



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



Mississippi River Parkway Commission Marketing Committee Video Conference Call

September 9, 2020 | 11 AM-12 PM

NOTES

Attendees: MN, WI, AR, LA, MS, KY

Meeting started at 11:04am

I. 2020 marketing plan

- COVID-19 Messaging Update: MN pivoted marketing using messaging from All-American Road application. They are seeing strong tourism numbers along the Great River Road (GRR). MN State Historical sites will be opening soon. AR tourism numbers coming out: March being okay, April / May down, and June wasn't down much from past years. Outdoor assets have bolstered travel. New Tourism Director, Travis Napper is working on grants and US Travel programming. Little Rock CVB has let staff go. Kayaking has been very popular. MS reported state opened CARES funds for local recovery campaigns to be completed by end of year. State has seen 20% decline. MS shared new trail proposal for Vicksburg CVB and asked for letter of support. Marketing Committee agreed. WI has been doing virtual meetings with Dept. of Transportation and Dept. of Tourism. WI GRR received state grant for sales promotion. La Crosse CVB had staff furloughed but most are back. WI GRR seeing stories resulting from Geiger Tours and has advertising out through Midwest Living. WI reported some counties haven't paid dues but are working to regain it. Parks are full and weekend travel is strong. Lots of ATVs. LA working on creating new products. Working on LA Civil Rights Trail and received an EDC grant for birding trails. LA working on signage.
- Interpretive Centers Campaign: no update
- Drive the Great River Road Month: NO reviewed campaign launch and walked through toolkit, project charter and promotion messaging.

II. All American Road (AAR) marketing plan: LA reported select applications have moved on. MN offered idea to send letters of gratitude to partners who helped with applications. LA recommended waiting until approved but to keep in touch during process. Discussed expectation if grant is approved such as logo use. Budget for 2021 should include plans for AAR launch including social media

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

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- campaign, and sharing stories of GRR included in applications. Recommended creating a “Grand Opening” feel for launch. Opportunity to use AAR designation to create partnerships and as educational tool about GRR, AAR and National Scenic Byway designation.
- III. Annual meeting update: MN gave update on meeting including over 250 registered for one session after sending invitation to travel e-newsletter list. Interest in speaker will gauge future use of list for meeting promotion. Reminded everyone to register for sessions.
 - IV. Marketing Committee Election: KY thanked committee for opportunity to serve and said was stepping down as committee chair with new role as Pilot Pro Tem. Committee praised LA’s work on CMP, AAR and knowledge of grants, marketing and tourism as a strong asset for MRPC. Motion to approve Sharon Calcote (LA) as marketing committee chair by KY. Second by AR. Motion carries.
 - V. Mississippi River Country – Update: NO reported MRC budget approved with commitments from MN, IL, TN, AR, MS and LA. WI has not confirmed. MO and KY are not joining. IA has not been a partner in MRC in years. Reported on website progress for new Canadian website which serves as a domestic travel hub.
 - VI. State Reports: shared during marketing report.
 - VII. Toolkit Reminder
 - VIII. Upcoming meeting dates
 - October 8
 - November 12
 - December 10
 - IX. No other business

Meeting concluded at 12:09pm