



## Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202  
Madison, WI 53703



# Mississippi River Parkway Commission Marketing Committee Video Conference Call

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

---

## AGENDA

---

- |      |  |                                       |
|------|--|---------------------------------------|
| I.   | 2020 Marketing Plan  | NO (11am-11:40am)                     |
|      | <ul style="list-style-type: none"><li>• COVID-19 Messaging Update</li><li>• Interpretive Centers Campaign</li><li>• Summer Flavors Campaign</li><li>• Drive the Great River Road Month</li></ul> |                                       |
| II.  | Annual meeting update  | NO (11:40am-11:45am)                  |
| III. | Mississippi River Country - Update   | NO (11:45am-11:50am)                  |
| IV.  | State Reports  | All states on call (11:40am -11:55am) |
| V.   | Toolkit Reminder   | NO (11:55am-12:00pm)                  |
| VI.  | Upcoming meeting dates   | NO (11:55am-12:00pm)                  |
|      | <ul style="list-style-type: none"><li>• September 17, Annual Meeting</li><li>• October 8</li><li>• November 12</li><li>• December 10</li></ul>   |                                       |
| VII. | Other business   | NO (11:55am-12:00pm)                  |

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

Phone: 866-763-8310 • Fax: 608-242-8896

Web Site: [ExperienceMississippiRiver.com](http://ExperienceMississippiRiver.com) • E-mail: [info@experiencemississippiriver.com](mailto:info@experiencemississippiriver.com)