



Mississippi River Parkway Commission Marketing Committee Minutes

May 18, 2023

- I. New Campaign “Summer Fun on the Great River Road”
 - A. Submit summer events online and offers visitors searchable event listings, event organizers can participate in the co-op advertising program, events can provide free tickets (must have value) and we will use them in social media giveaways as extra promotion
- II. Online Shop
 - A. We now have a store set up on Red Bubble. A small amount of proceeds come back to MRPC. Excellent way to continue with brand development.
- III. Become a Great River Road Champion
 - A. In December of 2022, we launched a membership program to offer individuals/organizations ways to further connect with us and show pride for the Great River Road while providing MRPC with some additional funds. We've sold only 2 but we will continue to promote the membership program.
- IV. New Co-Op advertising opportunities
 - A. As mentioned earlier, we also launched a co-op advertising program this year to allow advertisers the chance to interact with our audience through the website, newsletters and social media. We encourage everyone to talk with partners in their community that might be a fit. All information is on mrpcmembers.com
- V. Q1 Marketing Stats
 - A. Susanne shared the Quarter 1 marketing reports and noted that all stats were an increase from first quarter last year. Look at mrpcmembers.com to read the report yourself.
- VI. Promotion: 2023 Pollinator Week along the Great River Road, June 19-25.
 - A. We're excited to participate in the National Pollinator Week next month, calling it Pollinator Week Along the Great River Road. There is a toolkit available at mrpcmembers.com.



VII. Promoting EV charging stations

- A. The transportation committee requested that marketing include EV charging links to the website and in appropriate future content to show the GRR is friendly for EVs.