



MRPC Board of Directors Meeting 6-14-24 - MINUTES

- Norma Pruitt - Pilot
- Martin Graber- IA
- Derick Biglane - MS and Treas
- Francis Schelfhout - Transportation
- Sharon Calcotte - LA and Marketing
- Sherry Quamme - WI
- Anne Lewis - Pilot Emeritus
- John Anfinson - Pilot Pro Tem and Culture and Heritage
- Jon Young - KY proxy
- Mark Kross- MO
- Edmond McDavis- TN
- Holly Cain - Secretary and IL
- Sen. Karin Housley - MN
- Susanne Thiede-Barnet- National Office
- Lisa Walsh - IA (guest)

Meeting was called to order at 9:01am.

Pilot noted minutes posted for approval. Motion was made to approve minutes by Wisconsin with edits to include last names and omit reference that Sherry was in attendance at board meeting but rather she attended meeting with attorney with Francis and Susanne. Second by Secretary. Motion carried.

Treasurer reviewed the financial statements and made a motion to approve them with a second by Wisconsin. Motion carried.

Culture and Heritage Update - The committee had a meeting on May 21. John Anfinson, committee co-chair shared that they completed the IC checklist and now have two model applications available for reference online. The committee discussed what's next and what direction they're going to move. During upcoming meetings they will talk about what they can do to keep the organization going. No new IC proposals are pending. There will be a CH component to the agenda in Winona. TN noted that Tom Lee Park is working on their application.

Environment, Recreation and Agriculture Update - Co-chair Sabrina Chandler shared that the committee will meet on June 22, there is a new deadline of July 1 for Stewardship Award and national pollinator week along the GRR starts next week. A motion was made by Wisconsin to extend the Stewardship Award deadline and Missouri made a second. Motion carried.

Marketing Committee Update- Co-chair Sharon Calcotte said the committee recently met and talked about more things we can do to help marketing. We wanted to put the committee to work and ask other committees to create stories that could be used for PR or added to the website and newsletters. Each committee could create articles that are coming out of their committee that we can share with prospective visitors and create interest. We could also break it up geographically. We'd like to work with each committee to help develop these. Do it from a local perspective if we can. These would work domestically as well as internationally and will be used in the work LA and MRC are doing. John said he's doing a number of River trips he's stunned by the differences between upper and lower. Include a form in the meeting packets asking for story ideas. It's a way to pull everyone in on this idea, create more collaboration and initiative.

Transportation Committee Update - Co-Chair Francis Schelfhout stated that the committee has been stagnant and the WI work has taken up so much of our time. Sherry, Frances and Susanne met with the trademark attorney again. March 2025 is when the current trademark will expire. We'll be able to file for the trademark after. The timing of the third party search is establishing the use of it. Most states have signs already. WI does not. We're in the limbo. Additionally, he notes that we haven't moved forward on the IC signage effort. Asking states how they use the MRT. Send links to current usage (Tourism, outdoor rec, transportation - whoever in your state is using it.) It will help maybe with precedent of use. Screen shot of website with declarative statement with states being able to use these signs.

National Office Report - Susanne Thiede-Barnet provided an overview of the Q1 marketing and activity report, as located online.

Nominating Committee Report - Pilot Emeritus, Anne Lewis, provided an update from the Nomination Committee that also includes past pilots Terri McCullough and Karl Samp. All executive committee members are willing to continue their role for another calendar year. Anne made clear that nominations are still open for others who are interested in joining the national executive committee.

In other business, the Great River Road TN is in the process of starting a new facebook page by August 1. Edmond can follow up with the national office for assistance. In FEB Keep America Beautiful program - based out of Chicago Sue Smith. Grant programs are available for beautification efforts. TN Delta Alliance will be an affiliate in 12 days. Sen. John Hoffman has been promoting a MS River compact with MRCTI - 10 state initiative to talk about.

We welcomed Jon Young from KY, who replaced Jim Lefevere.

The meeting was adjourned at 10:30am.