



Mississippi River Parkway Commission

701 East Washington Avenue, Suite 202
Madison, WI 53703



Mississippi River Parkway Commission Marketing Committee Conference Call

Toll Free: 605-313-6199 Participant Pin: 879564#

January 27, 2020 | 10 AM-11 AM

AGENDA

- I. National Office provides update on 2019 marketing items (10am-10:05am)
- II. Relay of Voices Status Update & Discussion Anne (10:05am-10:30am)
- III. 2020 Marketing Plan NO (10:30am-10:40am)
 - Approved 2020 budget
 - River Travel Magazine
- IV. Mississippi River Country - Update NO (10:40am-10:45am)
 - MRPC Pilot attended December 2019 board meeting
 - Canada market added
 - American Queen discussion
- V. State Reports on Marketing Projects All states on Call (10:45 -10:55am)
 - Passport promotion
- VI. Toolkit Reminder NO (10:55am-10:55am)
- VII. Set next meeting date (10:55am-11:00am)
- VIII. Other business (10:55am-11:00am)

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

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