



## Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202  
Madison, WI 53703



# Mississippi River Parkway Commission Marketing Committee Video Conference Call

**November 12, 2020 | 11 AM-12 PM**

Join Zoom Meeting

<https://us02web.zoom.us/j/85674916379?pwd=WVh6WFppdHNZM21adW5uMWIzbHI4UT09>

Meeting ID: 856 7491 6379

Passcode: 379292

(312) 626-6799

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## AGENDA

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- |      |   |                      |
|------|---|----------------------|
| I.   | 2020 marketing plan   | NO (11am-11:10am)    |
|      | <ul style="list-style-type: none"><li>• Q3 report review</li></ul>  |                      |
| II.  | 2021 marketing plan/budget  | NO (11:10am-11:55am) |
|      | <ul style="list-style-type: none"><li>• All American Road</li><li>• Print map</li><li>• Mobile app</li><li>• Websites (experiencemississippiriver.com, mrpcmembers.com)</li><li>• Sponsorship</li></ul> |                      |
| III. | Reschedule December meeting for December 17   | NO (11:55am-11:55pm) |
| IV.  | 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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