



Notes:

Mississippi River Parkway Commission Marketing Committee Meeting

October 24, 2018 | 2-4 PM

AGENDA

- I. Introductions
- II. 2018 Marketing plan/budget
 - Review 3rd Quarter Marketing Report
 - Review final quarter marketing plan
 - Discuss overall thoughts on 2018 marketing efforts
- III. Review the Strategic Plan
- IV. Review the CMP
- V. 2019 Marketing plan discussion
 - Set goals for 2019 marketing
 - Determine geographic markets and targeted demographics
 - Prioritize budget for Board approval
- VI. MRC updates
- VII. State reports
- VIII. Reminded states to send bike races inventory related to 10-state bike race
- IX. Promotional toolkit reminder
- X. Set remaining 2018 meeting dates
- XI. Other business