

Iowa MRPC State Commission Meeting April 21, 2017, Paducah, Kentucky

Chairwoman Pfeffer opened the meeting at 7:45 a.m. Attending, Martin Graber, Lisa Walsh, Jay Schweitzer, Jane Regan, Jenna Pollock, Susanne Pilch.

Reviewed Budget and expense report - Pfeffer commented that the Iowa ByWays dues have not been received and Commissioners chose to table consideration of payment of this "donation" for 2017 until further discussion and review on Who the Iowa ByWays Foundation is and how it would be beneficial to our Commission to participate in this ByWay foundation which would be in addition to the 10 State Great River Road Foundation also established and expected of our Commissioners to be active Stakeholders in. It was agreed to have Lora Friest new Treasurer for the Iowa ByWays Foundation at NE Iowa RC&D provide the MRPC Commissioners with a written narrative of the Iowa ByWays Foundation and the Iowa ByWays coalition and how the two interact with each other. Tabled until a later meeting.

Pfeffer stated we have \$3500 in that will be paid for MW Living Magazine Ad. Regan Moved /Walsh second to approve the financial reports. Motion Carried.

Martin Graber, **Culture and Heritage Committee Designee**, reported he sent out a letter to all commissioners that we visit our Interpretive Centers and complete the questionnaire/survey with them. He has contacted all Iowa Interpretive Centers and asked them to SAVE THE DATE to make plans to attend the National MRPC meeting that Iowa will be hosting in Marquette, Iowa on September 19-21, 2017. There will be committee meetings specific to the Interpretive Centers during this meeting.

Marketing Report from Regan: The Birding Bonanza Giveaway has started and will be available online to sign up for the The Mississippi River Parkway Commission's Birding Bonanza Giveaway. A simple sweepstakes designed to help promote birding as a recreational activity along the Great River Road. The giveaway runs from March 20 to May 12, 2017.

Radio Ads were discussed as a way to promote May Tourism month and a push around Memorial Day to get people out travelling the Great River Road and visiting the Interpretive Centers. The Commission agreed we should do ads again in late May and June. Regan will investigate costs at KUNI-Cedar Falls/Waterloo, WMT Radio, Augustana College in Davenport

Transportation report: Edith Pfeffer reported that we need to nominate "shovel ready" projects that promote tourism to Diana Threadgille of Tennessee Commission. Two projects Commissioners felt definitely qualify are the Montrose road that needs to be completed and rebuilt where the floods washed it out and the bridge in the Crapo Park along the Great River Road in Burlington. Lisa Walsh will talk to the City Administrator in Burlington to move this forward with Diana Threadgille (National Federal DOT committee) and Mary Stahlhut, Iowa DOT

It was reported that Hanlin Univ has put together a video about the River would like the videos put in the I-Centers and it takes \$35,000 per center to include in the Center. Commissioners felt at that cost, few if any I-Centers in Iowa would participate.

The meeting then turned to planning for the National 10 State meeting in September that Iowa will be hosting in Marquette, IA in the well-known Driftless Region. Susanne Pilch joined the meeting to review the draft agenda .

I-Centers will be encouraged to attend this meeting and the Commission is planning educational and informative presentations for the staff or Board Members of these Centers on How to Interpret the Mississippi River, the Mission, Vision and Governance of your I-Center Boards and Foundations, and the Economic Benefits of Historic Preservation in Iowa. Jennifer Kovarik, Registrar and Youth Educator at the Versterheim Museum in Decorah will present. Decision was made that Susanne would communicate with Tim Jacobsen to present the video on the Driftless and we will allow 45 Min for Tim to kick of the meetings on September 20th. Pilch will confirm with speakers chosen for the event and Regan and Pollock agreed to work on and finalize the vendors for the the meals.

Meeting adjourned at 8:50AM so that Commissioners could participate in the National meeting general sessions.

Respectfully submitted:

Jane M. Regan, Acting Secretary for Dan Peterson