Iowa Mississippi River Parkway Commission
Meeting Minutes
October 15, 2018
Muscatine History and Industry Center
(Button Museum)
17 W. 2nd St.
Muscatine, IA

MRPC Call to order
Vice Chair Martin Graber called the meeting to order.

Attendance
Roll call was taken with a quorum of the members present.

Commissioners:
Martin Graber, Lisa Walsh, Barb Besch, Jay Schweitzer, Clyde Bradley, Ann Meeker, and Ann Geiger

Tech Members:
Mary Stahlhut, Iowa DOT Byways Program, Craig Markley, DOT Office of Systems Planning

Others:
Jane Regan, Foundation Treasurer, LuAnn Reindeers, Iowa Tourism Office, Merideth Ecklund Muscatine Journal, Veda Baker, host from the Museum

Welcome and introductions
Graber introduced the commission and Veda Baker, host at the museum.

Minutes
On motion by Schweitzer and seconded by Walsh seconded the minutes of the July 15, 2018 were approved.

Treasurer’s report
Commission reviewed the budget. Motion to approve the budget by Meeker and seconded by Schweitzer. Motion carried.

Iowa MRPC duties and procedures
Craig Markley, Iowa DOT Office of Systems Planning
Reviewed the duties of the MRPC. Review of prior discussion. Clarification of what constitutes a quorum and an official meeting (5 members). Discussion of future dial-up meetings. Schweitzer asked about updating the ex-officio and advisory members. Bradley said the Commission can update them without going through the legislature. Bradley suggested speaking to the attorney in the DOT office who works with the legislative rules.
and whether it needs to go through the legislature or can just be changed with an administrative change. Markley said to his knowledge there are no administrative rules governing the MRPC.

**Interpretive Center Reports:**

*Muscatine History and Industry Center*

Baker gave a history of the importance of clamming in the region. She told how up and down the river the clamming industry provided raw material for buttons and other pearl uses around the world. Muscatine was the hub and the Center was formally called the Button Museum. An immigrant from Germany started the business. In Muscatine discarded materials were used in driveways (where some may be found today).

**Committee Reports**

*Marketing Committee*

Passports were discussed. Very popular and national committee is very impressed. The ICenters said they are very popular and requested more for distribution. Geiger also presented a flyer previously used which was requested for reprint by the ICenters. She will rework it and sent it to the DOT.

The banners are complete and have been sent to the DOT for printing. There was discussion by the Commission and the DOT as to whether or not the DOT had rights to request the proprietary work from the vendor. There was not written contract with the vendor, as was done in the past. It was a verbal contract. Meeker said she had never heard of requesting the working files from a vendor of that type. If those files were desired, they would have to be purchased separately from the vendor. Geiger said the vendor had inquired from others in the industry if including the working files was a practice, and they reported it was not. The Commission requested an opinion from the legal department at the DOT. Markley will follow up.

A discussion regarding the distribution and payment of the stainless steel mugs was held as to their distribution. Markley led the discussion. After the required parameters outlined by the DOT, the Commission, by consensus, moved to table the discussion regarding the funding for the steel mugs until the Foundation meeting.

Stahlhut asked if the Commission if it wanted the DOT to print the annual reports. The Commission requested 35 copies for the Commissioners and the ICenters. There is no economic impact included in the report because it was not available at that time. Baker said she can give that information, by county, to the Commission. Bradley said the information is valuable giving presentations and requesting donations. Geiger suggested publishing an insert for the report and it would then be available for other presentations if it cannot be received before the report is published. The Commission agreed with that solution.
National Marketing Committee report. Estimated 2,000 responses, and estimating and 2,500 entries for flavors contest. Instagram is @greatriverroad. Working on certificate for those who travel entire great river road.

Transportation – Nothing.

Environment, Recreation, Heritage – Nothing.

Chairman’s Report

Election of Officers

On motion by Besch with second by Bradley, and having no further nominations, the following slate, by consensus, was elected officers:
Chair – Graber
Vice Chair – Walsh
Secretary – Geiger
Treasurer - Schweitzer

National Committee Appointments
Transportation:  Bradley, Walsh, Goodman, Stahlhut
Culture & Heritage: Graber and Meeker
Marketing: Besch and Geiger
Agriculture: Schweitzer, Pollock

Ex-Official Member Reports
-Margo Underwood, Iowa Natural Resource Commission

Discussion

Mary Stahlhut said there is one sign left to install in Muscatine, and Burlington has agreed to repost the signs they removed.
LuAnn Reindeers, Iowa Tourism Office: Shawna Lodi is no longer with the office and it has been reassigned. The new director is Jackie Matsen. Iowa Economic Development Authority – Comm Division; Kanan Kappelman

Future meeting schedule
January 21, Burlington ICentry

Meeting adjourned

Ann Geiger
Secretary
Great River Road
GA View 5,30,17 Travel Iowa, Great River Road Segment

Key Metrics

<table>
<thead>
<tr>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>Pageviews</th>
<th>Avg. Time on Page</th>
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<td>5.73</td>
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<td>67,797</td>
<td>01:23</td>
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Trending Sessions

Sessions by Origin

Acquisition/Channel of Origin

Sessions By Age / Gender

Region | Sessions
---|---
1. Iowa | 4,263
2. Illinois | 1,867
3. Wisconsin | 1,282
4. Minnesota | 856
5. Nebraska | 843
6. Missouri | 356
7. Texas | 180
8. Kansas | 157
9. California | 156
10. Indiana | 151
11. Michigan | 125
12. South Dakota | 99
13. Ohio | 97
14. Oregon | 96
15. Florida | 95
16. New York | 91
17. Colorado | 89
18. Arizona | 85
19. North Carolina | 55
20. Virginia | 53
Travel-generated expenditures reach $8.5 billion in Iowa

The Iowa Tourism Office released new data showing tourism-related expenditures in the state reached $8.5 billion in 2017, a 3.3 percent increase over 2016. Travel-generated expenditures in Allamakee County reached $42.74 million in 2017, an increase of 6.28% over 2016.

Additional data from “The Economic Impact of Travel on Iowa Counties” shows travel-generated state tax receipts at a record $507.1 million. Tourism in Iowa also supported 69,600 jobs, comprising 4.4 percent of total state non-farm employment in 2017. The tourism industry supported 210 jobs in Allamakee County.

Local tax receipts have grown from $380,000 in 1995 to $1,050,000 in 2017 in Allamakee County.

Executive Director, Val Reinke, Allamakee County Economic Development & Tourism shared, “Allamakee County continues to toot their tourism horn with Effigy Mounds National Monument at 80,000 visitors a year to view more than 200 mounds, Yellow River State Forest at 40,000 visitors a year with 9,000 acres to discover, Driftless Area Scenic Byway is 100 miles of amazing and voted most scenic byway in the state, and Great River Road features 36.2 miles of WOW.” Val continued, “Now we have the pleasure to kick start this scenic adventure with the Driftless Area Education & Visitor Center just south of Lansing. In the first year the center has welcomed more than 20,000 visitors. There is no doubt RAGBRAI 2017 introduced many to Allamakee County and all the fabulous surprises within.”

If you would like to stay informed about Allamakee County tourism follow allamakeecounty and visitiowa on facebook! For those who like to use hashtags, we encourage #allamakeecounty, #visitiowa, #wowwhoknew, and #thisisiowa.

The entire report and a one-page summary of the report are available at traveliowa.com.

The Iowa Tourism Office is part of the Iowa Economic Development Authority. For more information, visit traveliowa.com, call 800.345.IOWA, or stop at any Iowa Welcome Center. Travelers can find additional
travel inspiration on the Iowa Tourism Office blog, Facebook page, Twitter feed, Pinterest boards, Instagram account, or YouTube channel.