



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



Mississippi River Parkway Commission Marketing Committee Video Conference Call

October 8, 2020 | 11 AM-12 PM

AGENDA

- | | | |
|-------|---|---------------------------------------|
| I. | 2020 marketing plan | NO (11am-11:15am) |
| | <ul style="list-style-type: none">• COVID-19 Messaging Update• Interpretive Centers Campaign• Drive the Great River Road Month update | |
| II. | 2021 marketing plan | NO (11:15am-11:35am) |
| | <ul style="list-style-type: none">• All American Road• Print map• Mobile app• Websites (experiencemississippiriver.com, mrpcmembers.com) | |
| III. | Annual meeting update | Pilot Pro Tem (11:35am-11:40am) |
| IV. | Mississippi River Country - Update | NO (11:40am-11:45am) |
| V. | State Reports | All states on call (11:45am -11:55am) |
| VI. | Toolkit Reminder | NO (11:55am-12:00pm) |
| VII. | Upcoming meeting dates | NO (11:55am-12:00pm) |
| | <ul style="list-style-type: none">• November 12• December 10 | |
| VIII. | Other business | NO (11:55am-12:00pm) |

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

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