



Mississippi River Parkway Commission

Marketing Meeting

February 6, 2024

AGENDA

- Q4 marketing report from national office
- Discuss content calendar ideas for 2024 (monthly enewsletter content, social media content)
- Review ideas list
 - selfie list
 - Accessible locations along the GRR to see the river
 - strengths of each part of the river
 - collection of video
 - food and music events to highlight
 - collection of tourism organizations from each state
- What is each state doing to market GRR in 2024 and what worked well in 2023?