



## Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202  
Madison, WI 53703



# Mississippi River Parkway Commission Marketing Committee Video Conference Call

**December 17, 2020 | 11 AM-12 PM**

Join Zoom Meeting

<https://us02web.zoom.us/j/82229673150?pwd=SmdVNWlvZ2hTdHM1aHpRYm4vVjJhQT09>

Meeting ID: 822 2967 3150

Passcode: 524614

(312) 626-6799

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## AGENDA

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- |      |   |                      |
|------|---|----------------------|
| I.   | 2021 marketing plan/budget update   | NO (11:00am-11:20am) |
| II.  | All American Road <ul style="list-style-type: none"><li>• Toolkit items</li><li>• Social media</li><li>• Website revisions</li><li>• Year-long campaign</li></ul> | NO (11:20am-11:35am) |
| III. | Schedule meeting dates for 2021   | NO (11:35am-11:45pm) |
| IV.  | Other business  | NO (11:45am-12:00pm) |

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

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