

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



Notes:	MRPC Marketing Committee Notes August 17, 2017 10am-11:30am CST Conference Call Attendees: WI, KY, TN, LA, IA, MN and National Office (NO)
	MINUTES
	Meeting began at 10:02am.
	 • 2017 Marketing plan/budget NO reminded committee to review the 2Q report and send questions. NO reminded states to send their Snapchat filter locations for Labor Day Weekend, if they hadn't already. NO reviewed the "Drive the GRR" month promotion. NO updated committee on writer interested in walking the GRR in 2018 for a new book. Committee asked for the timeframe. NO said a call is scheduled to go over logistics. TN said it took Gayle Harper 90 days to drive the road for her book. KY shared with the committee that a veterans' group is driving the GRR as a fundraiser and advised that we should be prepared for more people requesting support for these events. MN said issue related fundraisers bring attention. MN updated committee on "Find your MN sense of place" campaign features interpretive centers in it. MN will send the plan to be distributed to the committee.
	 Sponsorship ideas for 2017 NO reviewed the meeting would focus on sponsorships since most meetings have run out of time for the discussion. NO reminded the committee that the marketing committee time at the Annual Meeting will be used to create the 10-15 vision for the GRR marketing as requested by Transportation Chair for the 10-state GRR CMP. WI shared that a 10-15 year plan seems to be too long and difficult to accomplish and recommended a five year plan instead. TN agreed that a five year plan sounded better. TN explained that as a state transportation planning tool CMPs work for long term planning but there are too many things that can change in a market to make this kind of long range planning useful. WI recommended we identify language commonly used in plans and not get too bogged down in

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notes.	creating something new. IA agreed a 5-year plan. NO will contact the Transportation Chair for clarification and ask for language to use.
	 Review list of potential sponsors: NO reviewed the list of potential sponsors was derived from a list of grant options culled by Chris Miller in MN. While many of the grant opportunities were not a fit, the list was identified as a starting point for sponsorships at a previous meeting and will serve as that for the meeting. MN reminded committee that we were discussing sponsorships and not grants. MN explained it's important to consider what they sell and how they fit with the medium we offer and audiences for marketing partnerships. (See attachment.) Review framework for sponsorship package: MN recommended creating three different packages that could be sold at the same time with numbers showing website usage, app downloads, e-newsletter list and map printing. NO asked if the committee still wanted an "exclusive" option that had been discussed in the past. TN said that a package like that would be hard to sell with so many people selling concurrently and that the dollar amount would scare people off. Additionally, TN felt that the more support the better for the organization. MN agreed and said the packages should be available to everyone. IA said the sooner the packages were put together, the better. Discuss strategies to approach potential sponsors: NO will work on the package options while the states find the appropriate contacts and avenues to approach potential sponsors.
	on September 19-21 in Marquette, IA. IA announced that interpretive centers have been invited and IA encouraged everyone to come to IA!
	Call concluded at 11:32am.

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