

Mission Statement: To lead in preserving, promoting and enhancing the Great River Road (GRR) National Scenic Byway (NSB) along the Mississippi River benefiting communities and travelers

Goals:

- Improve Partnerships
- Increase Funding
- Use of our MPRC Members web site
- Linking MRPC and Great River Road
- Marketing/Telling our Story
- Tap into former members and state officials

Discussion Notes:

Effectiveness:

- Marketing – its effectiveness and reporting
- Annual and semi-annual meeting programming, getting on the River
- Developing the CMP
- Care about each other
- Maps/ apps/ social media
- Personal relations
- Develop benefits of membership
- Opportunity for people moving to the Midwest

Things we can get better at:

- More resources, both people and financial
- Finding sponsors, foundation, grant writing, endowment – using it to benefit the organization
- Partnerships: outreach to potential stakeholders and partners: MRCC, create a list of who are and could be our partners
- Leveraging other organizations project like DOT, Corps of Engineers, US Fish and Wildlife, National Park Services CVBs Chambers, state agencies, MS River Crossing Groups, MRCTI, NSBF, Association of Community Colleges along the River, MRC, cruise ships
- Public officials meetings
- Being involved with the school districts – Our Mississippi
- Sponsoring primary corporations for each session -invited to board meetings and able to present at the meetings
- Inventory of the projects related to communities that impact those legislators and media and reporting
- Sharing the stories of the intrinsic values of the GRR in each county
- Thanking the states that do pay the dues and what their funding accomplished – putting it into the plan for the Drive the GRR month
- Intrinsic resource protection and enhancement
- Use our mrpcmembers.com better
- Networking with the MRCTI and communication between us and them and telling our story – especially related to elections
- Follow through after meetings
- Get participation from people even if they aren't reappointed to the Commission – especially technical members and past pilots
- Be realistic about what we can take on – especially as a volunteer organization
- Look at adding new people including millennials
- Video the key speakers from the meetings

Increase resources, people, and money

- Develop Sponsorships
 - Approve sponsor benefit package 10/18, \$0, Board responsible
 - Develop three other levels of sponsorship in addition to the exclusive sponsorships 4/19, Marketing committee
 - States explore sponsorship of state and semi-annual meetings & annual meetings
 - Explore mutual exchange /promotions (ie Big River Magazine), marketing committee
 - Expected outcome of one major sponsor three other levels
 - Look at possible sponsor in industry groups in different options we can sell

10-state Participation - Plan for the non-dues paying states

- Gather how states are funded now, NO
- Identify best start group to approach and contact to make the ask
- Create action plan to address each situation
- Identify “champions” who will call peers
- Get MRCT, mayors to advocate for MRPC money with elected officials
- Determine economic impact of hosting and annual or semi-annual meetings
- Mapping of the interpretive centers as an asset
 - 8 states end of 2019, 9-2020, 10-2021

Grant Funding - Identify and get grant funding for appropriate projects

- Look at grants and relationship with NSBF and look at collaborative trade options and possible grant opportunities
- Have all states join NSBF

Endowment

- Grow our endowment and use proceeds to support us
- Consider a grant program to give the states for local event/project support

Protect and Enhance Intrinsic Resources

- A GIS inventory of intrinsic resources in all 10 states, including ICs, natural Wildlife Management Areas, NPS, Historic Landmarks, Wayfinding signage, scenic overlooks, interpretive panels/markers, etc.
- Promotional materials linked to intrinsic resources with key places to visit along the GRR (IC would be key.) Themed
- Brief clips on website that show stories related to each intrinsic resource (archeological, historic, cultural, natural, recreations scenic)
- Database of ideas from each state for techniques to preserve scenic resources. Sample ordinances, etc. (scenic easements, scenic conservation plans)
- Passports for visitors traveling the route to lead from one resource to the next
- Use already developed tools such as scenic conservation plan form NSB and visual resource protection process used in Minnesota

How will efforts show:

- People visiting ICs with printed materials as passports in hand
- Increase hits on website for featured clips
- Adoption of protective ordinances in various statutes
- Usable database for decision making and planning visitor experiences, etc.

Engage Former Members-State Officials

- All former members/state officials would all know more about what we are doing
- More former members would be more involved in our work
- State officials would be more supportive of our mission because they see community and political advantage to support our mission
 - More uniform, maybe total 10 state, participation in work and dues
 - More local supporting through work and participation bigger local base of supporters
 - Indicating success through 10 state full participation
 - More state and local officials who see it as a position to be identified and supporting of the MRPC's mission

People/Organizations Involved

- NO, state chairs/Commission members, news media, our local legislators
- Consistent info to locals, speak locally and deal with state/local elected officials and thank you letters, print/publish/utilize the information for the public to get support from of state government
 - Increased state participation, more past pilots/members being involved: community, state, natural
 - Copies of thank you letters to governors and appropriate legislators

Action Steps

1. Invite Past Pilots to participate, Executive Committee, 6 months – 1 year
2. Visits with local elected leaders/legislation, State Chair, 6 months, clear knowledge of commission
3. Thank you letter with success to Governor and local legislators, State Chair, 6 months -1 year
4. Invite past members to participate, State Chair, 6 months – 1 year
5. Invite past members to participate, State Chair, 6 months – 1 year

Tell/Thank states for their support and inform them of its impact

- Summarize state reports into a 10-state annual report
- Use ICs as partner's voices (a MRCTI, mayors, CVBs)
- Refine benefits to apply to all states (2 version/10 versions)
- Schedule targeted meetings with Governor/legislators/agencies

Success =

- Full funding
- Full participation
- Ownership or MRPC

People involved: MRPC and state MRTC, ICs, MRCTI, legislators/Governors, MR Caucus, state agencies

Achievements to point to:

- Measure funding via dues
- Measure funding via grants
- Measure participation
- Responses for “thank you”

Outreach to potential partners related to meetings

- Members to meeting/collaboration and diversity
- Newsletter rates up sending to CVB and economic development as outreach to locals
- More broad-based topics at meetings: more marketing of meeting
- Process/formula for host cities for pre/post conference standardization instruction package
- Larger database of partners
- Website links and side promotion
 - Grater sustainability
 - More recognition and money

People/organizations

- CVBs (40 in IL alone)
- Economic development council per County/City
- Travel writers/state tourism offices
- Corps. Engineers, NPS, USFW field staff and legislators, Nature Conservancy
- Audubon, MS River Fly
- Bass Pro as financial partner – toolkit to create the ask
- Conservation districts

One-year achievements

- Congressional representative at meetings
- Resolutions or award to honorary
- Toolkit developed for host city for pre/post meeting
- Goal is one sponsorship at the next semi-annual meeting
- National Byway funding money reinstated and MRPC in the process