



Mississippi River Parkway Commission
Board of Directors Meeting
April 11, 2018 (draft)

Participants:

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| -Karl Samp - Pilot | -Anne Lewis – (MN-MRPC Proxy) |
| -Terri McCullough– Pilot Pro Tem | -Carol Zoff – Transportation |
| -Holly Cain – Treasurer | -Ruth Hawkins - Culture & Heritage |
| -Craig Mitckes - (IL-MRPC) | -Norma Pruitt – Marketing |
| -Martin Graber-(IA-MRPC) | -Nani Bhowmik |
| -Derick Biglane – (MS-MRPC) | -Susanne Barnet – National Office |
| -Joe St. Columbia – (AR-MRPC) | |
| -Sherry Quamme – (WI-MRPC) | |

Pilot called the meeting to order at 4:04pm.

- **Past Meeting Minutes from 2/19/18** Motion to approve by WI. Second by AR. Motion carried.
- **Financial Report as of 3/30/18.** Motion to approve by WI. Second by MN. Motion carried.
- **Investment Discussion.** National office and Pilot reviewed the earning statements. No further action required.
- **MRCC Update** – Pilot Pro Tem and National office provided an overview of the March meeting in St Louis, sharing the status of the website debt and Year of Promotions. Discussion continued about exploring the idea of further collaboration and moving forward to provide infrastructure. What value does it give the MRPC? We would receive federal prospective, which we are lacking. Could they become another technical committee that provides technical assistance to us? As we are putting together our CMP for organizational sustainability, the timing of this could work well. We are appointed commissioners. MRCC is a loose collaboration that started 10 years. We could provide more infrastructure for them. How do we allow others to be under our umbrella organization? Motion was made by MN to explore opportunities with MRCC to join forces with the intent to hold a purposeful conversation about interest in joining forces. Second by Pilot Pro Tem.
- **2020 Annual Meeting with MRCTI** – Motion brought forward by MN to plan the 2020 Annual Meeting in Bemidji, MN and hold joint sessions and a trip to the headwaters with the MRCTI, while each organization still conducts their own business. Second by AR. Motion carried.
- **Sponsorship** – National office provided information discussed through the marketing committee. They are working on a sponsorship packet to help offset brand advertising. As a board we need to consider what type of businesses do we exclude in our solicitation? Would the sponsor need to have a presence in all 10 states? How will we measure their benefits? Marketing will continue to develop their materials and then National Office will survey the board to see if they have recommendations of exclusive advertisers who may be interested in roughly a \$100,000 sponsorship buy. The board will set up a future sub-committee to take next steps after marketing materials are complete.
- **Strategic Planning Session** – We will look to hold a strategic planning session before or after our upcoming Annual meeting in Arkansas. The Pilot requested that all board members complete a small

homework assignment and respond back to him or the national office regarding the top 5 weaknesses and top 5 strengths of the MRPC.

- **Logo Trademark** – Motion was made by KY to explore costs to secure and maintain a trademark with the words Great River Road. Second by MS. Motion carried. Lexus' ad agency contacted us prior to using it in an enewsletter campaign in the St Louis area.
- **2018 Semi- Annual Meeting**– Illinois is excited to welcome everyone. National office indicated there is quite a bit of work time allocated to this agenda including nearly the whole morning session to walk through the 10-state corridor management plan.
- **Future National Meetings** – National Office reviewed past national meeting schedule and states stepped up to host future annual meetings as follow: 2019 Semi-Annual in MS, 2019 Annual in WI, 2020 Semi-Annual in LA and as discussed earlier, 2020 Annual in MN.
- **Governance** – The Pilot spoke briefly about governance for a non-profit and the importance of working through a board and executive committee, especially with paid contractors or staff.

Meeting adjourned at 6:17pm.