



**Iowa Mississippi River Parkway Commission
Monday October 14, 2019
Buffalo Bill Museum & River Pilots Pier
199 North Front Street
LeClaire, Iowa 52753**

The meeting was called to order by Chair Martin Graber.

Present: Lisa Walsh, Jay Schweitzer, Jenna Pollock, Jim Janett, and Ann Geiger

Others: Bob Schiffer, Buffalo Bill Museum; Rachael Mullins, Putnam Museum; Senator Chris Cournoyer; Amy Gabay and Brent Hanif, River Travel Media; and Ron Lieby; Chair of Buffalo Bill Board of Directors

Technical Committee: Mary Stahlhut

Welcome and introductions

Graber welcomed everyone and had the guests introduce themselves.

Approval of the Minutes

Schweitzer moved to approve the July 15, 2019 minutes by Schweitzer. Walsh seconded the motion and it carried.

Review and approval of Treasurer's report

As of October 14, 2019, the balance is \$35,973.49. Schweitzer moved to approve the Treasurer's Report by Schweitzer. Janett seconded the motion and it carried.

Discussion regarding ad for Travel Iowa. Janett moved to approve the ad not to exceed in the amount of \$2,000 by Janett. Pollock seconded the motion and it carried.

Reports and plans for current year

Pollock reported on results of the National Office's budget from the annual meeting and said there is nothing new which would affect the Iowa Commission.

Reports from Annual Meeting in LaCrosse, Wisconsin

Marketing Committee

National Office wants to know what towns are located on the river and to reduce the number of cities listed on the river for the map. It wants to focus on cities and scenic overlooks. Pollock will send information from Iowa to return for scenic overlooks.

Transportation

The committee looked at the Corridor Management and was very complementary of Iowa's contribution to the plan. The committee is looking for new DOT member from one of the states to replace Calol Zoff from Minnesota who will be leaving the position.



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Names were submitted for the position. There are new members from Wisconsin. There was discussion of revision of American Scenic Byways Program.

The Commission is looking to become a designated American Scenic Byway. The Pilot is working on the Great River Road as an All American Byway and is going to send a letter to the head of each of the 10 states for participation and encourage them to approach the governors in each state.

The National Scenic Byways Program has been reinstated at the national level and Stahlhut is going to attend a teleconference. Eligibility now is focusing on infrastructure for overlooks. There is no funding at this time.

Environment/Recreation

There was discussion about hemp fields in Kentucky and view shed. View shed has been taken over by houses and other development up and down the river. Suggested looking at individual city zonings to try to monitor building along the river. There is discussion at the national level of having the River go from 9 to 12 feet channel depth.

Heritage and Culture

Three new interpretive centers were approved: The Johnny Cash House; Sultanna Disaster Museum; and Delta Gateway Museum.

Graber told the members of the Young Museum in Bellevue. He told of all the papers contained in the house which were the documents of the development and approval of the Great River Road as a national byway by the U.S. Congress. Susan Lueke is the individual working to develop the house as a museum. The house is in a trust owned by the citizens of Bellevue. More information will be forthcoming in the future.

Presentations

River Travel Media made an educational presentation to the Commissioners with regard to videos and web-hosted news items focusing on the MRPC in Iowa. Small bites or longer presentations were discussed.

Chairman's Reports

Graber distributed copies of the contract for Pilch and Barnett. The Commissioners are going to review the new contract and see if it will fulfill some of its the goals and discuss at the next meeting.



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Interpretive Center Reports

Louisa County Interpretive Center was to tie together the Native Americans and demonstrate wetlands and Shive-Hattery designed it to recreate mounds and got too close to real burier grounds. It got a grant to clean up the area \$790,000 and the grant still out there. It also had one of the first concrete roads in Iowa called the Convict Road built in 1914.

Buffalo Bill Museum pointed out that the steamboat was built in 1890 and no other know vessel still exists fully intact. Schiffer described the building of the schoolroom addition. He also said the museum is open 7 days a week year-round. 28% of the visitors are seniors; 10% are youth; 5% are children and the rest are listed as adults. 54% of the visitors come from other states and 5% from foreign countries.

Putnam Museum has a new director, Rachel Mullins. The Commission welcomed her, and looks forward to a revitalization of the museum as an ICenter. Mullins is going to refocus the museum in the next 3-5 years.

Ex-Official Member Reports

The DOT is finishing the signage on the new Jefferson Highway Heritage Byway, and a new mobile app for all the byways signs is coming. The rest of the report was included in discussions above.

The next meeting will be Monday, January 14th at the Button Museum in Muscatine.

Ann Geiger
Secretary