

Notes:



Mississippi River Parkway Commission Marketing Committee Meeting

September 21, 2017 | 8:00 AM-10:30 AM

City Center (1st floor)

AGENDA

- I. CMP Vision Statement
 - What is each state doing individually to market the GRR?
 - What efforts are being made nationally to market the GRR?
 - Review the three year strategic planning document for marketing items to include

Review "Strategic Highway Safety Plan Implementation Process Model"

- Outline vision for marketing GRR for the next 5-10 years
- II. 2017 Marketing plan/budget
 - Review Drive the GRR promotion

III. 2018 Marketing plan/budget

- Review cooperative advertising options (Southern Travel & Lifestyle, Midwest Living)
- Steve Watkins proposal
- Review past promotions (birding, biking, Drive)
- Review MRCC 2018
- Map options
- App updates
- Update on National Geographic Geotourism
 - NO recommendation for website update
 - Options for website data transfer
 - Branding opportunities with website transfer





Notes:	IV.	 Sponsorship ideas for 2017 Review list of potential sponsors with findings from review Review framework for sponsorship package Add value to sponsorship package Discuss strategies to approach potential sponsors
	V.	MRC updates MRC vs MRPC infographic
	VI.	State reports
	VII.	Remind states to send bike races inventory related to 10-state bike race
	VIII.	Promotional toolkit reminder
	IX.	Other business