



Marketing Committee Meeting Minutes 2-6-24

Sharon - LA

Anne - MN

Karis - IL

Andrew - WI

Chris - MN

Holly - IL

Kim - AR

John - IL

Edmund - TN

National Office presented the 2023 Q4 marketing report.

Content Calendar - We produce monthly tourism-based enewsletter, using our 50,000+ database of interested travelers, as well as 2-3 social media posts per week. Always looking for new ideas and suggestions, as well as photo and video.

Ideas list - We're looking to create:

- a selfie list
- strengths of the river
- video collection
- accessible locations to see the river
- food and music events to highlight
- building a tourism organization database

What is each state doing in 2024 to market the Great River Road?

LA - Hired a photographer to add notable people, music (LA music trail), attractions/sites (most significant), festivals. 2024 - year of music and 2025 - year of festivals

WI - Hired a part-time paid administrator paid through DOT, refocus our marketing and approach, DM grant to relaunch marketing for the GRR, 700 images, fall 2024 focus on GRR - Prescott and Nelson, reshifting the look and approach this year. Wisconsin Tourism will emphasize culinary on the GRR this March/April.

IL - Eagles and white pelicans - content team

MN - Focus on Drive the GRR month - partners 2024 Outdoor Rec and tie into the 100th Anniversary of the Upper Mississippi River Refuge. Headed by DNR, Historical Society, Transportation and DNR - who is also doing Accessibility and "Get out more" campaign with additional state funding.