



Mississippi River Parkway Commission

Marketing Meeting Minutes

December 5, 2023

In attendance: Sharon (LA), Jean (WI), John, Chris, Kate (MN), Lindsay (KY), Shelley (MS), Holly, Kris (IL), Paul (IA), Edmund (TN), Susanne (NO)

Susanne reviewed the Q3 marketing report and responded to questions.

Sharon provided some overview of the international work MRC is doing in Asia and Canada and Louisiana in Europe.

The group reviewed the earlier 2023 campaigns and discussed additional ideas for 2024 with a need to connect to the river. Ideas included food and music events, writing articles and including photography, collecting user-generated content, experiencing festivals, a day in a traveler (RV on the GRR), creating a selfie list, focus on the strengths of each part of the River.

Lindsay shared the work KY is doing for the April 2024 Solar Eclipse. She asked what other GRR states besides KY and AR are promoting the eclipse.

Sharon discussed the 250th birthday of the founding of the US.

Jean shared the upcoming 100th anniversary of the Upper Refuge.

Paula shared their involvement with PBS – free programming. She will check to see if we can get their footage.

Susanne encouraged states to share their advertising and marketing of the Great River Road, as well as photos and videos. We discussed collecting an inventory of video footage. She also asked for ways to encourage more participation of the GRR co-op advertising program.

It was suggested that we also collect information on where people with disabilities can view the river.

The group would like to create a database of all tourism entities along the GRR. The NO does not have a list.