



Notes:	- Mississippi River Parkway Commission Marketing Committee Meeting					
	May 23, 2018   10:00 AM-11:30 AM					
	Attendees: WI, AR, MN, IA, MS, National Office (NO)					
	NOTES					
	Meeting started at 10:02am.					
	<ul> <li>I. 2018 Marketing plan/budget</li> <li>Review Flavors promotions (June 4-August 31) <ul> <li>NO contacted Interpretive Centers (IC) RE: collateral (promotional business cards for front desk) –45 have requested cards (already designed by NO)</li> <li>Spreadsheet attached with current card orders</li> <li>NO asks states use order form for card orders, if states want cards in addition to the ones requested by the ICs: http://mrpcmembers.com/order-your-flavors-of-the-great-river-road-cards</li> <li>MN asked for ICs response to calls. NO replied response was mixed—some were familiar with MPRC—some were not.</li> <li>National Office has created promotion pages and entry form</li> <li>States "flavors" featured week in promotion</li> <li>Week 2 (June 11-June 17): Wisconsin</li> <li>Week 5 (July 2-July 8): Iowa</li> <li>Week 6 (July 9-July 15): Kentucky</li> <li>Week 8 (July 23-July 29): Missouri</li> <li>Week 8 (July 23-July 29): Missouri</li> <li>Week 10 (August 6-August 12): Illinois</li> </ul> </li> </ul>					
	<ul> <li>Week 10 (August 0-August 12): hintois</li> <li>Week 11 (August 13-August 19): Louisiana</li> <li>NO will update toolkit with state-specific itineraries found on mrpcmembers.com (Forms &amp; Resources page)</li> </ul>					



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Notes:	<ul> <li>Toolkit e-newsletter was sent to members e-news list</li> <li>NO created draft e-newsletter to send to MRPC tourism e-news list RE: promo launch</li> <li>Instagram account (@greatriverroad) and hashtag (#GRRFlavors) in conjunction with promotion have been set up. NO encouraged everyone to follow and use hashtag</li> </ul>
	<ul> <li>Review 80<sup>th</sup> anniversary/Follow the Pilot's Wheel campaign         <ul> <li>NO working on materials for Interpretive Centers</li> <li>Signup sheets (visitors sign up with name/ZIP/email and get a keychain) for IC's to print out</li> <li>MN asked how sheets would be returned to NO. NO said they can fax, scan and send or mail them back to the NO, whichever option is easiest for the IC.</li> <li>NO explained promotions are designed to be the most immedful but least immedful but least immediate ICa and</li> </ul> </li> </ul>
	<ul> <li>impactful but least invasive and time consuming to ICs and their limited staff and volunteers. MN agreed.</li> <li>Posters encouraging fans to take selfies using props (pilot's wheel signs; NO designing)</li> <li>Desktop materials – Brochure rack/table tent/etc. encouraging</li> </ul>
	<ul> <li>visitors to take Great River Road map</li> <li>NO will set up form/contact interpretive centers for keychain orders (depending on budget). NO explained the plan has changed from clings to keychains, however the cost difference between the two is significant so less keychains can be ordered for the budget amount and will be slightly lower quality than the last order of keychains.</li> <li>Celebrate 80<sup>th</sup> webpage created experiencemississippiriver.com –</li> </ul>
	<ul> <li>Celebrate 80<sup>m</sup> webpage created experiencemississippiriver.com – will add additional pages about other topics (pilot's wheel, history of the MRPC, etc.)</li> <li>AR shared a conversation regarding lack of ability to find information about MPRC online and applauded the addition of MRPC materials and background to the website, so people gain awareness of the organization and familiarity with our mission. Committee agreed promoting the MRPC is necessary, especially with the sponsorship work coming.</li> <li>Culture &amp; Heritage to discuss Snapchat filter locations</li> </ul>
	<ul> <li>Review Drive the Great River Road promotion         <ul> <li>NO explained the promotion will begin following the Flavors promotion and will run throughout September's Drive the Great</li> </ul> </li> </ul>





• Thanks to states/CVBs/etc. who helped put this together	Notes:	<ul> <li>River Road month. NO will contact ICs about the promotion once Flavors and the 80<sup>th</sup> promotion are launched to keep the communication simple. More information available on the June ct.</li> <li>Vote on <i>Midwest Living</i> magazine advertising: NO asked states if they are able to contribute toward <i>Midwest Living</i> magazine. MS and MN confirmed they are not able to participate. WI can participate if there is enough interest. IA and AR were not sure if they had money budgeted. NO said KY can contribute but IL cannot. NO will follow up with IA, LA, and AR to see if they can contribute. Motion by MN to proceed with <i>Midwest Living</i> ad if funded but if not enough states are able to cover the cost allow NG to use dollars toward the branding campaign. Second by MS. Motion carried unanimously.</li> <li>Map and app updates: NO said MN decided not to purchase additional maps, so maps are available for purchase if states or IC need more. NO will provide the cost again. NO is planning to hole maps to cover requests from <i>Lonely Planet</i> publication.</li> <li>Regarding <i>Lonely Planet</i> magazine's upcoming visits to GRR states, Writer (Kevin EG Perry) and photographer (Rush Jagoe) are exploring Mississippi River from St. Lou to New Orleans</li> <li>Story focusing on the river and its influence – food, music history, etc.</li> <li>Started trip on Saturday 5/19 in St. Louis and ends Tuesda 5/29 in New Orleans</li> <li>Itinerary includes: <ul> <li>Hannibal, MO (Mark Twain)</li> <li>Cahokia Mounds</li> <li>Memphis (blues, BBQ)</li> <li>Clarksdale (Delta Blues Museum, music)</li> <li>Natchez</li> <li>Frogmore Plantation</li> <li>New Orleans (French Quarter tour, Steamboat Natchez cruise, swamp tour)</li> </ul> </li> </ul>
<ul> <li>Thanks to states/CVBs/etc. who helped put this together</li> <li>Encouraged them to do other states as a Part 2</li> </ul>		• Thanks to states/CVBs/etc. who helped put this together





Notes:	Π.	<ul> <li>Sponsorship ideas for 2018</li> <li>Review updated outline of exclusive sponsorship benefits: NO reviewed sponsorship benefits and the changes requested at Semi-annual meeting have been made.</li> <li>Review explanation of why we are seeking sponsorships and how the funding will be used: NO reviewed text to provide more information on the organization, and why we are seeking partners and how the funds will be used. MN stressed potential sponsors will not recognize MPRC so the materials will need to answer questions they may have as will the representatives doing the presentation. MN asked if NO can provide a visual as well as a printed piece. NO said they will plan to create the presentations needed.</li> <li>Discuss strategies to approach potential sponsors identified have an interest in getting people on the road, hitting the trails and waterways through their product lines to see and experience America. MS noted that the package should be considered a partnership so it isn't just what the MPRC package can do for the partner but what they can do for us. MS highlighted that a possible sponsor's value may be more than just a cash payout but could be promotional, such as if Hershey wanted to attach the pilot's wheel on all their products providing us with exposure and additional promotion, as an example.</li> <li>Discussed the package cost/value: AR noted that MRPC shouldn't under value the package price because we can always lower the price if there is a need to do so, but we won't be able to raise it once it is proposed. AR reminded the committee that for major corporations, the amount of our package is not a significant portion of their marketing dollars and a good value for the price. NO confirmed they have seen advertising packages for more money with less value included. MN asked if in-kind donations would be acceptable instead of a cash payout. Committee agreed it could be considered. NO asked if the committee wanted to raise the package cost to \$150,000 with the potential in invoice \$50,000/annu</li></ul>
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Notes:	IV.	No state reports were given
	V.	Reminded states to send bike races inventory related to 10-state bike race
	VI.	Promotional toolkit reminder
	VII.	Set remaining 2018 meeting dates: Next meeting set for June 20 at 10am- 11:30am.
	VIII.	No other business
	Meeti	ing concluded at 11:17am.