

**MRPC Marketing Committee Agenda
September 21, 2017 8:30am-10:30am CST
Marquette, IA Annual Meeting**

- 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

- 2017 Marketing plan/budget
 - Review Drive the GRR promotion

- 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

- 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

- MRC updates
 - MRC vs MRPC infographic

- State reports

- Remind states to send bike races inventory related to 10-state bike race

- Promotional toolkit reminder

- Other business