

Mississippi River Parkway Commission
Marketing Committee Video Conference Call
March 11, 2021 | 11 AM-12 PM
MINUTES

Attendees: LA, MN, WI, IL, KY, AR, Transportation Chair, National Office (NO)

Meeting started at 11:03am.

- I. All American Road (AAR) logo integration subcommittee report
 - A. Subcommittee met and decided on a small adjustment to the branded Pilot's Wheel logo while notating AAR designation.
 - B. AR likes that it's simple and gets the information out without distracting or detracting from the current brand.
 - C. Transportation Chair asked if the intention was for this logo to switch out on signs? Marketing Committee Chair (LA) confirmed it is not for signage but for website, promotion, and marketing. Transportation Chair agrees this is the best solution.
 - D. WI felt comfortable with the new logo based on Transportation Chair feedback.
 - E. Marketing Committee Chair (LA) asked if the new logo takes the place of the NSB flag logo. MN noted the NSB logo can be separated from this logo and used away from it--like now--or left out if it doesn't work.
 - F. Motion to send subcommittee's recommended logo to Board for approval by KY. Second by IL. Motion carried.
- II. AAR marketing discussion reviewed by NO
 - A. NO shared budget was planned in anticipation of AAR designation. Monthly newsletters used to tell the stories of the intrinsic qualities that got us designation. Articles also used on social media. Enewsletters will educate what AAR status means. Drive the GRR month promotion continues for September which will also be a celebration of AAR status.
 - B. Discussed AAR language. AR discussed their announcement: took the NO release and adapted it for AR using "AR section of the GRR National Scenic Byway/All American Road." AR wants to use this designation to educate the public on what the GRR actually is. Marketing Committee Chair (LA) uses two references based on the group: Louisiana River All American Road or Louisiana Great River All American Road. Committee discussed each state doing what they want to because over time it will

change but determined to have NO work on options to include to the Board with the logo for the toolkit. Transportation Chair recommended "All American Great River Road." Committee likes option.

- C. Reviewed state survey regarding press efforts. NO shared board created survey when the announcement came out to gather what the states have done/were planning to do. Collected information for five of the eight states. Information includes press events, interviews, distributed releases, media pickups. Spreadsheet lives on the members site. NO updated website to include AAR as well as some media coverage.
 - D. Pilot is the contact for press calls. NO asked Pilot to share questions asked in interviews for reference in other interview opportunities. Pilot shared questions include:
 - 1. How does this make the GRR different?
 - 2. How does this designation make the experience different?
 - 3. Focus on National significance and the destination itself.
 - 4. What is a National Scenic byway? What is an AAR?
 - 5. What will people see when they get there?
 - 6. What does this mean for local communities? More funding?
 - E. NO requested AAR application info from IL, IA and TN. Using it for monthly e-newsletter and at the upcoming spring semi-annual meeting. List is on the transportation page on the website. Email Transportation Chair for Dropbox to share pictures.
 - F. Preliminary Semi-annual meeting ideas:
 - 1. ERA committee: Mississippi Flyway and AAR significance
 - 2. C&H: Speaker from AAR talking about significance of designation
- III. Co-chair election: Motion to approve Kim Williams from Arkansas as Marketing Committee co-chair by IL. Second by KY. Williams honored to be asked, will proudly serve if so chosen. Approved unanimously.
- IV. Remaining meeting dates for 2021, from 11am-Noon:
- A. April 8
 - B. May 13
 - C. June 10
 - D. July 8
 - E. August 12
 - F. September 9
 - G. October 14
 - H. November 11
 - I. December 9
- IV. Other business: NO working on redoing the members site. Coming soon.
Meeting ended at 12:04pm.