

MRPC Virtual Annual Meeting 2020
DRAFT FOR DISCUSSION

Goals: Provide idea-sharing, educational content for 10-state MRPC annual meeting.
Broaden participation to increase awareness of Great River Road and improve partnerships (2018 Strategic Plan)
Link MRPC and Great River Road to a broader audience. (2018 Strategic Plan and CMP #7 A, D,E, & F)

Themes: Introduce the Great River Road
Create excitement for traveling the Great River Road
Share ideas for interpreting the Mississippi River via the Great River Road
Highlight planning for the future of roadways and multi-modal transportation
Celebrate the completion of its All American Road applications
Highlight Interpretive Centers

Segment #1 Introduction & Welcome

Segment #2 *Stories from “the Spine of the Nation” – Travel along the Great River Road. (WT)*

Rodney Slater, former U. S. Secretary of Transportation, characterized the Great River Road, “it literally connects the nation”. The stories range from history to innovation and from agriculture to industry.

Possible Host: TBD

Purpose: Spotlight compelling stories

Audiences: travel writers, bloggers, CVBs, DMOs and Interpretive Centers

Marketing Committee Segment (2018 Strategic Plan)

Segment #3 *Getting off the Road to the River (WT)*

Three interpretive centers will showcase how they’ve connected to travelers while they couldn’t come in their doors and answer questions. Featuring: National Mississippi River Aquarium and Museum; Arkansas Heritage sites; Delta Blues Museum.

Possible Host: John Anfinson, Culture and Heritage co-chair

Purpose: Share ideas for connecting in the time of Covid

Audience: Interpretive Centers, as well as members

Culture and Heritage Committee Segment

Segment #4 *Ensuring Clean Water for the Mississippi River (WT)*

Representative Betty McCollum, Appropriations Committee Chair of Interior and Environment Subcommittee. (invited)

Possible Host: Sabrina Chandler, MRCC and USFW

Purpose: illustrate connection between tourism and clean water and re-connect to a valuable congressional ally.

Audiences: MRCC; MRCTI; NCEL, DNRs as well as commissioners and potential ERA members

Environment, Recreation and Agriculture Committee Segment

Segment #5 River Laureate – TBD

Under consideration: Eddy Harris "River to the Heart"

Possible Host: TBD

Purpose: Inspire and unite all attendees with a speaker, video or case study.

Audience: Commissioners and all attendees working on the Mississippi River

Segment #6 The Future of Travel on the Great River Road (WT)

Planning consultant (s) will reflect on transportation planning for the future such as multi-modal transportation; healthy community and wayshowing, scenic overlook planning. Toole Design Midwest Director Ciara Schlichting – Multi modal transportation of the Future.

Possible Host: Francis Schelfhout, WI DOT

Purpose: To expose new ways of thinking about travel and transportation

Audience: DOT and other technical members

Transportation Committee Segment and CMP #3D (b & c)

Segment #7: *Moving from Here to There on the Great River Road (WT)*

Mark Falzone, executive director of Scenic America, will congratulate MRPC states for their All American Road applications and update attendees on future of funding for Scenic Byways and will take questions. A special award will be made.

Possible Host: Sherry Quamme, Wisconsin Chair

Purpose: Celebrate eight-state AAR applications

Audience: Commissioners, technical members, MRCTI, others

Segment # 8 *Closing and Thank You*

Possible Host: Terri McCollough

Purpose: Credits and contact information

Audience: Everyone

Additional: 4 Interpretive Center Interludes highlighting one IC at a time.

CMP Great River Road Intrinsic Resources #4 A & I

CMP Great River Road Interpretation & Storytelling #5E

To Be Determined:

Proposed fees: \$60 all day
 \$25 per session
 \$30 Interpretive Center reduced fee
 Media attendees - free