



## **Culture and Heritage Committee Meeting Minutes - 3/18/25**

John Anfinson - MN  
Pat Audirsch - AR  
Mark Kross - MO  
Francis Schelfhout - WI  
Edmond McDavis - TN  
Ann Geiger - IA  
Frankie Pearson - MS  
Sherry Quamme - WI  
Anne Lewis - MN  
Scott Williams - TN  
Adam Long - AR  
Susanne Thiede-Barnet - NO

**IC Signing Standards** - Francis, transportation committee chair, further discussed the committee's work to develop signing standards for ICs by taking an inventory of current IC signage. He thanked Adam for his work in AR.

**Spring IC Workshops** - The committee discussed at length the spring IC meetings in May, confirming the goal to get them engaged, networking together, provide them with value and incentives to attend and participate. There will be two date offerings of different times to accommodate schedules. Sherry noted that it's important to talk about the successes and failures of being an IC. Scott called it "turnstyle" to drive visitors. Ann said connecting ICs to each other and limit discussion to a few things is important as well as connecting ICs from different states. John commented on connecting the ICs to something larger/ greater than themselves - the Great River Road and the Mississippi River. Scott mentioned his success in showing the value of his IC to his community and the economic impact study he conducted himself showing \$40 million to the area annually and the big radius his IC draws from, including St Louis, Memphis, Nashville, Jackson and Little Rock. He said it took three days on his computer. There were questions about who the audience is for the workshops and we agreed it is anyone including IC management and volunteers.

**America250** - Adam talked about the Johnny Cash home and the bicentennial return and looking at past celebrations, in response to how we tap into the upcoming celebration of

America 250. Frankie mentioned in the MS county where she lives, a large portion of the the American Revolution was financed by Oliver Polluck, in reference to the many stories and connections along the Mississippi River. John suggested we survey and ask how ICs are going to connect to America250/ What are their plans? Mark wondered if we could tie something to driving 250 miles on the GRR.