

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





Notes:	Mississippi River Parkway Commission Marketing Committee Meeting November 15, 2018 10:15 AM-11:25 AM Attendees: AR, KY, MN, MS and National Office (NO) Meeting began at 10:15am			
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Notes.	- - -	 Committee will provide Board with list of 3-4 prospective sponsors at \$150K level (based on list established from earlier board discussion) for review at next board meeting National Office said they would like to start meetings on sponsorship in 2019
	II.	 NO will send out a poll to schedule another Marketing call before the next Board meeting (12/14) so more states can participate in the conversation. National Office will assemble a 2017 vs. 2018 comparison marketing report ahead of meeting to show the different promotions and their results along with website traffic and other metrics of note. Pilot requested an update on the partnership with Victoria Bradford and how The Great River Run can be incorporated into Marketing's 2019 plan be included in the conversation. NO will add it to the agenda. Pilot requested a discussion on MRCC "Year of" promotion and its tie into the 2019 plan be included. NO will add it to the agenda. MN shared Dean Klinkenberg's new book about the Great River Road and the potential cross-promotion. NO will follow-up with MN on incorporating the promotion based on the October meeting.
	III.	MRC updates: NO noted MRC will be doing a strategic plan in December with focus on target markets for the next three years.
	IV.	Reminded states to send bike races inventory related to 10-state bike race
	V.	Promotional toolkit reminder
	VI.	Set remaining 2018 meeting dates • 2019 conference call dates will also be scheduled during this call
	VII.	Other business: National Office working on PR about new board members – sending to local/state media as well as state representatives/senators and groups like MRCTI
	Meet	ing ended at 11:25am.

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