



Mississippi River Parkway Commission
701 East Washington Avenue, Suite 202
Madison, WI 53703



Notes:

**Mississippi River Parkway Commission
Marketing Committee Conference Call**

February 25, 2019 | 2:00 PM-3:30 PM

Attendees: MN, IA, WI, KY, LA, National Office (NO)

Meeting began at 2:01pm

NOTES

- I. Review 2018 marketing report: No questions on the report.

- II. 2019 marketing
 - Promotions: NO reviewed the promotions (Flavors and Drive the GRR) and the continuation of the paddlewheel branding campaign.
 - NO asked states to review the agri-tourism asset inventory: experiencemississippiriver.com/activities-recreation/agritourism/
 - Updates will be used in spring promotion.
 - LA asked if breweries/distillers can be added. NO said they are a category along with wineries
 - NO explained budget does not allow for keychain giveaways this year but Interpretive Centers (ICs) will get new maps.
 - MN asked if NO can get table tents or other signage made for the ICs to encourage app downloads and feature the paddlewheel branding. NO will check the budget.

 - Review map: NO to share current map file and collect changes with state marketing representative. NO said no changes have been submitted lately, so layout should be clean. NO to get print quotes including shipping to one location per state for distribution. MN asked if states can pay to have maps shipped to multiple locations again. NO agreed. NO noted states and ICs can pay for additional maps outside of allotment received by being in good standing. NO requests advance orders to provide an estimate to states. IA asked if a date or color change can be added to the cover to distinguish the new printing from the old maps. MN asked if a “Download the app” call to action could be added to the cover, which would serve as a distinguishing feature. NO will share feedback to design.



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- State fulfillment pieces: NO reviewed the distribution plan for state fulfillment pieces that go through the website in relation to the request for maps recently received from the RV tour company.

III. Relay of Voices review: NO said item will be on agenda while this event is being planned to provide updates and give the committee an opportunity to ask questions. NO said Board is working on a final contract. LA inquired about a “hold harmless clause” to insure MRPC is not liable if something happens to the group while they are on the GRR. NO said it is included, but concern has been raised on Board regarding promoting running/walking the GRR as it is not safe in all areas. LA is not supporting the event as they view it as an arts promotion, not travel. MN has been working with the event. KY said organizers have been contacting people directly for sponsored meals and complimentary lodging options. IA is doing the same. LA suggested MRPC ask for a total budget. LA said it’s important to see where the funding is coming from so MRPC isn’t the only funding source making it appear as an MRPC sanctioned event. Committee agreed.

IV. Sponsorship update: MN gave an update on the Board’s efforts to get all 10-state dues in good standing. NO explained this is a Board priority and will require time and attention which could pull resources from sponsorship acquisition. NO recommended a March meeting to review list of possible sponsors and go over next steps for reaching out.

V. MRC updates: NO shared MRC’s December strategic planning session in Chicago, the May California sales mission and June IPW meeting.

VI. State reports: LA: Working with the byways to get videos and itineraries on the website including GRR. GRR segments may need to be separated as they have 800 miles of road. Partnering with LADOT to get new paddlewheel signage. Houmas House is doing a major expansion and hopes to become a new IC this year. LA has created posters and signage with the paddlewheel and sent them to ICs as a GRR awareness campaign. NO requested copies to distribute to group. LA will send.

KY updated the committee on some restructuring at the commission with some changes to the staffing. KY has a meeting scheduled in March with the Department of Tourism. Mark Davis retired from the Purchase Area Development District and Stacey Courtney has replaced him. Jim LeFevre is the new transportation planner, formerly from the DOT.



Notes:

WI reported they have been actively working with Victoria and Relay of Voices to find people to participate in the event. They have also been busy planning the annual conference which will be held in La Crosse this fall and look forward to hosting everyone.

IA meetings in January and February were snowed out but they are hopeful to meet soon. Their banners have been distributed to the ICs and they have also created signage and posters. NO asked for samples to be sent to share with the committee. IA agreed.

MN is working through items included in their most recent CMP. They have launched an ambassador program, launching a new website and engaging in Legislative Day to show the importance of the GRR assets to the traveler. New mapping features specific information on the ICs and detailed maps to supplement the national piece with more detail. MN has been invited to be in conversations on riverfront development issues and uses it as an opportunity to discuss byways and partnerships. MN has also been involved with Trust Republic Land—which has given a parcel in Northern MN on the Mississippi River—on a joint press release announcing the use of the land for public access. It’s another example of creating partnerships along the road. MN has also been involved in the Relay event planning in MN.

- VII. Reminded states to send bike races inventory related to 10-state bike race: LA asked what is being done with this information. NO was collecting it for consideration regarding a 10-state race project, but also is interested in promoting existing options.
- VIII. Promotional toolkit reminder
- IX. Set remaining 2019 meeting dates: Next call is March 13 at 9am CST.
- X. No other business

Meeting adjourned at 3:27pm.