



## Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202  
Madison, WI 53703



## Mississippi River Parkway Commission

### Marketing Committee Video Conference Call

Zoom Meeting log-in: <https://us02web.zoom.us/j/89795418417>

Meeting ID: 897 9541 8417, Call-in information: (312) 626-6799

**May 21, 2020 | 11 AM-12 PM**

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## AGENDA

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- |       |   |                                       |
|-------|---|---------------------------------------|
| I.    | 2020 Marketing Plan   | NO (11am-11:20am)                     |
|       | <ul style="list-style-type: none"><li>• Covid 19 Messaging Update</li><li>• Interpretive Centers Campaign</li><li>• Summer Flavors Campaign</li><li>• Drive the Great River Road Month</li><li>• GRR Travel Guide</li></ul> |                                       |
| II.   | All American Road applications  | NO (11:20am-11:25am)                  |
| III.  | Delta Regional Authority grant  | NO (11:25am-11:35am)                  |
| IV.   | Mississippi River Country - Update  | NO (11:35am-11:40am)                  |
| V.    | State Reports   | All states on Call (11:40am -11:55am) |
| VI.   | Toolkit Reminder  | NO (11:55am-12:00pm)                  |
| VII.  | Set next meeting date (11:55am-12:00pm)   |                                       |
| VIII. | Other business (11:55am-12:00pm)  |                                       |

*Mission Statement: Preserving, promoting and enhancing the Mississippi River Parkway for communities and travelers*

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