



**Iowa Mississippi River Parkway Commission
Meeting Minutes
Thursday, Oct. 19, 2017
Princeton Community Center- Boll's building
428 S. River Drive, Princeton**

MRPC Call to order

Chair Edith Pfeffer called the meeting to order.

Attendance

Roll call was taken with a quorum of the eight-member FY 2018 roster present.

Commissioners:

Edith Pfeffer, Chair, Martin Graber, VC.; Jay Schweitzer, Ann Geiger, Lisa Walsh, Jenna Pollock, Barbara Besch

Tech Members:

Mary Stahlhut, Iowa DOT Byways Program
Jordan Talley, DNR

Welcome and introductions

Pfeffer asked Talley to introduce himself. Talley works for the Department of Natural Resources at Wild Cat Den State Park. He is a full-time employee and noted the Mill Pine schoolhouse and Grist Mill are two largest attractions. No special activities are planned for the winter. Interpretive staff is there spring and summer. He said some of the largest groups come from schools.

Minutes

The minutes were reviewed, and Geiger moved to approve the minutes from the September 21, 2017. The motion was seconded by Graber.

*Approved.

Treasurer report

The printed report of the MRPC DOT appropriation budget was shared with a current balance of \$32,871.28. Walsh moved to approve the expense report. The motion was seconded by Geiger.

*Approved.

Budget Planning

In reviewing the state 2018 FY Budget report, the Commission discussed adjusting it to add \$150 for the National Byway Foundation. (<http://www.nsbfoundation.com/>) The funds could be transferred from marketing.

The Byways of Iowa Foundation(BIF) supports statewide Iowa byway efforts. ~~is a pool of all the bi-ways.~~ The Iowa Great River Road did not participate last year and

has benefitted from its art project with four projects located along the Road. Stahlhut explained there are two organizations supporting designated Iowa Byways. There is the foundation (BIF) which does the fund-raising; and the Byways of Iowa Coalition (BIC) which is boots on the ground (Byway managers and local stakeholders representatives) and makes requests to the foundation for project support and fundraising. BIC officers attend the BIF board meetings on behalf of their members. The art grant project is nearing completion. The foundation board recently voted to connect with a bus tour organization. There was discussion about giving \$500 to the Iowa Bi-Ways Foundation. The pros and cons of participating were discussed. BIF has been reorganized after some difficulties over the past two years and member fees no longer go to overhead or consultants, and have been directed to shared efforts. Schweitzer said maybe good will should be exhibited by participating. No action was taken on BIF membership.

Graber moved to take \$150 from marketing budget to the National Scenic Byway Foundation. The motion was seconded by Pollock and approved.

The Commission discussed having a bi-annual newsletter. Schweitzer moved a newsletter be sent out by Pfeffer by January 2018 to all stakeholders. The motion was seconded by Walsh and approved.”

Pfeffer said Paula Mayer, a marketing agent is someone who could help with the newsletter. A \$500 fee was discussed to engage her, but no action was taken. Stakeholders need to be updated. Pfeffer said it would change after the November elections. Stahlhut said some of the problem is that there is no “general” address for many stakeholders. For example, to get to various legislators there is no general email – such as “city clerk” for a community. Pfeffer said Mayer has the ability to keep a digital contact list when complete.

Besch moved to approve FY 2016 - 2018 budget as amended. Graber seconded.
*Approved.

Interpretive Center Reports:

Pollock said the summer was busy and successful.

Member Business

Dan Petersen sent resignation as Muscatine representative. Pfeffer said Ann Meeker had been recommended for the position and the transition is in process.

Election of officers to serve until July 2018.

Walsh nominated Geiger as secretary. Schweitzer seconded and the motion carried. Besch moved Schweitzer as Treasurer. Pollock seconded the motion and it carried. Schweitzer moved Graber as vice-chair. Walsh seconded and the motion carried. Schweitzer moved Pfeffer as chair. Walsh seconded the motion and it carried.

Chair – Pfeffer

Vice-Chair – Graber

Treasurer – Schweitzer

Secretary – Geiger

National MRPC Committee Reports:

Sustainability award nominations need to be in by April 1 for action by the fall.

Bicycle Ride along the GRR. Pollock is working with bikers in the northeast and is looking for biking enthusiasts in other counties in Iowa to participate. Pfeffer said Zane Pennock from Clinton would be a person to contact. Schweitzer has Louisa County enthusiasts. Geiger said there are several in Scott County, as did Walsh for Des Moines County. Pollock said the idea is to have each county have a bike ride. Send names of those interested to Pollock.

Transportation Committee – Corridor Management plans are being encouraged and application for people who want to get involved. Wisconsin has the 1994 design guidelines for the GRR to review. IDOT management plan and historic documents are done according to Stahlhut.

Graber said we have two new interpretive centers. The grant which allowed the development of Lansing has been discontinued, so that is the last of the interpretive centers which can use that for development. Iowa now has 18 along the “east coast.” Oak Alley Plantation in Mississippi was not adopted. Walsh said Burlington Historical Society is excited about becoming an interpretive center and paperwork is being completed. Geiger added it is the old Burlington Library building.

Discussion of grants and what could be submitted for.

Marketing Committee: Discussion about ad in Midwest Living. Besch said most of the discussion concerned about working with gentleman who was walking the GRR. Filled out the request for information to each state and responded to all questions. Will be sent in by mail.

Iowa legislative outreach meeting plans

Next scheduled meeting is November 16 in Muscatine at the Community College. This is a change from the November 20 meeting date at the Button Museum.

Legislative members will be sent an invitation to the McAvoy Center 1403 Park Ave (old H61) in Muscatine for the November 16th meeting. Pfeffer will send invitations for legislators to join us for lunch and meet with them in the afternoon. The board members were encouraged to contact their legislators.

Pfeffer read the correspondence. It was noted and filed.

Other Business

Iowa MRPC Annual Reports

Pfeffer asked each commissioner to provide the number of 2017 MRPC Annual Reports they will distribute. DOPT will ship them to commissioners accordingly.

New Iowa Great River Road Banners for Interpretive Centers

Stahlhut showed the new Iowa byway signs. Commission discussed redesigning the tear sheets and a banner with pictures of interpretive centers and map. Marketing Committee will discuss a design. Banners and tear sheets will be available together. When fresh and complete active language descriptions of all the interpretive centers is provided by commissioners, the banner and supporting materials can be designed.

Young House

A letter from a citizen of Belleview asking the Commission to help save the house of Joseph Albert Young. There is concern that the house which is part of the history of the development of the Road might be sold along with all the contents. Young was one of the of the founding members of the organization (Mississippi River Parkway Planning Commission) and actively worked on the development of the Road. The Board said this was a possible project for a grant to save the building and development an interpretive center. Pfeffer said the possibility had been presented to Belleview previously and had not moved forward.

Geiger moved to have the Commission support the retention of the Young House as an historic site and possible interpretive center in the future by writing to SHIPPO and copies to the City of Bellevue and other interested parties including the national MRPC. Seconded by Graber.

*Approved.

Prioritization exercise

Iowa Byways Program training meeting was attended by Pfeffer and Besch on October 11th. The Commissioners took a survey for interpretive master planning next steps which was introduced at the Byways meeting. The top survey result was to start looking at how to unify the website(s) and use Tour Iowa to get achieve it. The key is to get information to the site. Part of the discussion centered around how to get inquiries regarding a specific site to the Tour Iowa site and vice-versa. Also discussed was the best way to reduce various streams of information; simplify; and get out to the public. Information is changed/corrected one place and that creates a domino effect involving all the rest of the information.

10	Experience Hubs	13,13,6,4,6,3 =45
7	Wayside Exhibits	2,7,12,5,3,9 =38
2	Scenic Overlooks/Development Sites	1,6,8,1,4,7 =27
6	General Brochures	4,3,5,3,10,11 =36
3	Travel Guides	5,4,4,4,7,1 =24
1	Unified web sites	1,1,2,2,3 =9
8	Artwork_ Murals	10,8,12,9,10 =40
13	Artwork: Sculptures	11,13,7,11,13,12 =67
5	Audiovisual Mobile Tours/ Apps	6,5,3,7,12,2 =35
11	Visitor Welcome Center Exhibits	7,9,10,8,14,13 =61
9	Family: Byways Junior Explorer Program	6,9,10,11,5 =43
4	Family: Passports Books	2,2,9,5,6 =26
12	Family: Thematic Play Areas	12,13a,11,13,8,8 =65
	Other	Jay voted # 1 for a Bike Ride

The meeting was adjourned.