



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



Mississippi River Parkway Commission Marketing Committee Video Conference Call

April 23, 2020 | 11 AM-12 PM

AGENDA

- | | | |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|
| I. | 2020 Marketing Plan | NO (11am-11:20am) |
| | <ul style="list-style-type: none">• Covid 19 Messaging Update• Interpretive Centers Campaign• Summer Flavors Campaign• Drive the Great River Road Month• GRR Travel Guide | |
| II. | All American Road Applications | NO (11:20am-11:30am) |
| III. | Mississippi River Country - Update | NO (11:30am-11:35am) |
| IV. | State Reports | All states on Call (11:35am -11:50am) |
| V. | Toolkit Reminder | NO (11:50am-11:55am) |
| VI. | Set next meeting date (11:55am-11:55am) | |
| VII. | Other business (11:55am-12:00pm) | |

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

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