

IOWA MISSISSIPPI RIVER PARKWAY COMMISSION

March 24, 2015

Putnam Museum, 1717 W. 12th Street, Davenport, Iowa

ROLL CALL

- Commissioners Present: John Goodmann, Deb Jochims, Larry Kruse, Dan Peterson, Edith Pfeffer, Jane Regan, Scott Tunnicliff, and Lori Rolling
- Technical Committee Members Present: Mary Stahlhut of IDOT, Sam Shea of Cedar Rapids IDOT office

Guests Present: David Dahlquist and Breanne Bye.

WELCOME

- John Goodman welcomed everyone and called the meeting to order at 10:09.

APPROVAL OF DECEMBER 15, 2014 MEETING MINUTES

- Edith Pfeffer moved and Jane Regan seconded to approve the December 15, 2014 minutes. Approved.

TREASURER REPORT AND APPROVAL

- Mary Stahlhut passed out the 3/19/25 Iowa MRPC Annual Budget Expense Report SF (Attachment 1). The total paid to date is \$19,882.30. Scott Tunnicliff moved and Larry Kruse seconded to approve the report. Approved.
- Jane's report of Income and Expense Account 2014 shows an ending balance of \$4,550.48 (Attachment 2). Larry moved and Lori Rolling seconded to approve. Approved.

OTHER BUSINESS

- Budget Review
 - Mary disbursed the Iowa MRPC Budget (Attachment3). Our next payment of \$4,540.61 is due from our account managed by Jane Regan.
 - At the next CMP presentations we should ask for donations.
- The semi-annual MRPC Meeting will be April 22-24 in St. Paul, Minnesota.
- Byways of Iowa Foundation Membership
 - Our budget has \$750 budgeted for byways, but last year we did not pay anything.
 - An example of the byways brochure was passed around.
 - Edith moved and Dan Petersen seconded to join the byways for \$750 this year as budgeted. Approved.

REPORTS

- Great River Road Tear Sheet
 - Mary showed an example of the tear sheet. She wants to get this done and out, but she has a few changes including more pictures and less text plus having both the Iowa and National logos. She'll e-mail this and have it approved by e-mail vote. Edith moved and Jane seconded to approve the tear sheet.
- National Geographic Ecotourism Meeting Report
 - Scott, Edith, Jane, Shawna Lode and Sam Shea were at the recent meeting.
 - Edith said people from Clinton have lots of questions and the questions basically revolve around paying for it.
 - Scott voiced concern about who will maintain the sites. He didn't get a sense of who was overseeing the entire project.
 - John is concerned about the price of \$40,000 from our organization and all the volunteer effort of input. Then after 18 months, NatGeo is gone. Jane said there will be an ongoing fee of \$5,000 payable to NatGeo. Both John and Jane are against the NatGeo project.

- Edith said they were very clever and they will go ahead and do this. They made an impression on all the groups, but later the groups had questions.
- Sam said that for a privately owned business, only the business is able to enter the information. We would have to have them enter the information if we felt it was important.
- Shawna Lode relayed to Mary that she is not in favor of this project.
- Jane moved and Larry seconded that Iowa not support the NatGeo project at the next National meeting. This was unanimously approved with one abstention.
- Jane needs to address at the National level the concern that the website only lets us enter four locations from each state.
- John will make some contacts with other states regarding their thoughts about this project.

CORRIDOR MANAGEMENT PLAN (CMP) – David Dahlquist and Breanne Bye

- Committee Report
- CMP Documents, Library Questions, and Discussion
 - **Attachment 4A** - a copy of an e-mail he sent dated March 6, 2015
 - **Attachment 4B** - a sample map
 - **Attachment 4C** – a copy of an e-mail dated March 22, 2015 with comments he received
 - **Attachment 4D** - a draft of the Executive Summary of the 2015 CMP
 - **Attachment 4E** - David’s draft for a possible resolution
 - **Attachment 4F** - Thoughts on “2015 Public Meetings – Recommended Approach”
 - **Attachment 5A** - “2015 CMP The Iowa Great River Road”
 - We will get a bound hard copy of this final report.
 - **Attachment 5B** – “IMRPC SUMMARY REPORT OF REPRESENTATIVE INTRINSIC QUALITIES AND RESOURCES, TABLATIONS AND MAP SETS”.
 - On page 25 there is a map. There will be maps of each county and will be part of the overall CMP Library.
 - On page 23 there is a table that summarizes by county the number of sites that meet different intrinsic qualities. There is also a column listing the number of Interpretive Centers in each county plus six other column headings. This represents an expansion of the previous CMP.
 - On pages 28 – 62 there is an incredible amount of information and it is available to anyone. In addition to this report, we will have the excel spreadsheet files and the GIS shape file. We need to build awareness in our counties of this information availability.
 - **Attachment 5C** – “IMRPC Condition of the Road Report”
 - Edith said this is impossible to read especially because it is printed in gray. David and Bre will make it easier to read.
 - Its purpose is to give a broad description of the 14 points of the CMP. They really had to cut out even more information. It is a background report that sets the stage for the CMP. Future commissions can also use this to compare with future areas of concern.
 - Mary will send the document name to Edith regarding additions to page 11 (Clinton County) under “1. Iowa Great River Road Route”. Jane also had a question about her route that needs to be addressed by IDOT. Larry also had questions about ownership of a part of the road in Lee County.
 - Updates are usually done in a 5-10 year range.

- **Attachment 5D** - IMRPC Core Management Directions, Actions and Financial Considerations.
 - David didn't want to roll all this information into the CMP, but it is in the Library for reference. Nothing is really new in this document, but they did roll in some information about projects that we submitted previously with budget ranges.
- Document Approval
 - Condition of the Road Report
 - Intrinsic Resource Inventory Report and Map Atlases
 - CMP Report
 - The overall organization of the CMP document is Place, People, Principles and Pathways to the Future.
 - There is also a description of our job as commissioners.
 - They've since added more icons to the information.
 - On page three there are 10 points about what the CMP is to do and does. This is not included in the main document, but it was suggested to include this in the main document. They will add it.
 - Dan moved and Scott seconded to adopt David's draft resolution (**Attachment 4E**) except for various recommendations/changes submitted by 4/17. The vote was unanimous except for one vote. Final recommendations/changes are due to David on 4/17.
 - Summary of CMP
 - It will be 16 pages and will be printed on 11" x 17" paper, but folded to 8½" x 11". He wants to reduce the text and increase photos.
 - The first chapter is entitled "Place".
 - The second chapter is entitled "People" and it is what we have heard from summaries, stakeholders, etc.
 - The third chapter is entitled "Principles" and it deals with core management directions that support the actions.
 - The fourth chapter is entitled "Pathways". Think of it as a road map to bring the commission along a journey to destinations along the way. With level one being "home" or our core responsibilities, then level two is what we've heard about building effectiveness of management and making our jobs more effective or more administrative support. Level three is a greater investment for marketing and telling stories. Level 4 is about capital investments where we can move to a level of greater financial support.
 - On page 15 there needs to be an introduction or making the case to clarify that if we want to get value from this plan, we need funding. Or move this to the beginning of the Summary. He wants this to be a call to action – a work of value and it needs attention/financing.
 - We'll share this before July with the Governor, legislators, etc.

Adjourned for lunch at 12:11.

Reconvened at 12:44.

CMP (continued)

- Publication and Promotion Plan Discussion
- Spring 2015 Public Meeting Schedule Printing and Distribution
 - Commissioners will at the very least present the Summary. Anyone at the meetings will have access to the full report. The entire library will be available through some

- online arrangement. Mary suggested having one set of the library looking like chapters in a book. They will also prepare a power point of the Executive Summary.
- **Attachment 4F** - “2015 Public Meetings – Recommended Approach”
 - The idea is now to have three forums/training sessions with a key group of people (2-4) invited by each commissioner to attend this meeting. Spend a couple of hours to bring people through this to engage them. From that comes more training. Attendees should feel that they are competent to tell others at home. Give them many copies of the Summary, flash point. They will be advocates for us. The idea is to have three meetings so we can invite more people, yet keep it a small group.
 - These will be conducted late early June. Can you help us bring this to the attention of the Governor, legislators, etc.?
 - Can we condense these to two hours and have it early in the day?
 - Suggestions of people to invite: one member of the Board of Supervisors, the City Council, the Conservation Board, Directors of our ICs, *people who have been on our discussion boards*. Invite whoever you deal well with. Build with the locals first, then build up to the state people for presentations. We’re looking for advocates, not decision makers.
 - They will get back to us about dates. They’ll help us with invitations.
 - Mary suggested having a one-page elevator version. John would also like something like this for his state report.

MRPC MEETING(S) SCHEDULE

- Our next meeting will be Thursday morning in St. Cloud for our State Meeting/Gathering.
- Mary has MRPC business cards with some real information on them. We said we would use them.

MISCELLANEOUS

- Edith requested another banner from DOT. Mary will check on this.
- Edith wants a formal motion for Farmers and Edibles. This is not necessary as we had a consensus in an e-mail.
- Scott mentioned that the Channel Cat is asking for public speakers talking about the areas up and down the river. He will do this and incorporate information about MRPC.
- In regards to the sign project, Mary says they are still working with the engineers.
- Louisa County has taken out their trees. Later in the summer, it should go forward
- Edith went to a by-ways meeting. There will be a new doctorate program in the state on historic preservation. Attachment 6

Dan moved and Scott seconded to adjourn. Approved. Adjourned at 1:56

Respectfully submitted,

Debbie Jochims, Recording Secretary