



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



Notes:

Horizontal lines for taking notes.

## Mississippi River Parkway Commission Marketing Committee Meeting

**May 23, 2018 | 10:00 AM-11:30 AM**

**Attendees: WI, AR, MN, IA, MS, National Office (NO)**

### NOTES

Meeting started at 10:02am.

I. 2018 Marketing plan/budget

- Review Flavors promotions (June 4-August 31)
  - NO contacted Interpretive Centers (IC) RE: collateral (promotional business cards for front desk) –45 have requested cards (already designed by NO)
  - Spreadsheet attached with current card orders
  - NO asks states use order form for card orders, if states want cards in addition to the ones requested by the ICs: <http://mrpcmembers.com/order-your-flavors-of-the-great-river-road-cards>
  - MN asked for ICs response to calls. NO replied response was mixed—some were familiar with MPRC—some were not.
  - National Office has created promotion pages and entry form
  - States “flavors” featured week in promotion
    - Week 2 (June 11-June 17): Wisconsin
    - Week 3 (June 18-June 24): Minnesota
    - Week 4 (June 25-July 1): Tennessee
    - Week 5 (July 2-July 8): Iowa
    - Week 6 (July 9-July 15): Kentucky
    - Week 7 (July 16-July 22): Arkansas
    - Week 8 (July 23-July 29): Missouri
    - Week 9 (July 30-August 5): Mississippi
    - Week 10 (August 6-August 12): Illinois
    - Week 11 (August 13-August 19): Louisiana
  - NO will update toolkit with state-specific itineraries found on mrpcmembers.com (Forms & Resources page)

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