



Pilot's Report
Dec. 10, 2021 Board Meeting

Happy holidays along the Great River Road.

Year End and Year Ahead Come Together:

This month, we craft a new budget with an eye to the year just completed and the year ahead:

2021 for consideration:

- All-American Road designation for 8 state Great River Road routes.
- Two more virtual national meetings with nearly 80 participants in each.
- The return of Tennessee as an MRPC member state.
- Stronger partnerships forged with the National Scenic Byway Foundation, roadway habitat organizations and state-based stakeholder groups.
- Two new Interpretive Centers.
- A new Member Website
- Increased public and traveler engagement as indicated by map request, Facebook likes and Electronic newsletter opens.

New years lead to new resolutions. For me, as Pilot, likely resolutions include:

- Find ways to fund a new traveler website.
- Provide assistance to states to strengthen their commissions.
- Update promotional maps and increase fulfillment.
- Increase awareness of the Great River Road so more people find their way to our unique river communities and experience the Mississippi River and its significance to America.

Since October, the following activities have taken place:

- Efforts on behalf of a Missouri Interpretive Center to find support for a rejuvenated commission in that state. So far... little progress.
- A one-page synopsis of a new traveler website design
- Three monthly newsletters
- Stakeholder report to Minnesota. Calls to Wisconsin, Iowa and Kentucky and Mississippi about presentations to their commissions. Dates set in Wisconsin and Iowa in January.
- Preliminary planning for 2022 in-person MRPC meeting. Investigated locations.