



Mississippi River Parkway Commission

Marketing Meeting Minutes

September 21, 2023

In attendance: John H (MN), Holly C (IL), Karin H (MN), Tyler D(AR), Karis K(IL), Lindsay TB (KY), Susanne TB (NO)

Susanne reviewed the Q2 marketing report and responded to questions.

The group discussed earlier and current campaigns, including National Pollinator Week Along the GRR in June, the Summer Events campaign from Memorial Day to Labor Day and the current September Drive the Great River Road Month promotion.

The National Pollinator Week Along the GRR was a first year promotion as part of a piggyback on the national campaign. ERA led the effort and marketing carried it out. We recommend continuing the effort and build on ways to improve the visibility each year.

The Summer Events campaign worked well but the group discussed looking for ways to encourage more participation across all 10 states. We'll look to distribute information sooner and keep the events submission year-round.

The Drive campaign is halfway through and the weekly giveaways are going over well and creating good engagement. We'll see how well the Red Bubble store sales are with the extra promotion and 10 percent discount. Lindsay suggested we consider other designs with a vintage look or no Pilot's Wheel and just words.

Susanne encouraged states to share their advertising and marketing of the Great River Road.

We're always looking for more photos and videos. The Drive the GRR photo contest will hopefully provide some good photos to work with. Many of the photos in the library are outdated.

There was discussion about the agritourism assets on the website and how to maintain those so we can include them in promotion. We will mention to ERA committee. Lindsay mentioned the popularity of Bourbon tours/ whiskey barges as part of agritourism.

Karin suggested we consider hiring a fundraiser to help build more marketing support.