

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



Notes:	Mississippi River Parkway Commission
	Marketing Committee Notes
	Attendees: MN, WI, IL, IA, MS, AR, KY, National Office (NO)
	October 22, 2018
	Meeting began at 10:15am.
	I. Review the CMP:
	 Committee reviewed CMP final draft and noted the items to be
	included in the work plan:
	o 5 (c): Assist in marketing the items created by the ICs to tell
	the stories of the river, such as passports and trails.
	o 5 (g)
	o 6 (a)
	0 6 (b)
	o 6 (c): Participate in conversations about adding MRT to the
	map o 6 (d): Promote multimodal options once mapped and
	partnerships are established
	 6(e): NO will share CMP with MRC and will discuss item
	o 6 (f): NO will discuss MRPC's interest in multiple language
	itineraries to market GRR
	○ 6 (g)
	<u> </u>
	— ○ 7 (c)
	o 8 (a)
	o 8 (b): Assist in messaging through e-newsletters and
	templated communication materials
	o 8 (c): Participate by inviting partners through e-newsletters
	and relationships to attend the annual meetings
	 8 (e): Assist with messaging to partners 8 (h): Look at ways to include messaging to partners in
	possible e-newsletter channels about the CMP
	o 8 (j): Utilize user-generated content to obtain photography
	on themes related to the GRR
	o 8 (1): Create communication channels such as e-newsletters
	to stakeholders and partners including DMOs
	 Committee recommended a change to 6 (h) to add language that
	includes utilizing the logo usage policy
	 Committee noted page 13 header should read "Mississippi River
	Parkway Commission" instead of "Mississippi River Byway
	Commission"

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Notes:	II.	Review the Strategic Plan: Committee reviewed the strategic plan to find work plan items to recommend as part of the committee's ongoing work. These recommendations include: Work on multi-level sponsorship packages for the next meeting. Consider a toolkit for meeting sponsors Explore mutual exchanges/cross promotions—committee will discuss with Big River Magazine and other GRR/ Mississippi River focused content Utilize user generated content to showcase the intrinsic resources
	- - -	 along the GRR on social media platforms Create an email distribution list to stakeholders comprised of CVBs, ICs, and other DMOs for information on marketing the GRR and meeting invitations Create an email template to report information about the GRR and
	- - - - -	 MRPC to legislative and other governmental partners that can be customized with state specific information Encourage states to create passport packages and share their experiences with the committee Encourage and support going in this direction to connect more actively and often with NSBF Create a pre/post meeting plan for marketing them to a wider audience and showing what is of interest at the meetings to encourage attendance
	- III. 	 2018 Marketing plan/budget Review 3rd Quarter Marketing Report: Briefly reviewed the report to highlight the promotions and their impact. NO directed committee to send any questions or comments over email to discuss at the next meeting. Committee requested a 2017 vs. 2018 comparison. Review final quarter marketing plan: Contests are over for the year, but posting and some advertising will continue through social media Discuss overall thoughts on 2018 marketing efforts: Conversation tabled until next meeting, but NO recommended reviewing the reports for 2019 effort consideration
	IV.	 2019 Marketing plan discussion: tabled until next meeting Set goals for 2019 marketing Determine geographic markets and targeted demographics Prioritize budget for Board approval
	- - V.	MRC updates: tabled

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Notes:		
	VI.	State reports: tabled
	VII.	Reminded states to send bike races inventory related to 10-state bike race
	VIII.	Promotional toolkit reminder
	IX.	 Set remaining 2018 meeting dates November 15, 2018, 10:15am CST—conference call which will primarily discuss the sponsorship packages and 2019 marketing budget, if time permits
	X.	Other business
	Meeti	ing ended at noon.

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