



Marketing Meeting Minutes Sept. 19, 2024 Winona, MN

Present: Susanne Barnet, Holly Cain, Tracy Fishnick, Shelley Ritter, Kim Williams, Kate Carlson, Norma Pruitt, Andrew Nussbaum, Leah DiPietro, Anne Lewis

Susanne Barnet from the National Office presented the 2nd quarter written marketing report. She said the map requests and donations are down this year over last year. There was a discussion of political year travel data being down in general.

Susanne said the e-newsletter has over 52k subscribers, and that our audience is engaged. There are 95k Followers on Facebook, and the reach will hit 100k followers this year. She spoke of Facebook promotions, photo contests, fave food asks and event giveaways as drivers to the page.

Susanne mentioned that there would be a live brainstorming session tomorrow, with the full commission, to look at story ideas for the promotion of the GRR.

There was a discussion of the 250th anniversary for America, and story ideas. Susanne shared the baseball analogy with byways to baseball leagues. America250.org is the website for future planning.

There was a discussion of native America/tribal events, trails, and eagles.

The recently announced National Scenic Byway grant was spoken about, with the deadline being Dec. 16th. The GRR app needs to come down, after 10 years the app is not functioning properly. There was a discussion on the NSB grant submission and the need for a new app for the road.

The committee looked at the current 10-state map. The map will need to be reprinted next year, and there was discussion on the NSB grant for the map along with potential sponsorship opportunities for the future map.

The Route 66 app was looked at, and the discussion continued the need for a new app for the GRR. There was a consensus from the marketing committee that we need a new app for navigation, and to move forward with the NSB grant for a new app and website for the byway. Susanne asked for any ideas to be given to her for the website.

Respectfully submitted by, Holly Cain, MRPC Secretary

