



## **Mississippi River Parkway Commission**

Board of Directors Meeting

Friday, June 9, 2023

In attendance: Derick B (MS and Treasurer), Edmond M (TN), Mark K (MO), Greg T (KY), John A (Pilot Pro Tem and C&H), Pat A (AR and C&H), Holly C (Sec), Sharon C (LA and Marketing), Norma P (Pilot), Anne L (Pilot Emeritus), Craig M (IL), Sen. Housley (MN), Francis (Trans), Sabrina (ERA), Susanne TB

The Meeting was called to order by the Pilot at 9:03 am on 6/9/23.

Pilot requested approval of minutes from 3/10/23. Motion to approve was made by LA and second by Pilot Pro Tem. Minutes approved.

The Treasurer presented the financial report of 5/31/2023. The Treasurer noted that we should maximize the money market rate and request at least 4% or look elsewhere. Banks are fighting for deposits right now. Treasurer motioned to approve the financial report and request to get 4% return or better on the money market. KY seconded the motion. Report approved.

The National office shared updates to the fall annual meeting in Alton/ Collinsville, Illinois, September 20-22. The hotel rate is the Hilton Doubletree in Collinsville. Reservations are open online with or call in. The board meeting will occur during the afternoon of September 20 with the welcome reception for all attendees that evening. The meeting will conclude at noon on September 22. Plan for a full day of meetings on September 21.

Transportation is in the process of rescheduling their Q2 meeting. Current committee topics include EV charging stations, Interpretive Center signing standard, development of a pollinator state playbook (TN has offered to develop). The last item is discussion of MRT and the status of the trademark and FHWA sign plates. Francis presented a written planning document with information and questions that looks at the trademark, sign plate and route status. There are several questions to review. In WI there is no signage. WI drafted a route and has about 50% of their local agreements. The ultimate goal is to develop into a US Bike Route. We will research MN's effort addressing some of the questions posed in the planning document about how MN signed MRT. A sub-committee will meet to continue the conversation.

Marketing updated everyone on the upcoming Pollinator Week, as well as the current Summer Events campaign and the co-op advertising program. Sharon mentioned the work that LA is doing in Italy, Spain and India (funded in part through a grant) to market the Mississippi River region and the impact it has on everyone. LA will also be attending ITB Asia in the fall.

ERA held their quarterly meeting last week and had a good conversation. There's excitement about participating in National Pollinator Week later this month. Roz from WI shared with the committee Rotary International's "Activation Pollination" project and will be working toward the possibility to coordinate efforts and leverage activities with both organizations. Mike in TN is making progress on the state playbook template. The deadline for the Stewardship award is next week on June 15.

Culture and Heritage looked at IC nominations in an effort to help with applications. Currently there are a couple applications in progress, including TN's Discovery Park and the National Cold War Center in AR. Both applicants are encouraged to make edits and resubmit based on the committee's feedback. The deadline for new applications is September 1.

The national office reviewed their Q1 report.

The meeting was adjourned at 10:29am.