



Mississippi River Parkway Commission
Board of Directors Meeting Minutes
July 10, 2020
(draft)

Participants:

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| -Terri McCullough– Pilot | -Derick Biglane (MS-MRPC) |
| -Anne Lewis – Pilot Pro Tem | -Mark Kross (MO-MRPC) |
| -Martin Graber (IA-MRPC) | -Nani Bhowmik - ERA |
| -Sharon Calcote (LA-MRPC) | -Pat Audirsch – Culture and Heritage |
| -Norma Pruitt (Sec & KY-MRPC) | -John Anfinson – Culture and Heritage |
| -Dave Senjem (MN-MRPC) | -Francis Schelfhout – Transportation |
| -Joe St Columbia (AR-MRPC) | -Lindsey Killebrew - Transportation |
| -Craig Mitches (IL-MRPC) | -Susanne Thiede-Barnet – National Office |

Pilot called the meeting to order at 9:02am and a quorum was present.

- **Past Meeting Minutes from 4/21/20** - Motion to approve by AR. Second by KY. Motion carried.
- **Financial Update** – Motion to approve by KY. Second by Pilot Pro Tem. Motion carried.
- **All-American Road Designation (AARD)** –There was discussion around the meaning of the timeline and “one year from the request” to make determination. We are a political piece. There are likely many applications to review. We’re probably looking into 2021, maybe as late as June.
- **Resolution commending legislators** – It’s important for us to commend the congress people from the Mississippi River states for their support. We would use this resolution to commend and give them background on us that they may not be aware of. The NSB numbers in the resolution are unverified from still very substantial. We’re asking for you to contact your senators. Motion by IL. Second by IA. Motion carried.
- **2020 Annual Meeting** –Pilot and Pilot Pro Tem reviewed the meeting drafts for the Tuesday and Thursday fall national meetings. They recognized the ad hoc committee that also included Sherry Quamme, Mark Kross and Kim Williams. They introduced goals, themes and targeted audiences. They worked with Transportation committee chairs Francis and Lindsey to find the right speaker topics and list of possible speakers for the current discussion. Each segment of the Thursday meeting is geared toward one of the technical committees. They shared their thoughts that this is our time to pitch and try to market the Great River Road and our brand. They suggested a fee structure with reduced fees for interpretive centers and CVBs and free for media. Pilot Pro Tem shared the importance to charge for revenue but to also have skin in the game and create a value to register. MN asked whether we would consider an American sign language interpreter. He also discouraged adopting a fee structure and asked if imposing a fee was important if we want people to participate. He noted a need to be inclusive and asked the board to consider no registration fee. It was noted that if we do this correctly, we can really extend our reach. KY made a motion to not charge a registration fee. Second by LA. During discussion IL asked about the need to cover expenses among the 10 states. The Pilot and Pilot Pro Tem said they are working out more details using funds from the travel line items that are no longer happening. Motion carried. Executive committee will review and make final decisions. State reports will be due September 1. MN provided their state report using information from the AAR applications as an example. This template will showcase the work and visuals used in the applications. State chairs will

present their reports at the September 15 morning meeting.

- **Awards Committee**–. Committee chair Sherry Quamme provided an update on the deadline of September 1 for distinguished service award and honorary membership with applications available on mrpcmembers.com under forms.
- **Grants** – Pilot Pro Tem spoke of lots of legislation at federal and some at state level to cover costs for non-profits and some tourism organizations. She encouraged states and committees to pay attention and consider what alliances it would require. This might include coordination and planning with Economic Development and to regionally look and see what's on their boards. Right now we can only anticipate and forecast but let's look at funding options and get prepared. LA mentioned that she tracks federal grants and that now might be a good time to look at product development. She's redesigning birding trails in LA.
- **National Office Updates** – National office requested updated rosters with committee assignments as well as state contacts along the Great River Road, such as CVBS, chambers, elected officials and partnering organizations.
- **Other** – MN mentioned that there are tech savvy university students that the state used that might be able to assist with the upcoming virtual fall meeting. He will provide information on Joseph and Ukee.

Culture and Heritage mentioned looking at the themes of the Interpretive center rack cards and adding them to the website.

Transportation met last week. They asked about developing new member materials/ history of the GRR and to look at long-term archiving on the website.

Meeting adjourned at 10:32am