expansion and the Old Courthouse.

### **Mark Twain Boyhood Home and Museum**

208 Hill Street  
Hannibal, Missouri 63401  
Phone: 573-221-9010  
[www.marktwainmuseum.org](http://www.marktwainmuseum.org)

*Admission Fee: Yes*

History comes alive in Hannibal. Return to the days of Tom & Huck by visiting six historic buildings, including Mark Twain's Boyhood Home and Museum.

### **New Madrid Historical Museum**

1 Main Street  
New Madrid, Missouri 63869  
Phone: 573-748-5944  
[www.new-madrid.mo.us](http://www.new-madrid.mo.us)

*Admission Fee: Yes*

The Museum's exhibits reflect the distinct past of this 200-year old river town. Native American history, French exploration, earthquakes, regional Civil War action and riverboats.

### **Trail of Tears State Park**

429 Moccasin Springs  
Jackson, Missouri 63755  
Phone: 573-334-1711

[www.mostateparks.com/trailoftears.htm](http://www.mostateparks.com/trailoftears.htm)

*Admission Fee: No*

The 3,415-acre Trail of Tears State Park sits adjacent to the Mississippi River, along the Cherokee's forced march trail to the West. The park includes the Trail of Tears interpretive exhibit, camping, lake swimming, hiking and fishing.

### **Columbia Bottoms Conservation Area**

801 Strodtman Rd.  
St. Louis, Missouri 63138  
Phone: 314-877-6014

<http://mdc.mo.gov/areas/areas/bottom/>

The Columbia Bottom area includes a view of the confluence of Missouri's largest rivers, over 6.5 miles of river frontage, 800 acres of forest, and 3300 acres of cropland.

### **Cape Girardeau Conservation Campus Nature Center**

2289 County Park Drive  
Cape Girardeau, MO 63701-1840  
Phone: (573) 290-5218

<http://mdc.mo.gov/areas/cnc/cape/>

Conservation Campus Nature Center Is located within Cape Girardeau's North County Park and showcases the rich cultural history and diverse natural resources of Southeast Missouri.

## **TENNESSEE**

### **Chucalissa Museum**

1987 Indian Village Drive  
Memphis, Tennessee 38109  
Phone: 901-785-3160

<http://cas.memphis.edu/chacalissa>

*Admission Fee: Yes*

Journey into history and explore the prehistoric Native American culture of the Mid-South. Explore a reconstructed village and earthworks at this National Historic Landmark.

### **Mississippi River Museum at Mud Island**

125 North Front Street  
Memphis, Tennessee 38103  
Phone 800-507-6507

[www.mudisland.com/museum.asp](http://www.mudisland.com/museum.asp)

*Admission Fee: Yes*

This 18-gallery museum tells the story of the Lower Mississippi River. Detailed exhibits, extending more than a city block, retell the story of the river valley creation, early settlement, transportation, the Civil War and the lively musical heritage of the lower river valley.

**Reelfoot Lake State Park Visitor Center**

120 State Route 213

Tiptonville, Tennessee 38079

Phone: 800-250-8617

[www.stateparks.com/reelfoot\\_lake\\_lake.html](http://www.stateparks.com/reelfoot_lake_lake.html)

*Admission Fee: No*

The Reelfoot Lake State Park Interpretive Center houses interesting exhibits pertinent to the natural and cultural history of Reelfoot Lake, including an earthquake simulator and a variety of audio-visual programming.

## **WISCONSIN**

### **Riverside Museum**

410 Veterans Memorial Drive  
Riverside Park  
La Crosse, Wisconsin 54601  
Phone: 1-800-658-9424 or 608-782-2366  
[www.explorelacrosse.com](http://www.explorelacrosse.com)  
*Admission Fee: No*

Riverside Museum celebrates the Mississippi River with displays of wildlife that live along the river, the logging industry, and the steamboating days of old.

### **Villa Louis**

521 N. Villa Louis Road  
Prairie du Chien, Wisconsin 53821  
Phone: 608-326-2721  
[www.wisconsinhistory.org/villalouis](http://www.wisconsinhistory.org/villalouis)  
*Admission Fee: Yes*

Villa Louis is one of America's most authentically restored Victorian houses. Built by the family of Hercules Dousman, a 19<sup>th</sup> century frontier entrepreneur, the mansion is furnished and decorated with family heirlooms. Call ahead for tour times.

### **Fort Crawford Museum at Prairie du Chien**

717 S. Beaumont Road  
P.O. BOX 298  
Prairie du Chien, WI 53821  
Phone: 608-326-6960  
[www.fortcrawfordmuseum.com/index.html](http://www.fortcrawfordmuseum.com/index.html)

*Admission Fee: \$4.00 for adults; \$3.25 for seniors; \$2.25 for children under 12 and \$12.00 for a family.*

Fort Crawford Museum is operated by the non-profit Prairie du Chien Historical Society. The museum boasts more than 50 exhibits in 3 buildings, which reflect the historical society's mission to tell the story of Prairie du Chien with emphasis on Fort Crawford, especially the amazing story of Dr. William Beaumont.

### **Stonefield State Historical Site**

P.O. Box 125  
Cassville, WI 53806  
Phone: 608-725-5210  
<http://www.wisconsinhistory.org/stonefield>  
*Admission Fee: \$8 for adults, \$4 for children (5-17), \$7 for seniors (65+), \$22 for a family (two adults and two or more dependent children)*

### **Great River Road Visitors & Learning Center at Freedom Park**

200 Monroe Street  
Prescott, WI 54021  
Phone: 715-262-0104  
<http://www.freedomparkwi.org/home%20page.html>  
*Admission Fee: No*

Marvel at eagles soaring above the confluence of the Mississippi and St. Croix rivers. Enjoy the native-plant demonstration gardens. Explore the unique stories of this region through hands-on, audio-visual exhibits.

# Mississippi River Country, USA



Mississippi River Country, U.S.A. (MRC) is guided by the state tourism directors for the ten river states and is organized through the non-profit Mississippi River Parkway Commission.

For more information, contact:

Mississippi River Country, U.S.A, National Office

222 State Street, Suite 400

Madison, WI 53703

608-268-0902, 866-763-8310

[MRPC@pilchbarnet.com](mailto:MRPC@pilchbarnet.com)

## **BOARD OF DIRECTORS MEMBERS**

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Sara Barnett	Illinois Bureau of Tourism
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Patti Porter	Kentucky Department of Tourism
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# **Marketing Plan**

Approved September 10, 2007

## **MISSION**

Promote travel to 10 Mississippi River states.

## **VISION**

To be an effective regional travel marketing organization.

## **GOALS**

### **1. Market the MRC in Japan to the travel trade and media**

#### *Tracking:*

Media coverage and three media visits to MRC states, increase in unique Web visits

- a. Maintain representation in Japan
  - b. Develop one major pay-to-play
  - c. Host at least three media to the MRC
  - d. Maintain regular communication with travel trade (re: MRC activity reports)
  - e. Maintain and update Japanese Web site
  - f. Attend JATA
  - g. Distribute multi-state itineraries
- ### **2. Increase awareness of Mississippi River states to group tour markets**

#### *Tracking:*

Inquiries into state tour coordinators (annual survey interest) and annual review of interest in itineraries

- a. Develop multi-state itineraries
  - b. Place itineraries on the Web and distribute to 10 states
  - c. Develop MRC profile sheet
  - d. Develop and distribute photo CDs
  - e. Consider development of a self-financed publication for group tour market
- ### **3. Improve Web and e-marketing programs**

#### *Tracking:*

Survey results, open rates, Web activity

- a. Consumer research on web functionality
- b. Add Google map
- c. Add opt in email opportunities
- d. Send monthly e-newsletters
- e. Provide state information, such as events and attractions, as state Website links
- f. Optimize Web site
- g. Include video footage
- h. Develop consumer blogs
- j. Provide annual reporting