



## 1ST QUARTER MARKETING REPORT

January - March, 2019

# MRCTI CAPITOL MEETINGS

## Date:

- March 5-7, 2019

## Summary

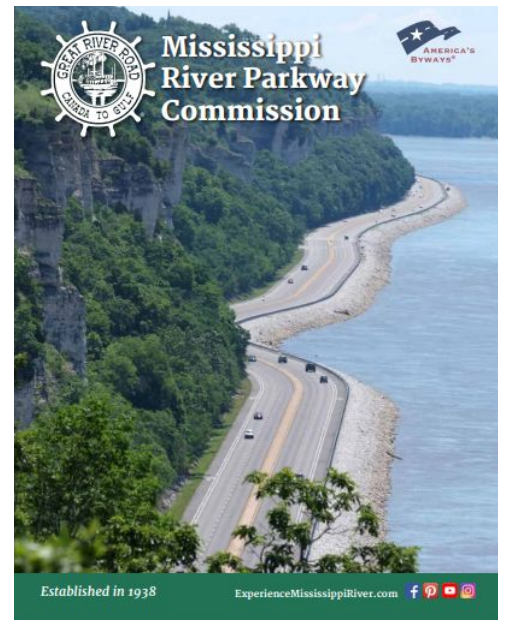
This informational packet was created for meetings that Terri Austin McCullough and Anne Lewis had with MRCTI representatives in Washington D.C. in early March. The packets contained a number of key pieces of information about the MRPC and the Great River Road (including history, economic impact, services and more) that were shared as part of the MRCTI meetings.

## Booklet

- Content
  - Gathered 2018 stats, researched and drafted Annual Recap Marketing Summary
  - Researched employment data through Bureau of Labor Statistics
  - Wrote economic fact sheets
  - Identified all counties and parishes along the GRR
- Design
  - Mocked up map sample of GRR with surrounding cities for consideration
  - Designed cover
  - Laid out content
- Print
  - Printed in-house
  - Bound booklets

## Package

- Assembled shipping package: including 13 booklets with GRR maps, thumb drive, 25 pins
- Shipped to DC, called hotel to assure acceptance of package
- Tracked packages



### History of the Mississippi River Parkway Commission

The MRPC was established in 1938 to oversee what was then called the Mississippi River Parkway (now the Great River Road). The MRPC was instrumental not only in the early planning and development of the Great River Road, but also in its construction, promotion, marketing and development.

Each state in the MRPC has its own separate commission, which is established by state statute or Governor's Executive Order. Membership consists of state legislators, state and local officials and general members appointed by the governor, or state agency directors of the individual states.

The National MRPC is the umbrella organization that coordinates major state programs on behalf of the member states. The National MRPC Chair is known as the "Chief" and is elected by the general membership each year.

The MRPC supports efforts on federal, state, and local levels to bring about the highway improvements, recreation trails, bikeways, scenic, historic, and historic preservation. The MRPC also coordinates marketing to drive visitors to the Great River Road to further enhance economic development and resource awareness.

The MRPC works in partnership with other river-related organizations including the National Forest Service, National Park Service, Federal Highway Administration, U.S. Corps of Engineers, Park & Wildlife Service, Mississippi River Cities and Towns Initiative, governors' offices, state departments of transportation, economic development and tourism, museums, regional planning commissions, city and county governments, chambers of commerce, commission and tourist homes, and foundations.

### Impact on employment

Travel is a major industry in the Mississippi River corridor and the Great River Road helps fuel the sector, by marketing the road as a travel destination.

Thousands of jobs open up in the vicinity of the road. According to the Bureau of Economic Analysis, the Mississippi River corridor and the Great River Road employ more than 570,000 people and generate more than \$100 billion in wages.



### Mississippi River Parkway Commission

"Along the Great River Road, we found a little bit of everything. Heavy industry, civilizations thousands of years old...And our own personal history as glimpsed through two trips 16 years apart."

—The New York Times, "Along the Mississippi," October 13, 2007



### The Great River Road

The Great River Road is one of the oldest, longest and most unique National Scenic Byways in North America. Consisting of nearly 1,000 miles of interconnected roads along the Mississippi River from its headwaters to the Gulf of Mexico, the Great River Road has a rich history and provides travelers with a well-watched roadway they can use to explore the culture and heritage of every region.

The Mississippi River Parkway Commission (MRPC) is a 10-state organization that works collectively to lead in planning, promoting and enhancing the Great River Road National Scenic Byway, benefiting communities and travelers.



### Great River Road Network of Interpretive Centers

The MRPC has developed a Great River Road Network of Interpretive Centers with its sites in all 10 states. These Interpretive Centers include museums, historic sites and parks that help share details on the history, culture and natural amenities of the byway. The MRPC works with and provides resources for the network of 80 interpretive centers located along the Great River Road.



### Interpretive center signage

Installed Great River Road signage was provided to promote and drive visits to all 10 interpretive centers, increasing visitation, length of stay and visitation along the length of the Mississippi River.

### Hospitality training

State MRPC commissions provide Great River Road training to frontline personnel on the history and history of the Great River Road and how to best serve byway travelers.



### Map, app and website exposure

Printed and online maps, as well as our website and app highlight the interpretive centers.

### Social media and promotions

Interpretive centers are included among the 100+ points annually and encouraged to participate in annual promotions.

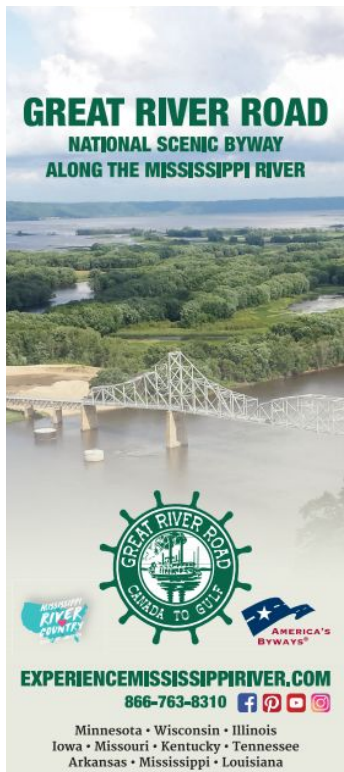
# 2019 GREAT RIVER ROAD MAP

## Quotes

- Requested quotes for multiple quantities
- Collected printer bids and selected vendor

## Production

- Cover
  - Searched through photo library for cover photo options
  - Created cover and back cover options with new photos
- Feedback Form
  - Created [online feedback form](#) including existing map files and live feedback summary
  - Collected feedback and compiled editable changes
  - Updated map



### MRPC Map Feedback

Thank you all for taking your time in reviewing the map and providing updates.  
To download a pdf of the map, [click here](#).  
To view submitted feedback, [click here](#).

#### MRPC Map Feedback 2019

**Name \***

First Last

**Email \***

**Phone Number**

### - ## - ####

**I am a representative of \***

☐ State Tourism Office

☐ State Transportation Office

**State \***

☐ Arkansas

☐ Illinois

☐ Iowa

☐ Kentucky

☐ Louisiana

☐ Minnesota

☐ Mississippi

☐ Missouri

☐ Tennessee

☐ Wisconsin

**Map Feedback**

**Please select the best option for your feedback \***

☐ I have suggested changes to text. See comment box.

☐ I have suggested changes to map. See uploaded file.

☐ I do not have any changes to the map

MRPC Map Feedback									
1-4 of 4									
Entries	Name	Last	Email	Phone Number	I am a representative of	State	Please select the best option for your feedback	Suggested changes comment box	Upload a file
1	Ashley	Sneed	<a href="mailto:ashley.sneed@del.ms.gov">ashley.sneed@del.ms.gov</a>	(672) 721-1207	State Tourism Office	Missouri	I have suggested changes to text. See comment box.	Missouri section: #3, url has changed to: <a href="https://nature.mdc.mo.gov/discover-nature/places/columbia-bottoms-ca#4">https://nature.mdc.mo.gov/discover-nature/places/columbia-bottoms-ca#4</a> , change name to Gateway Arch National Park (from Jefferson National Expansion, etc.). Use phone # 877-862-5433 and website <a href="http://gatewayarch.com">gatewayarch.com</a> #7, url has changed to: <a href="https://nature.mdc.mo.gov/discover-nature/places/cape-grand-nature-conservation-nature-center">https://nature.mdc.mo.gov/discover-nature/places/cape-grand-nature-conservation-nature-center</a> (not sure how to shorten this, unless you just to nature.mdc.mo.gov/discover-nature/places)	<a href="#">map_corrections_north.jpg</a>
2	Elsha	Szyka	<a href="mailto:elshas@macomb.com">elshas@macomb.com</a>	(389) 837-7460	State Tourism Office	Illinois	I have suggested changes to map. See uploaded file.		
3	Chris	Miller	<a href="mailto:chris@avepartners.com">chris@avepartners.com</a>	(651) 241-4126	State Transportation Office	Minnesota	I have suggested changes to text. See comment box.	Map: Move #3 to just below Little Falls on the west side of the Mississippi River. Move #4 to just below Elk River on the east bank of the Mississippi River. Interpretive Center Listing: Review name of #3 to Charles Lindbergh House and Minnesota River scene of art to	



## MEETINGS


## Semi-Annual Meeting - April 2-4 (Clarksdale, MS)

- Finalized agenda, transportation, meals, tours and other meeting related details
- Registration
  - Set pricing, created registration form (hard copy and electronically)
  - Printed and mailed form and email out to members
  - Worked with accommodations and hosts
  - Sent invoices, collected payments, sent receipts
  - Updated early bird pricing to regular pricing
  - Entered mailed/faxed in registrations onto database
- E-newsletters
  - Sent multiple e-newsletters to remind members of meeting and hotel reservations and any other news (see e-newsletter section)
- Designed and printed new tabletop signage

## Conference Calls

- February 5 - MRPC Transportation Committee Conference Call
- February 8 - MRPC Board Conference Call
- February 22 - Call with Anne & Terri regarding legislative trip and state participation
- February 25 - Marketing Conference Call
- March 13 - Marketing Conference Call
- March 19 - Culture & Heritage Conference Call
- March 26 - Conference call with Terri
- Numerous planning calls and communications with MS-MRPC





# Mississippi River Parkway Commission

## Semi-Annual Meeting

Clarksdale, MS | April 2-4, 2019

---

**REGISTRATION FORM** (Please return to MRPC National Office, 701 E. Washington Ave. #202, Madison, WI 53703)

To receive Early Bird Pricing (marked with an asterisk\*), reserve your spot for the 2019 MRPC Semi-Annual Meeting by completing and submitting a form and fee payment by **Monday, March 4**. If paying by check, complete the form below and mail it with your registration fee. You can also register online and submit a fee payment through our website. If paying by credit card, you must fill out the form online at [mrypcmembers.com/meeting](http://mrypcmembers.com/meeting).

**Sessions:** Registration fee includes all sessions, meals and transportation.

<input type="checkbox"/> \$50 Full Days* Price is \$370 after March 30	<input type="checkbox"/> \$25 Spouse/ Guest of Delegate Rate* Price is \$345 after March 30	<input type="checkbox"/> \$80 One Day* Weeks: (4/3)      Thurs: (4/4)
---	--	--

**Check all of the meals/activities you will attend:** Please indicate which sessions you will attend. Please note that it is extremely important for our meals, transportation and admission fee counts that you only check the sessions that you are attending. If you have questions please contact Suzanne at the National Office.

Thurs. 4/2 - Welcome Reception (light hors d'oeuvres, music and drinks) 5:30-8pm

Wed. 4/3 - Mobile Sessions and Lunch

Wed. 4/3 - Dinner offsite (Rust Haven Restaurant) 6-8pm

Thurs. 4/4 - Extended BBQ Lunch (12-1pm)

Thurs. 4/4 - Mobile Session of your choice (1-5pm). Please choose below:

☐ Quaggar Canner\* Minimum number of people required and additional fee may apply  
☐ Century Museum in Cleveland and Pottery Tour

☐ Check here if you prefer a vegetarian meal

☐ Check here if your state commission will be paying your registration fee

Full name (as it should appear on name tag): \_\_\_\_\_

Spouse/Guest of Delegate full name (as it should appear on name tag): \_\_\_\_\_

Which State Commission do you represent? (Circle one): AR IL IA KY LA MN MS MO TN WI

Are you a first-time attendee? ☐ YES ☐ NO

Non-MRPC Delegates, please indicate Organization Name: \_\_\_\_\_

On which cultural committee do you currently serve? ☐ Environment, Recreation and Agriculture ☐ MRCC

☐ Marketing ☐ Culture & Heritage ☐ Transportation

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_


\*Our preferred method to send registration confirmations is via e-mail—please include your e-mail address.

Emergency contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Please indicate any special needs you may have related to transportation: \_\_\_\_\_


Please list any pre-existing medical conditions or food allergies that might require special attention: \_\_\_\_\_

Please make checks payable to: "Mississippi River Parkway Commission." Questions? Call the National Office at 1-866-761-8310. Cancellations made on or prior to Sunday, March 10, will receive a full registration fee refund minus \$20 processing fee. Cancellations made after Sunday, March 10, will not be eligible for a refund.



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

[mrypcmembers.com](http://mrypcmembers.com) | 1-866-761-8310 FAX: 1-608-244-8896



## E-NEWSLETTERS

### Subscribers



### Subscribers

- Gained 2,656 subscribers over 1st quarter

## Members E-newsletters

- 2/4 – Vote to restart National Scenic Byways Program is 2/6 – ACT NOW!
- 2/7 – Register now for the MRPC Semi-Annual Meeting: early bird registration, meeting agenda and hotel reservation information
- 3/1 – Register now—early bird pricing ends March 10: early bird deadline reminder, hotel reservation information; annual meeting date, location and hotel reservation information.



### Join us in Clarksdale on April 2-4!

The 2019 MRPC Semi-Annual Meeting is fast approaching. The meeting will take place in Clarksdale, MS from April 2-4, and we have a full [agenda](#) planned.

**Early bird registration is available until March 10.** After that date, prices increase by \$20.

- Early Bird Delegate (\$150)
- Early Bird Spouse (\$125)
- One day (\$80)

Help advance the mission of the MRPC by registering today! [Click here](#) to register online. [Click here](#) to print the registration form.

The Semi-Annual Meeting conference hotel is the quirky and historic Shack Up Inn. To make your reservation, call the Shack Up Inn at **(622) 624-8329** between 8am and 8pm. Be sure to ask for the **Great River Road** block. Rates may vary, and the room block expires **March 10**. Make your reservations today!

### MRPC Annual Meeting: Sept. 17-19 in La Crosse, WI

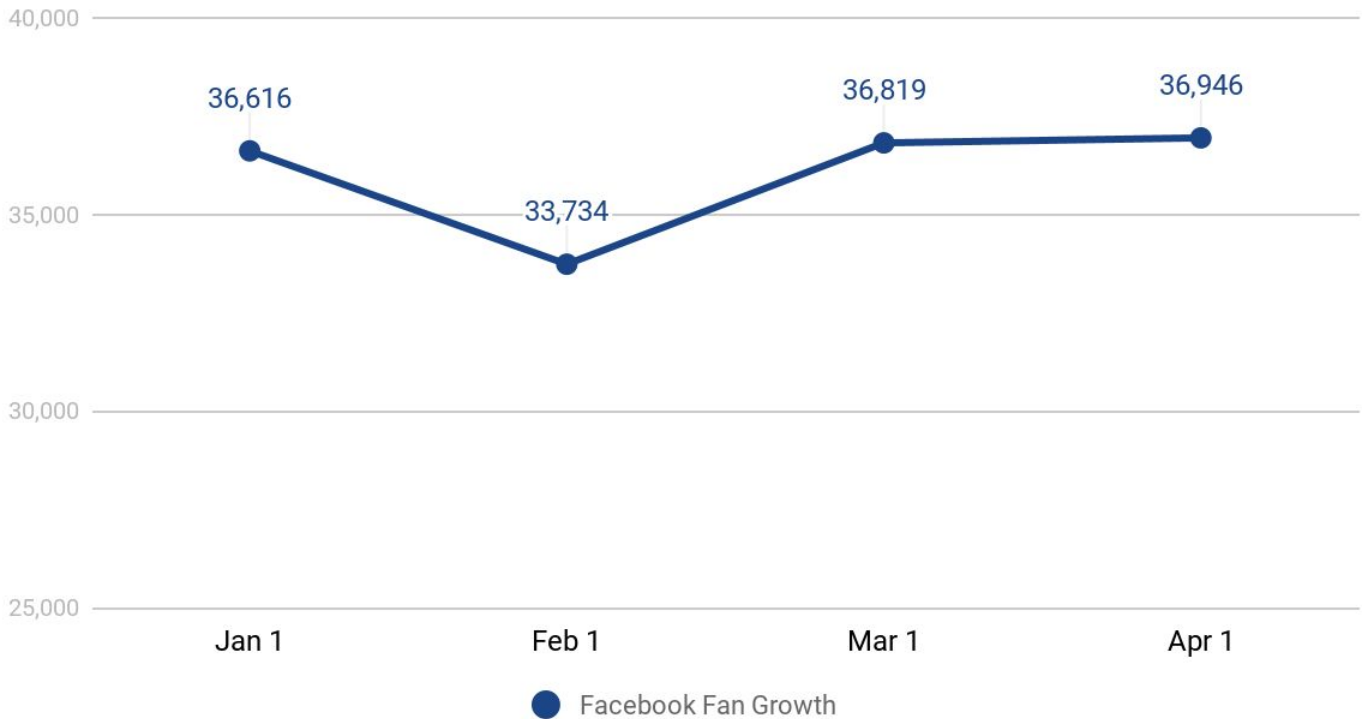
For those who would like to plan ahead, we have some information about this fall's annual meeting! The MRPC Annual Meeting will take place Sept. 17-19 at the Radisson Hotel in La Crosse, WI. A special rate of \$129 for a standard room with two queen beds is now available. To make your reservation, call **(608) 784-6680** and ask for the **Mississippi River Parkway Commission** block.

Follow us:   

Mississippi River Parkway Commission 701 E. Washington Ave., Suite 202 Madison, WI 53703  
Toll Free: 866-763-6310 Phone: 608-268-0902 Fax: 608-242-8896 Email: [MRPC@pishbarnet.com](mailto:MRPC@pishbarnet.com)

## FACEBOOK

### Facebook Fan Growth



Facebook fans	New Facebook fans	Facebook updates
36,946	330	37

### Top posts

- 3/22/2019– [“Photo Friday: Lake Chicot located in southeastern Arkansas, is the largest oxbow lake in North America and was formed 600 years ago when it separated from the main channel of the Mississippi River”]
  - Drove traffic to arkansasstateparks.com
  - 7,671 people reached; 464 reactions, comments & shares; 500 post clicks
  - All people reached organically; 0 reached via paid ad
- 2/8/2019– [“You’ll find lovely sunsets up and down the Great River Road” w/link to website]
  - Drove traffic to experiencemississippiriver.com
  - 12,817 people reached; 208 reactions, comments & shares; 142 post clicks
  - 3,873 people reached organically; 9,160 reached via paid ad
- 2/2/2019– [“Have you ordered your free Great River Road map? Start planning your next trip along the Mississippi River today” w/link to website]

- Drove traffic to [experiencemississippiriver.com](http://experiencemississippiriver.com)
- 11,261 people reached; 322 reactions, comments & shares; 383 post clicks
- 10,176 people reached organically; 1,085 reached via paid ad
- 1/25/2019– [“Well, there are far more than 10, but this is a pretty good start” w/link to 10Best.com article]
  - Drove traffic to [10best.com](http://10best.com)
  - 9,089 people reached, 295 reactions, comments & shares; 691 post clicks
  - All people reached organically; 0 reached via paid ad
- 1/4/2019– [“Looking for road trip ideas for 2019? We’ve got one in mind” w/link to website]
  - Drove traffic to [experiencemississippiriver.com](http://experiencemississippiriver.com)
  - 9,354 people reached; 216 reactions, comments & shares; 236 post clicks
  - 5,813 people reached organically; 3,648 reached via paid ad

## ADVERTISING

### Page likes 2019

- Page likes campaign; runs continuously throughout year
- 22,824 impressions
- 585 clicks
- 2.56% click-through rate
- Added 187 fans

### Post engagement 2019

- Post engagement campaign; runs continuously throughout year
- 12,622 impressions
- 720 clicks
- 5.70% click-through rate
- Received 1,944 post engagements





## Engaged fans (those who are liking, commenting and sharing)

- 69% women (22% ages 55-64), 30% men (10% of which are ages 65+)
- Top engaged cities (in order): Minneapolis, Cedar Rapids (IA), Louisville, Alton (IL), St. Louis

## Takeaways

- Posts of Great River Road scenery continue to perform well on the Facebook page. We usually pair these photos with links to the website (map order form, blogs, etc.) in order to get more exposure to some of the valuable content on [experiencemississippiriver.com](http://experiencemississippiriver.com).
- The engaged audience continues to skew older, which matches the demographic data we see from our website visitors.

## WEBSITE POSTS

Researched and wrote blog articles that appeared on [experiencemississippi.com](http://experiencemississippi.com) homepage

- January
  - Winter bald eagle viewing on the Great River Road (1/29)
- February
  - Four fabulous foods to try on the Great River Road (2/14)
- March
  - Chasing blossoms on the Great River Road (3/20)

## Winter bald eagle viewing on the Great River Road

Tuesday, January 29, 2019

Some of the best places to see the national bird of the United States can be found along the Great River Road. Travelers on northern stretches of the Great River Road are treated to a majestic sight as the birds spend time in winter hunting grounds along the Mississippi. The prime season for viewing these majestic birds runs from December through March, so now is the perfect time to take in the spectacle. Here are some great places to see bald eagles.

### [Minnesota](#)

#### [National Eagle Center](#) – Wabasha

This interpretive center is one of the best places in the country to learn about eagles. At the center you can watch wild bald eagles in comfort—the center has a wide bank of windows overlooking a pool on the Mississippi River. You can also see live bald eagles up close during daily educational programs at the center. Exhibits provide information about the bald eagle's behavior, nesting habits, diet and history.



### [Wisconsin](#)

#### [Great River Road Visitor & Learning Center](#) – Prescott

This interpretive center offers a beautiful vista of the Mississippi River Valley—on winter days, you might see a few eagles soaring on the wind currents. Inside the center you'll find a life-size eagle's nest and other exhibits that give you a sense of the majesty of this impressive bird.

### [Illinois](#)

#### [Illinois Mississippi River Visitor Center](#) – Rock Island

Eagles are a common sight around the Quad Cities, and a good place to see them is the Mississippi River Visitor Center on the Rock Island Arsenal. Located in Rock Island at Lock & Dam #15, the center provides a good viewing spot of the bald eagles that travel to the locks and dams of the Mississippi to feed during the winter. In early spring, the river opens to commercial navigation and visitors come to the locks to see boats pass by.

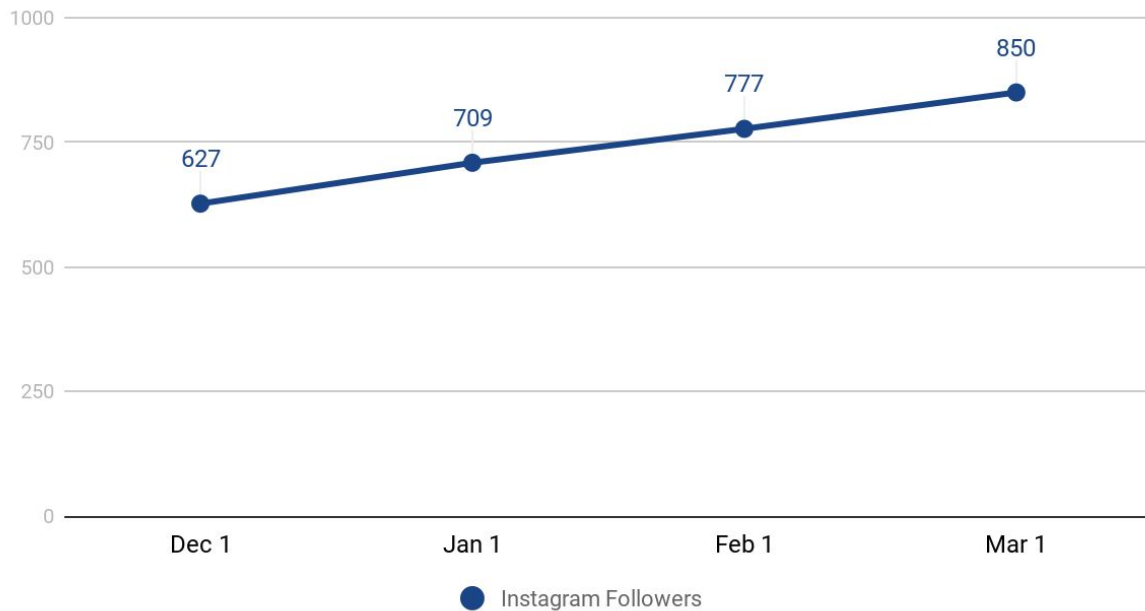
### [Iowa](#)

#### [Effigy Mounds National Monument](#) – Harper's Ferry

This 2,526-acre park contains more than 200 ceremonial earthen mounds constructed in the shapes of birds, bear, deer, bison, lynx, turtles and panthers. Some of these mounds were built more than 1,400 years ago. On Feb 22-23, the park will hold [Bald Eagle Appreciation Days](#), a chance to see and celebrate this beautiful birds at an incredible riverside location.

## INSTAGRAM

### Instagram Followers



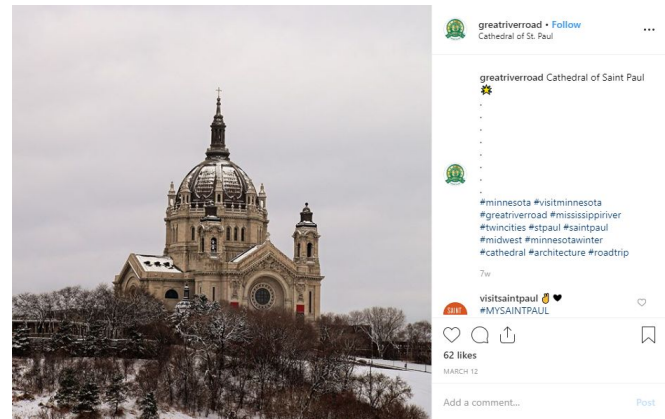
Instagram followers	New Instagram followers	Instagram updates
917	290	22

### Top posts

- 1/24/19 - Photo of a diner in St.Louis. User-generated photo shared from @picsby\_pete captioned: Feeling nostalgic? There are countless retro stops like this one along the Great River Road."
  - 456 people reached, 82 engagements



- 3/12/19 - Photo of Cathedral of St. Paul in Minnesota. Caption: Cathedral of Saint Paul”
  - 507 people reached, 67 engagements



## Advertising

### Instagram brand awareness 2019

- Brand awareness campaign; runs continuously throughout year
- 28,209 impressions
- 76 clicks
- 0.27% click-through rate
- 1,570 estimated ad recall (people)

## Takeaways

- Followers and engagement continue to grow at a steady level.



## PINTEREST

- Added pins to state boards
  - Re-pinned city itineraries including dining, recreation and sightseeing opportunities
- Highlighted bridges and sunsets, music venues and restaurants

## PR/PUBLICITY

- On-air radio interviews with Greg Taylor, Program Director – Host of AM 1230 KWNO, Winona, MN:
  - January: Great River Road trivia
  - February: Four places to love along the Great River Road
  - March: Comfort foods along the Great River Road
- Created statement in case requested for MRPC’s relationship with Mississippi River Country

## WEBSITE

www.experiencemississippiriver.com/		
2019-01-01 to 2019-03-31		
Total Pageviews	103,358	
Total Unique Pageviews	80,654	
Total sessions	46,140	
Unique users	38,402	
New users	88.3%	
Returning users	11.7%	
Pages viewed per session	2.2	
Time spent per page visited	0:57	
Avg. session duration	2:07	
Top 10 most visited pages	pageviews	avg. time on page
/the-great-river-road-the-best-drive-in-america/	13,268	1:35
/interactive-tools/order-a-free-great-river-road-10-state-map/	9,010	2:03
homepage	7,219	1:14
/interactive-tools/fun-facts/	6,248	3:47
/river-attractions/	6,164	2:21
/interactive-tools/webcams/	4,156	2:18
/itineraries/	4,034	1:11
/interactive-tools/maps/	2,538	1:54
/app/	2,346	3:24
/states/minnesota/	2,041	2:02
Top 10 Referring Sites	sessions	avg. session duration
facebook.com	2,965	1:08
drivethegreatriverrroad.com	188	0:52
pinterest.com	169	0:20
kiddle.co	144	1:58
classroom.google.com	97	0:48
thrillist.com	90	2:16
doityourselfrv.com	85	4:05

www-thrillist-com.cdn.ampproject.org	49	0:31
greatriverroad-illinois.org	39	4:46
r.search.aol.com	38	2:16
<b>Top 10 Metro Areas</b>	sessions	avg. session duration
Chicago IL	4,052	1:43
Minneapolis-St. Paul MN	3,205	2:04
St. Louis MO	1,385	1:51
Dallas-Ft. Worth TX	1,032	1:36
Milwaukee WI	998	2:24
New York NY	974	1:31
Los Angeles CA	954	2:21
Madison WI	952	2:15
Atlanta GA	860	1:60
New Orleans LA	831	1:20
<b>Top Channels</b>	% sessions	avg. session duration
Organic Search	72.8%	2:14
Direct	15.9%	1:59
Social	6.9%	1:06
Referral	4.4%	2:11
<b>User demographics</b>		
age	% sessions	avg. session duration
55-64	23.1%	2:38
65+	19.7%	3:14
45-54	18.4%	2:04
25-34	16.9%	1:45
35-44	16.5%	1:51
18-24	5.4%	1:36
gender	% sessions	avg. session duration
female	50.6%	2:22
male	49.4%	2:13
<b>Device usage</b>	% sessions	avg. session duration



Mobile + Tablet	52.5%	2:15
Desktop	47.5%	2:22

## Takeaways

Strong organic traffic to key pages in the site contributed to solid Q1 site metrics. Overall site pageviews were up more than 11 percent compared to Q1 2018. The top page on the site was again *The Great River Road – The Best Drive in America* (the site’s “about” page). The page is very SEO friendly, as it answers some key questions that travelers have about the byway. Google has awarded the page with the top position in search results for the term “Great River Road” (followed by the [experiencemississippiriver.com](http://experiencemississippiriver.com) home page), so it generates substantial traffic to the site. It’s a good entry point for the site, reflected by the relatively low bounce rate (42%).

The *Order a FREE Great River Road 10-state map* page has the site’s second-highest page views (9,010, up 31% over Q1 2018). Organic search helped lift this page, although it also drew considerable traffic from direct links and our social media posts.

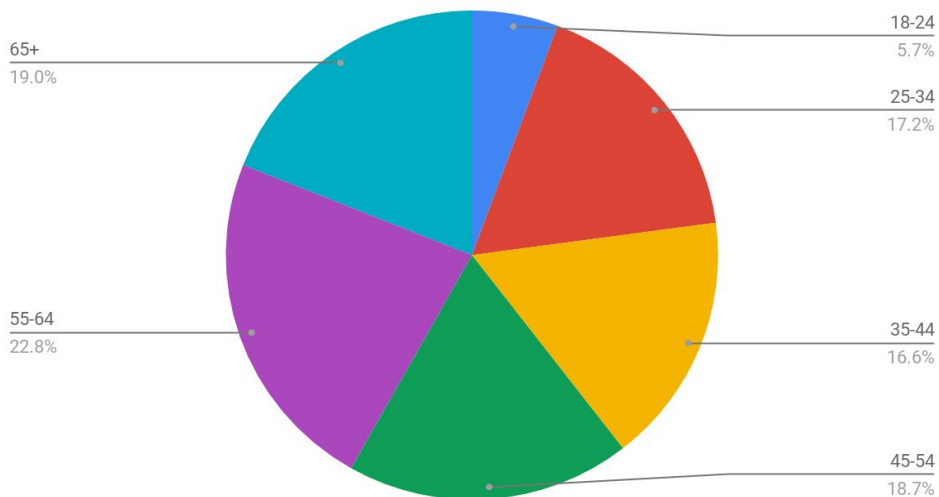
In terms of demographics, our site audience was split fairly evenly between men (50.1% and women (49.9)

The site audience was also fairly evenly split across most age demographics in Q1, although the site received a bit more traffic from the 55-64 audience and fewer visits from the 18-24 audience. Overall, the site is reaching all age demographics.

About 86% of site visitors came from the United States. The United Kingdom was the top source of overseas site visitors, followed by Canada, Germany and Australia.

In terms of the U.S. audience, Chicago was metro area with the largest number of site visitors (3,574), followed by Minneapolis-St. Paul (2,714), St. Louis (1,221) and Dallas-Ft. Worth (903).

Demographics - age



## Ongoing web checks & maintenance

- Monthly website checks
  - Tested and updated links as necessary
  - Checked copy and photos, ensured content was current
- Flipped social media and website content to spring on March 18
- Monitored site analytics weekly
- Updated webcams page
- Updated agritourism assets collection form on member site

## MOBILE APP

### iOS

- # of downloads in Q1: 742
- # of downloads to date: 13,644

### Android

- # of downloads in Q1: 401
- # of downloads to date: 6,742

### Total (combined)

- # of downloads in Q1: 1,143
- # of downloads: 20,386

## 80<sup>TH</sup> ANNIVERSARY/FOLLOW THE PILOT'S WHEEL CAMPAIGN

### Keychains/postcards

- Admin
  - Continued to collect requests from Interpretive Centers to refill postcards
  - Continued to collect email sign ups and enter email addresses into email subscriber list.
    - Near 180 emails added to email list in quarter 1

## ADMIN/MISCELLANEOUS

### Financial

- Collected, filed and organized cash and check donations, meeting registration and dues
- Monthly check reconciliation
- Paid related expenses
- Reviewed fund statements and include in reconciliations

### Bookkeeping

- Invoiced states for 2019 dues
- Created info packet for funding source in Illinois
- Monthly reconciliation and financial reports

### Fulfillments

- Over 2,000 requests in 1st quarter
  - Includes online requests, phone requests
- Mailing materials: print envelopes and letters
- Corresponded to emails, followed up on phone calls/voice messages, research

### I Drove the Great River Road Certificate

- Sent four certificates to those who drove the entire Great River Road and shared their story

## TRADEMARK

- Received response to application from US Patent and Trademark Office in January
- Reviewed, made edits and re-submitted request in February

## LOGO USAGE

- Approved request for logo usage from Fort Madison for a brochure printing
- Discussed logo request with Village of Potosi

## CMP

- Provided cost estimates for work related to National Scenic Byway Foundation (NSBF) survey request
- Assisted in formatting CMP resource documents to be user friendly to all
- Posted documents to member site

## RODNEY SLATER

- Created logo poster
- Printed and mailed to Washington D.C.
- Followed up by telephone and email to request a photo

## RELAY OF VOICES

- Fielded many communications with questions and follow up on project
- Worked with attorney to amend language based on concerns of running, walking or biking the Great River Road
- Communicated back and forth with Victoria on concerns, language, funding, etc.