

MRPC Collaboration Committee Meeting - 10/31/22

Norma P
Anne L
John A
Derick B
Kim W
Pat A
Sabrina C
Erin H
Sharon C

Meeting was called to order at 2:02pm.

Each committee provided a brief focus for the coming year.

CH – Model IC nomination, port preview – looking for a sense of place/ how do you connect to those cities, solicit IC videos

MKT – LA received a grant to increase international marketing in India, Spain and Italy. India has a large group of students in IL and family/friends come to visit. Put together a list of selfie spots, collect video from each state along the GRR. Video is so important today

ERA – Pollinator Week is June 19-23, 2023. Ask all states for proclamations. Provide talking points/ toolkit. Leverage transportation and ERA bike lanes and access. Case study in La Crosse, WI – multi-modal access to refuge and county park.

Exec Committee – NSB Foundation webinar on fantastic byways that fundraise, memberships (communities, regions, counties) create overview, sponsorships

Doodle poll to hold next meeting prior to December board meeting

Meeting adjourned at 3:05pm.