



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



## Mississippi River Parkway Commission Marketing Committee Video Conference Call

July 8, 2020 | 11 AM-12 PM

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### NOTES

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Attendees: AR, IL, AR, KY, MN, MS, IA, LA, MO, WI, and National Office (NO)

- I. 2020 Marketing Plan
  - COVID-19 Messaging Update: states provided updates on the status of travel and overall cases in their region. Overall, travel is still fairly restrictive in each state. WI shared travelers are looking for information on steps taken to address safety and choose not to stop if they can't find information.
  - Interpretive Centers Campaign: IC continue to be closed in many areas or with limited staffing and hours. Marketing Committee will continue to monitor their progress to give support.
  - Summer Flavors Campaign: As cases throughout the 10-states began to rise, NO held the campaign to see if travel restrictions would be put in place. NO hopes to launch the campaign in the next few weeks based on current travel conditions.
  - Drive the Great River Road Month: NO plans to launch campaign at scheduled time but will continue to monitor travel conditions and restrictions and will seek input from committee as the dates approach. AR recommended adding geocaching to the mix with the campaign. MN shared the outdoor recreation webinar attended and overwhelming interest in those activities. NO concurred and will be certain to include outdoor recreation elements into the campaign language.
- II. All American Road applications: Reported back to committee final number of applications submitted and again thanked LA for supporting the efforts.
- III. TRIP legislation and US Travel toolkit: NO reviewed US Travel toolkit as an option to share to their commissions with messaging updates for businesses. MN reviewed TRIP legislation and shared NO and Board and staying updated for possible participation.

**Deleted:** Comprehensive Management Plan – Marketing Objective Update



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- IV. Annual meeting update: Pilot shared "Save the Date" for September 17th as the virtual Annual Meeting. Speakers are being arranged including the Scenic America's Executive Director. Board of Director will meet on September 15<sup>th</sup>. No meeting will be held on September 16<sup>th</sup> so commissioners can attend MRCT's meeting. MPRC meeting is planned for 9am-3pm with sessions and niche segments programmed. IC directors, media, groups with similar focus to MRPC invited to attend. Tool design speaker for GRR Transportation via different modals also included.
- V. Mississippi River Country - Update: Focus is on preparing for the Canada marketing including an MRC English language website. Opportunities exist to include GRR in the efforts.
- VI. State Reports: MS shared the Riverboat Museum is open in Vicksburg.
  - a. WI grant update: WI gave updated on grant received from the WI Department of Tourism to support traveling the WI GRR. Footage has been taken as part of the project. NO will share the materials after the meeting.IL reported that Lincoln is now wearing a mask.
- VII. Toolkit Reminder
- VIII. Set next meeting date (proposed 2<sup>nd</sup> Wednesday): Committee confirmed standing meeting for 2<sup>nd</sup> Wednesday of each month as needed.
- IX. No other business

Deleted: <#>  
NO (10:30am-10:35am)\*  
Scenic overlooks\*  
Cities\*

Deleted: Iowa (?)

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

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