



Marketing Committee Meeting Minutes 6-4-24

Sharon Calcotte - LA

Kate Carlson - MN

Jean Galasinski - WI

Chris Miller - MN

Meg Christianson - MN

Holly Cain - IL

Susanne Thiede-Barnet - National Office

National Office presented the 2024 Q1 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.

Sharon (Chair), LA, suggested we look to each committee to help create content - either writing or providing bullets that can turn into content for the website, enewsletters, social media, etc.

The content requests will help with cross committee communication and get everyone engaged. Examples that we discussed include: Life along the Mississippi River, Butterfly Gardens Along the Great River Road, new tours or destinations along the GRR, native american history, ghost stories, landmarks, locks and dams, flood control and navigation, birding and the Mississippi River Flyway

These content ideas do not need to include the full 10-states but can also be regional to show diversity and more specific information.

The committee discussed the September Drive the Great River Road promotion and the need to continue driving more attention to it.