



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



Mississippi River Parkway Commission Marketing Committee Conference Call

August 20, 2019 | 9:00 AM-10:00 AM

NOTES

Attendees: MN, LA, KY, AR, National Office (NO)

Meeting started at 9:03am

- I. National Office provides update on 2019 marketing items:
 - Promotions: NO gave update Flavors campaign and the start of the Drive the GRR promotion coming. Q2 report distributed at Annual Meeting.
 - Map: NO explained revised map has been updated and distributed.
 - Relay of Voices: NO informed committee the event is happening

- II. National Office gives update on CMP agenda items (Scenic overlooks, Cities): NO shared these two items have been assigned to the Marketing Committee and will need to be discussed at the Annual Meeting in detail.

- III. Determine next steps related to top three businesses/organizations to begin sponsorship presentation process: MN shared a conversation she had with Shore Excursions, which is affiliated with American Queen cruise lines. They have requested to use our GRR map but adapt it by removing the interpretive centers to fit their ports and stops. They find our map user-friendly and a good fit for the work they do. MN discussed the possibility of NO (through Pilch & Barnet) to design the map changes but wants the Marketing committee—and eventually the Board—to approve the decision for other organizations to use the map. MN hopes relationship could lead American Queen to become our exclusive marketing sponsor. Committee discussed both a financial contribution and marketing partnership for map use. Items in a marketing partnership package could include zip codes of tour participants, reciprocal website links, MRPC/GRR branding on the map, and inclusion in e-newsletters. Motion by MN to allow map usage by Board-approved organizations with a \$500 usage fee plus additional cross-marketing options, on a one-time basis with National Office remaining in control of the map files, and with appropriate credit with logo listed on the map. Second by AR. Motion carried. NO will follow up with Shore Excursions. American Queen is considered top organization to offer the exclusive marketing partnership.

- IV. Next meeting date is at Annual Meeting in La Crosse, WI: September 17-19, 2019

Meeting concluded at 10:04am

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

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