



Notes:	Mississippi River Parkway Commission Marketing Committee Meeting September 21, 2017 8:00 AM-10:30 AM Marquette, IA Notes





Notes:

• 2018 Marketing plan/budget

- Reviewed cooperative advertising options (*Southern Travel & Lifestyle, Midwest Living*): Reviewed rate card and materials from *Southern Travel & Lifestyle*. Committee shared concerned with cost and only 5,000 copies being distributed. Based on reach in MRPC states, Committee asked NO to include voting on a full circulation, 1-page ad in the Sept/Oct 2018 issue of *Midwest Living* based on states' ability to commit \$4,000 in co-op advertising at the next meeting. Some states shared concern about the amount with budgets for 2018 already submitted. NO said amount would be billed in FY19 or calendar 2019, if necessary.WI will request data from their previous placement and NO will obtain additional demographic information to share to the committee. States will discuss financial commitment at their commission meetings. Materials attached.
- Paid public relations services: MN expressed concern with putting • so much of the budget into one paid ad. MN asked committee to consider hiring a public relations service to create stories and releases to be sent to publications like in-flight magazines and regional tourism publications.NO asked if MN was interested in pricing for something like a Geiger Tour as the NO currently handles releases and stories for MRPC which are included in the quarterly reports. MN clarified the intent would be to hire a travel writer to create stories. WI said the budget could not include both a Midwest Living co-op ad and paying for a travel writer. IA discussed tour bus companies as a target for group tours. WI recommended moving forward with Midwest Living but keeping the idea of a paid travel writer on the table for future consideration. MN agreed and recommended the NO and Marketing Committee consider ways to add more public relations opportunities and to send releases out through each states' marketing committee representative to increase the geographical spread of the stories. NO offered to create an editorial calendar with releases that can be customized by each state
- Steve Watkins proposal: Committee directed NO to create a memorandum of understanding outlining the action items in Watkins' request. MS recommended including language that absolves MRPC for any liability related to the project. MN requested the memorandum to state the Great River Road is not designed or intended to be walked and therefore does not have amenities associated with a walking trail. IA asked NO to discuss photography use guidelines including providing photos that will not be used in the book for use in MRPC marketing. MS questioned Watkins' awareness of potential weather concerns. AR stated he is a





Notes:

native of AR and knows the weather changes on the length of the river. IA requested we add exclusivity rights to the clause and that logo gear be provided and worn during interviews. IA also asked if he would stay in people's homes. NO will include all questions in follow up with Watkins. NO asked if Committee was comfortable hosting his blog but sharing his Facebook posts from Pilgrim Strong. Committee agreed on hosting and sharing plan along with the items presented by Watkins. Committee offered to support his project through assistance in coordinating lodging, creating contact lists including media and recommendations related to travel and route. NO will include items in the memorandum of understanding.

- Review past promotions (birding, biking, Drive): tabled
- Review MRCC 2018: tabled
- Map options: tabled.
- App updates: NO reminded Committee the app is updated and should be promoted as part of the "Drive the GRR" promotion.
- Update on National Geographic Geotourism: NO provided an update on the Nat Geo website and alerted the Committee there may be some additional discussion on future agendas related to moving content from that site to experiencemississippiriver.com.
 - NO recommendation for website update: NO would like to include business related information on the MPRC site.
 - Options for website data transfer: Several options are available but the Board is working to see if content can be moved to MRPC site.
 - Branding opportunities with website transfer: Providing businesses and other stakeholders' information on the MRPC site will provide a branding opportunity for the MRPC and GRR.
- Sponsorship ideas for 2017
 - Reviewed list of potential sponsors with findings from review: MN provided the following updates:
 - Kwik Trip Corporation
 - Based in La Crosse
 - Entre: Real Estate Division (passed to Marketing)
 - Declined
 - WI has community relations contact. MN will work with WI to see if there is another angle to approach the organization.
 - "Keen Effect" Foundation



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Notes:	• "Creating strong communities and protecting the places
	we play"
	Based in Oregon
	 Grants to grass-roots organizations across the world
	working to grow environmental stewards:
	 Youth outdoor programs
	 Diverse audiences and geography
	 Innovative and creative
	 No religion, conferences or events
	 Great photos, engaging stories, and willing to engage with "Keen Effect".
	 National Automotive Dealers Association
	• Matching road safety grants
	• Based in Tyson, VA
	• John McEleny, Clinton, IA was board chair in 2009
	(Only Mississippi River chair listed for last 10 years.)
	MN will discuss with IA about approaching McEleny for
	MRPC.
	• IA recommended using the safety bullets created for the
	CMP in discussion with organization.
	• NO provided the following updates:
	• AmericInn
	 Company has sold to Wyndham
	• Most of the AmericInn staff will not be staying with
	the brand
	• A few will stay and contact was given to NO to
	follow-up with or to point us in the right direction
	• Warned now might not be the right time for new
	projects
	• IA asked that Arconic be added to the potential sponsorship list. NO
	will add them and will note IA as responsible for obtaining contact
	information.
	• Review framework for sponsorship package: NO provided metrics
	to include in a sponsorship package. NO requested states provide
	their feedback and additional metrics to include in a package by
	October 19, 2017. Metrics attached.
	 Add value to sponsorship package: tabled.
	 Discuss strategies to approach potential sponsors: tabled.





Notes:

- MRC updates
 - MRC vs MRPC infographic: NO provided infographic and reviewed a few areas including the representation. IA asked if MRC owns the domestic website since the URL is experiencemississippiriver.com and that is their tagline. NO explained that while both organizations have provided resources toward the website, it is primarily the MRPC's site. NO updated the Committee on MRC's branding session and their decision to rebrand the organization including new logo and tagline. Infographic attached.
- State reports: tabled.
- Remind states to send bike races inventory related to 10-state bike race
- Promotional toolkit reminder
- Other Business: NO set an additional Marketing Committee meeting for December. Upcoming meeting dates (10am conference call CST):
 - November 19
 - December 14