



**Iowa Mississippi River Parkway
Commission**

2013/2014 Annual Report

September 2014



**AMERICA'S
BYWAYS**



IOWA MISSISSIPPI RIVER PARKWAY COMMISSION

2012/2013 ANNUAL REPORT

AUGUST 2013

John Goodmann
Chair

IOWA MISSISSIPPI RIVER PARKWAY COMMISSION

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MISSION STATEMENT

The Iowa Mississippi River Parkway Commission (IAMRPC) was organized to:

- Preserve, promote and enhance the scenic, historic, natural, archaeological, cultural and recreation resources of the National Scenic Byway (NSB)/Iowa Great River Road (GRR) and the Iowa Mississippi River Valley.
- Foster economic growth of the Mississippi River corridor.
- Develop the National Scenic Byway/Great River Road.

GOALS AND OBJECTIVES

- Assist in coordinating the increase of investment and awareness of the National Scenic Byway/Iowa Great River Road and its amenities with roadside parks, scenic overlooks, educational experiences and opportunities and historic information.
- Increase the awareness for stakeholders of funding through transportation enhancement funds.
- Develop communication opportunities to tell the stories of the National Scenic Byway/Great River Road.
- Arrange community involvement meetings and workshops.
- Advocate for the Great River Road development studies.
- Advocate for transportation related projects that incorporate the principles of context sensitive design.
- Advocate for the use of sustainable design principles such as L.E.E.D. (Leadership in Energy and Environmental Design.)

A major factor in achieving these goals and objectives is partnering with area and national groups and associations that have similar goals and interests. By networking with other organizations, we can best utilize all our assets, including financial, contacts, and personnel.

IOWA MRPC COMMISSION MEETINGS

The Iowa MRPC met on 5 separate occasions in the past year. August 9, 2013 at the Lodge Hotel in Bettendorf, Iowa. September 20, 2013 at the Renaissance Hotel in St. Louis, MO while attending our National MRPC annual meeting. November 14, 2013 at the National Mississippi River Museum in Dubuque, Iowa. April 25, 2014 in Alton, Illinois at our National MRPC semi-annual meeting. June 12, 2014 at the Maquoketa Public Library in Maquoketa, Iowa. Minutes of those meetings are included as a part of this report.

IOWA MRPC STRUCTURE

The Iowa Commission consists of ten commissioners appointed by the Governor of Iowa representing the ten counties that border the Mississippi River. The commission by Iowa statute is gender and politically balanced. In addition, there are five technical members representing: Iowa Department of Transportation, Department of Economic Development, Iowa Department of Natural Resources, Iowa Office of Tourism, and U.S. Army Corps of Engineers.

The commission has received verbal commitments from the Iowa Department of Economic Development and Tourism to appoint new commissioners but as of the date of this report no formal appointment has been completed.

An updated Iowa MRPC commission list is attached.

IOWA MRPC BUDGET

The FY2012 budget for the Iowa MRPC was approved by the Iowa DOT for \$40,000. (see highlights). The budget includes 2013 National MRPC dues, National Scenic Byway Grants matching funds, MRPC conferences and Iowa Commission meetings and travel expenses, office expenses, mailings, and telephone long distance expenses.

IOWA ACTIVITIES AND WORK PLAN

Iowa MRPC Website Development

The Iowa MRP website continues to evolve. www.iowagreatriverroad.com

Our site is now hosted by the Iowa Department on Tourism. By linking with Iowa Tourism we can leverage web site traffic with over a million viewers who annually navigate the Iowa Tourism web pages. Features of our web site include -

- Fantastic photography and panoramic photos of the Mississippi River.
- Schedule of events that can be sorted by date, location, type, etc.
- Mapping ability and ability to zoom in on maps and select location links.
- An itinerary or trip planner that prints an agenda – by city, type of event, etc.
- Ability to feature links with maps and icons and print a route with mileage.

- Community pages for each city and town along the route where events and dates can be posted and amended by the CVB. Events and an on-line calendar of the same are also included.
- Inspirational content with beautiful views from a number of scenic overlooks.
- Interpretive Centers along the route are each described in detail including directions to them and hours of operation.

Iowa MRPC Corridor Management Plan

As reported in our last 2 annual updates, the Iowa MRPC received a \$260,000 National Scenic Byway Grant for the purpose rewriting and modernizing the CMP for the Iowa Great River Road. The Iowa MRPC hired David Dahlquist and Associates as consult to construct this new CMP. Much work has commenced in this effort. A new reference library of materials related to the Iowa Great River Road has been developed by Dahlquist and Associates which can be accessed via the internet. Work continues in 2013/2014 by Dahlquist and Associates in structuring the new CMP.

This year our consultant performed an extensive visitor survey at a number of locations along the Great River Road including many of the Interpretive Centers in an effort to better identify the travelers along our byway, both local residents and those that have traveled a great distance. Detailed results of that survey are included in attachments in this report.

Great River Road Interpretive Centers

The Sawmill Museum in Clinton, Iowa was awarded status by the National MRPC as a Great River Road Interpretive Center in September of 201

Explore our Great River Map

The Iowa MRPC approved and developed a new byway map which is included in this report. The 8 ½” by 14” map has been distributed to our welcome centers, interpretive centers and others along the byway. The map was developed in a tear-off format for the convenience of travelers and users. The new format was inexpensive and allows for easy updating in the years ahead. This was also included in our prior report. We want to be sure a map of the Iowa Corridor is included in every annual report. In 2013 the Iowa MRPC updated these tear-off maps to include the updated Interpretive Centers.

Iowa Byways Travel Guide

The Iowa MRPC in cooperation with Iowa’s other designated byways and the Iowa Department of Transportation to produce a high quality travel guide showcasing the Iowa Great River Road and the other ten designated Iowa scenic byways. This visitor friendly guide invites travelers to extend their Iowa visits and experience more of Iowa’s nearby attractions that compliment the GRR experience. The guide is free to order and can be view at www.iowasbyway.org.

Iowa Participation in Meetings and Events

The Iowa Chair and or his proxy participated in all National MRPC Board meetings and Executive Board meetings, as well as the Semi-Annual and Annual Meetings. The majority of Iowa Commissioners also participated in the National MRPC meetings.

MRPC Annual meeting

The National MRPC 1 meeting was held in St. Louis, MO with significant participation from the Iowa membership. It was also the sight of the celebration of the 75th anniversary of the National Mississippi River Parkway Commission formation which culminated with a news conference beneath the Arch in St. Louis.

Iowa MRPC “Along the Byway” Newsletter

The Iowa commission published one newsletter for our stakeholders this year. The publication, which is still mailed to recipients, highlights grant opportunities for river communities, tells the success stories of river projects, and communicates the advocacy role of the Iowa volunteers and technical advisors of the MRPC. Copies of those newsletters are included in this report. Our newsletter was also distributed electronically via Constant Contact to a significant numbers of our stakeholders. This is a very convenient and money saving method to distribute our newsletter.

Iowa MRPC Stakeholder Meetings

MRPC stakeholder meetings took place twice this past year. The purpose of the first meeting was to request information and input from folks up and down the river on setting priorities and identifying how the MRPC can further help to manage the priorities of our stakeholders. A second round of meeting was held in the spring of 2014 at 6 separate locations and a total of over 200 people attended these gatherings. A detailed summary of the meetings is included in this report.

Iowa Activities –

The commission members were involved in a number of activities over and above our regular meetings and stakeholder meetings. Some of the activities included hosting the Corvettes on the River event in September in Dubuque, taking part in the Iowa Tourism Days at the State Capitol and The State Fairgrounds, and extensive involvement in implementing and delivering our new Interpretive Center signage for each center along our corridor. This is a signage project sponsored by the National MRPC updating the identification of each Interpretive Center along the entire Great River Road from Minnesota to Louisiana.

We look forward to the Iowa DOT implementing the new Iowa GRR paddlewheel signs and incorporating them into the new Iowa Byway Signage project in the coming year.

Other Commission information –

The Governor's Office announced the appointment of the following new commissioner –

Scott Tunncliff was appointed to fulfill the term of Glenn Pelecky in Scott County, Iowa. Glenn relocated to another state and had to resign the commission. We appreciate Glenn's efforts on our behalf and have benefitted from Scott's work already.

Iowa Mississippi River Parkway Commission
August 9, 2013
The Lodge Hotel and Conference Center
900 Spruce Hills Drive, Bettendorf, Iowa

Welcome and Introduction of Newly Appointed and Ex-officio Members

- Jane Regan, Treasurer, called meeting to order at 10:04.
- John Goodman, Chair, and Larry Kruse, Vice Chair, are ill.
- Jane welcomed the newly appointed members Glenn Pelecky from Scott county, Daniel Petersen of Muscatine county, and Lori Roling of Jackson county.

Distribution of Commission Handbooks

- Mary Stahlhut distributed handbooks to all commissioners.

Roll Call

- **Commissioners/Ex-Commissioners Present: Deb Jochims, Glenn Pelecky, Daniel Petersen, Edith Pfeffer, Jane Regan, Lori Roling/** Al Bohling, John Oberhaus, and Patsy Ramacitti
- **Commissioners Absent: Larry Kruse, John Goodmann, Jay Schweitzer, and Lori Wallace**
- **Technical Present:** Shawna Lode and Mary Stahlhut, with Margo Underwood by phone
- **Technical Absent:** Ron Deiss and someone from the Department of Cultural Affairs
- **Independent Contractor:** David Dahlquist

****Approval of June 6th, 2013 Meeting Minutes***

- Patsy moved and John O seconded. Carried.

Treasurer's Reports & Funding

- MRPC Administrative Budget Report: Mary Stahlhut
 - See Attachment 1 Edith moved and Patsy seconded to accept the year-end report Carried
 - The surplus (\$2,892.71) goes back to road use tax fund
- MRPC Local Match: Jane Regan
 - See Attachment 2a and 2b Edith moved and Deb seconded to accept Jane's report. Carried
 - \$6,566.69 Balance
 - Our goal is to raise \$12,000. ***Jane will send copies of letters to be sent to stakeholders.*** Each county is responsible for a certain amount per capita.

Future Actions Needed:

- Connect with Planning Agencies for funding of projects (Regional Commissions – see Tab 9)
- Meet before the end of the fiscal year to disburse surplus funds.
- Follow up with Iowa State Byways and join their group
- Need representatives on monthly calls and training
- CMP activity
- Promotional items, i.e. pins, decals, clings
- Put section in handbook that deals with acronyms and glossary
- Executive board and committees should be more active between board meetings
- Develop a work plan annually. We operate from the National work plan. So do this in October or later.
- Spell out more clearly the state officers and clarification between treasurer (DOT) and Jane's funds.
- Develop Iowa by-laws
 - Our organization is based on National MRPC by-laws
 - Iowa code
 - Iowa commissions law
- Communication

- Conference calls, etc.
- Always cc the technical and honorary members
- Constant contact
- Newsletter
- Give a schedule of meetings to members
- Get new members reported to National
 - Get an e-mail distribution list
- Promote Iowa's unique features as the only state that starts with two vowels, bordered by two rivers, bordered by two states with ???, has more pigs than people
- GRR t-shirt distribution to John G and Lori W
- Interpretive Center information to members
- Distribution of NGRR and Iowa GRR tear-sheets
- Land and Water Conservation money (David D.) "Law-Con"
- Flyer of David's that needs updates. See Attachment 3
- Follow-up on eco-center listing
- Money review of budget needs Lori, Jane, and Mary
- Everyone use template and get proclamation from your county and towns on the GRR.

New Member Orientation

- Commission Handbooks
 - Letter from J Goodman
 - Tab 1 - Members and information. ***E-mail your information to Mary if it's missing.***
 - Tab 2 - National MRPC Bylaws. We don't have Iowa by-laws.
 - Tab 3 - Background information, latest of 3-year strategic plan.
 - Tab 4 - Iowa code, Employee Handbook, Legal Overview for New Board and Commission Members
 - Tab 5 - Things relating just to Iowa, i.e. new signage, job descriptions for commissioners, many web links to related organizations
 - Tab 6 - Budget
 - Tab 7 - Iowa MRPC Minutes
 - Tab 8 - Iowa MRPC Newsletters
 - Tab 9 - Funding, list of planning organizations, list of projects funded
 - Tab 10 - maps, tear-sheet that we print and give to local attractions and hotels
 - Tab 11 - Current Stakeholders' List by counties
 - Tab 12 - Annual Report from 2011-2012 for new members
 - Tab 13 - Reimbursement forms for travel, lunch, meetings
 - Tab 14 & 15 - empty
 - In front panel - brochures/maps from state, Mary's business card
- Annual Report
 - Tabled until next meeting because it's not completed
- Outgoing Member Reports
 - Patsy - Proudest of 1) Providing this new member notebook to Iowa members. She transferred this idea to National. It's a good leadership guide. 2) Iowa receiving an enormous amount of money (over \$50 M) in National Scenic Byway grants that have benefitted all counties in Iowa. 3) Trail of Interpretive Centers in all 10 states with Iowa leading the group. 4) Developing the Dalquist plan..
 - Al - Proudest of 1) Iowa's GRR is designated as a full Iowa Byway and a National Scenic Byway. 2) Economic benefit is exponential. 3) Mississippi River Bike Trail agreement which is a good partner for the GRR
 - John - Proudest of 1) 32 miles of GRR in Louisa County paved. It was the last piece of IGRR to be paved. 2) Receiving money for an interpretive center.
- Advice and Information
 - Attend National orientation at National meeting in St. Louis
 - Respect the process
 - Represent your county
 - Keep attractions up-to-date

- Communicate locally
 - Use promotional material
 - Contact your Convention and Tourism Bureaus
 - Promote our GRR
- The relationship between MRPC and MRC is that Mississippi River Country voted separately to do tourism promotion to other countries. Shawna is a member of this group. The MRC fulfills the obligation from the National DOT. The MRC is a commission that deals with water/flooding/transportation. See notebook

Committee and Project Reports

- Iowa
 - Status of GRR Grants: Mary Stahlhut
 - See Tab 9 in your notebook
 - Allamakee County is in the process of applying for additional money through a REAP Grant. Jane asked if the MRPC will sign a letter of support for the REAP Grant. Edith moved and Lori seconded to send a letter of support for the Driftless Area Byway Visitor Center REAP Grant Application. Carried
 - They are doing pre-construction engineering for the Marquette Overlook
 - Call Mary for more information regarding the Mississippi River Trail in Riverdale and the Port Louisa Rest Area.
 - They are trying to get closure on byway signage before starting the IGRR
 - The bicycle lane in Louisa County is gathering support
 - Bee Branch Creek Mississippi River Trail has had issues with the railroad
 - They got the OK to go ahead to buy land for the Leopold Property Acquisition
 - **For our next meeting Mary will change the color of those grants that are on-going**

During lunch

- Iowa Great River Road Corridor Management Plan Update: David L. Dahlquist Associates, LLC
 - Developing in the last week or so is a federally funded program that is dedicated from offshore oil leases into the Land and Water Conservation Fund. Half of the money would go to states where many states take half and put it into competitive grants. This money is dispersed through the Department of Natural Resources. The State has to maintain a state outdoor recreation plan. Driving for pleasure is ranked very high because it is one of the most popular activities. David knows a member who will try to get scenic byways included. States would have to explore how this can be in Iowa's outdoor and recreation plan.
 - Corridor Management Plan – We received a \$325,000 grant (approximately) to help pay for this. Eighty percent is federal money (\$260,000) and twenty percent (\$65,000) is local money with amounts of about \$12,000 to \$15,000 per year needing to be raised by our commission. Whenever we raise money, the federal match it at 80%.
 - **David and/or Mary with post the CMP PDFs**
 - **David and/or Mary will update the CMP flyer with new commissioner contact information.**
 - **Commissioners should give update to David regarding the CMP**
 - Background documents are available. **David will update the PDFs for the record and put all of the files on a DVD**
 - **Mary and/or David will get PDF's of all materials for all (absent) commissioners.**
 - Attachment 3 – Corridor Management Plan Update
 - Attachment 4 – Visitor and Resident Satisfaction Survey Project Update
 - Attachment 5 (Tan) is the visitor survey
 - Attachment 6 (Blue) is the resident survey
 - He wants to have 400 completed surveys in each category.

- Edith is going to Rotary and handing out surveys. He'll ask each one of us to do something similar to this in our communities.
 - If we see a place that is giving out our surveys, be sure to thank them.
 - The Sub-Committee needs to be reconfigured.
 - We will have stakeholder meetings the end of March/early April 2014.
 - **Deb will submit the new members' names, addresses and e-mail addresses to National. Include all members, technical members, etc.**
 - Go to the home page of National MRPC for members to get downloads.
 - David has been doing the distribution of the newsletter.
 - **David will send out a reformatted list of stakeholders and we should advise him of any updates.**
 - **John G – get t-shirts to Becca (if available – SM), Lori R, Dan and Lori Wallace**
- National:
 - Technical Committees:
 - Transportation
 - Jay is absent
 - Environment, Recreation and Agriculture
 - Larry is absent
 - Culture & Heritage
 - Edith said an application for Interpretive Center status was submitted the first of August for the Saw Mill. They are also working on gathering stories and new signs for each Interpretive Center.
 - Marketing
 - Jane said they are completely looking at redoing the Experience Mississippi River website. It will also be in Japanese.

Old Business

- The Great Race on June 23rd stopped in Dubuque and Davenport. We passed out pilot wheel pins to drivers.
- The Great River Road Ramble will be Oct 2nd
 - John G. has information about this old car race. On Oct 2nd they will drive from St. Paul to Prairie Du Chien then they will be in Burlington on Oct 4th (overnight). **Jane will contact John G. to see what this is about and then he'll e-mail us if volunteers are needed.**
- Website Management
 - Mary tabled this discussion
- **New commissioners should get a proclamation from their county and city governments. Go to experienceMississippiRiver.com. or MRPC@pilchbarnet.com to get a packet. Tell her you are a new commissioner and she'll send you a template. There are events to advertise GRR. There are 328 miles of IGRR. Get the proclamations signed by mayors and Board of Supervisors in your counties and send them to Edith. Give a copy of the signed proclamations to your Convention and Tourism offices and see if they can get in their September newsletter. Edith will follow-up with people by sending us the link. Also include "Extensions of Remarks" for promotional material. See Attachment 8.**

New Business

- *Election of Officers
 - Tabled to next meeting
- *Fiscal Year 2014 Budget*
 - Tabled to next meeting.
 - The draft is in our handbooks under Tab 6.
 - Line 8 \$12,000 (at least \$3,000 from our account)

- We need to include costs for running a website and other marketing projects besides maps.
- We need to ask the State for at least \$15,000 more per year. Get an estimate of fees.
- **Mary and Lori R will put together a draft budget with the above ideas and then e-mail us. Jane will talk to John G and perhaps he'll help with the budget.**
- Could the Office of Tourism pick up some marketing expenses or are there other departments which could help?
- *Committee Assignments
 - **Let John G know which committee you want to be on**
 - **Mary will e-mail us the description of each committee**
- MRC (Mississippi River Commission) trip August 13
 - They oversee the Corps of Engineers and this boat goes up and down the River.
 - Meet in Dubuque at 1:00.
 - We could also do a five minute presentation about our commission. There is a power point on-line that you have to send them ahead of time.
 - Edith and Patsy have signed up. Lori will call them.
 - David asked that they give our appreciation to the Corps for letting us do surveys at locks and dams.
- *Vote on Honorary Memberships
 - Edith moved and Dan seconded that we recommend MJ Smith and John Oberhaus for honorary membership. Carried
- *National Annual Meeting-St. Louis
 - Mary will send us information
 - Patsy as Pilot Emeritus gets a suite at the National meeting in St. Louis gratis that we could use for our meeting. Or we could get a room within the restaurant. **Mary, Jane and John should call ASAP to get this room.**
 - **Patsy will give info about MRT to John and it can be done in St. Louis**
- Thanks to Jane for chairing the meeting.

Adjourn

- Lori R moved and Dan seconded to adjourn the meeting. Carried. Adjourned at 3:14.

Respectfully submitted,
Debbie Jochims. Secretary

**IOWA MISSISSIPPI RIVER PARKWAY COMMISSION
APRIL 25, 2014 CORRECTED
SEMI-ANNUAL MRPC MEETING
ALTON, ILLINOIS**

Roll call:

Commissioners Present: Deb Jochims, Larry Kruse, Edith Pfeffer, Jane Reagan, Jay Schweitzer Guest: David Dahlquist

Welcome

- Acting Chair Edith Pfeffer called the meeting to order at 7:07 am at the Holiday Inn in Alton, Illinois

Approval of April 2, 2014 Meeting Minutes

- Jane mailed them out. These are to be approved at our next meeting subject to the correction in paragraph 5, line 2 to read "the expenses at the ***Iowa Tourism Legislative Showcase with the Iowa Byways. David Dahlquist also provided money for a booth.*** Also, in paragraph 1, line 4 it should read "Jay **Scheitzer.**"

Treasurer's Report & Approval (attachment 1)

- Jane said it looks like we are going to have leftover money and for the next meeting we should think about where to spend this money. Jane will check on the price of placemats or we could put the money toward geo tourism. We should also send in our bills.

General Reports

- MRPC (multistate) -
- Bylaws Committee – Jay spoke with the attorney general's office. Their opinion is that we don't operate by bylaws, but rather administrative rules since we are a governmental agency. We are also a 501D. Why should we keep this designation and file plus we can't accept donations?
- Corridor Management Plan Committee – David has press release and constant contact verbiage. We reviewed this and he will send it out to the other commissioners to review. In the next couple of weeks they will prepare the stakeholders meeting complete report so it will be ready to approve in June for distribution. David will send two pages to everyone that only the CMP Commissioners received. The Mississippi River Conference is October 15-17 in Moline for River Action. They have asked for submission of a speaker's name. We would like a power point presentation. David will assemble several power point presentations. Jane and Edith

volunteered to speak. David will fill out the form and send it in this weekend.

- Culture and Heritage Committee - Edith reported that we must get the signs out. She is worried the overlays won't fit. Perhaps we should find a sign company in each area and have them apply the overlays. She will hand out a form on June 12th for us to visit our Interpretive Centers. John Goodman submitted a bid of \$533 for tear-off maps.
- Marketing Committee - Jane reported the committee voted to let the board proceed with the National Geographic project. They talked about geo tourism. They asked that the board continue discussions. Jane told them the Ex MS doesn't work on iPads. We want to get a video or power point in place to help us present information to whomever we want to.
- Transportation Committee - Larry reported that they didn't take a vote on Nat Geo. Mississippi representatives raised a resolution about using the pilot wheel only on the road with universal signs for ATV, etc. They want the national office to contact DOTs for better communication. This was tabled as each state should do this.
- Environment, Recreation and Agriculture Committee- Jay reported that there were many questions about Nat Geo and they talked a lot about fracking. They made a resolution to monitor fracking.

Old Business

- Byway Sustainability
 - We need to discuss this at the June meeting so we have a better understanding about it.
- Committee Assignments
 - Postponed until the June meeting.

New Business

- Edith reported the appointment of Scott Turncliff of Scott County. He's in charge of the Hilltop Redevelopment around the High School. Edith feels he'll be a good addition.
- National Scenic Byways Interpretive Center Sign Delivery
They are delivered in Iowa. Overlays are not delivered yet.

Adjourned at 7:45. Our next meeting will be in Hurstville on June 12.

Respectfully submitted,

Debra J Jochims
Recording Secretary

Iowa Mississippi River Parkway Commission
September 20, 2013
Lacleade Boardroom, Renaissance St. Louis Grand Hotel
800 Washington Avenue, St. Louis, MO 63101
CORRECTED

Call to Order: The meeting was called to order at 8:00 am by Chairman John Goodmann.

Roll Call

- Commissioners Present: John Goodmann, Deb Jochims, Glenn Pelecky, Daniel Petersen, Edith Pfeffer, Jay Schweitzer
- Commissioners Absent: Larry Kruse, Jane Regan, Lori Roling, and Lori Wallace
- Honorary Member: Patsy Ramacitti
- Technical Present: Mary Stahlhut
- Technical Absent: Ron Deiss, Shawna Lode, Margo Underwood and an non-appointed person from the Department of Cultural Affairs

***Approval of August 9, 2013 Meeting Minutes**

- Patsy moved and Edith seconded to accept the minutes as corrected. Carried.

***Iowa Great River Road Corridor Management Plan Update: David L. Dahlquist Associates, LLC**

- Attachment 1 (September 16, 2013 letter and four attachments)
- Edith moved and Jay seconded that we ask permission from the Federal Highway Administration for the modification of the project's scope and assignment of in-kind services as recommended by our consultant in his September 16, 2013 letter. Carried

Treasurer's Reports & Funding

- MRPC Administrative Budget Report: Mary Stahlhut
 - Attachment 2 (8436 Expenses by Fiscal Year) Only three expenses this fiscal year leaving a balance of \$38,498.90

***FY 2015 Budget**

- Attachment 3 (MRPC Budget Concerns) from Lori Roling and Jane plus Attachment 4 (Iowa MRPC FY 2014 2015 FY Budget-*corrected*) from Mary
- John and Mary will write a work order with Iowa Interactive
- Jay moved and Edith seconded that the Board authorizes Chairman John Goodman and staff member Mary Stahlhut to finish the 2015 budget requesting an additional \$20,000 for the MRPC to have a website and be a fully participating member of the Iowa Byways organization and to include the board's actual anticipated costs. Carried

***Iowa Great River Road Corridor Management Plan Update: David L. Dahlquist Associates, LLC**

- Attachment 1, p 1-4 Discussion of David Dahlquist's GRR Corridor Management Plan Update, Budget Options, and Project Schedule for FY 2014.
- Jay moved and Edith seconded to adopt the page 3, FY 13/14 Budget Option Level 2 committing \$12,000 from the MRPC State Budget and \$3,000 from the MRPC Local Match Fund and a \$2,000 in-kind (non-monetary) contribution from volunteers. Carried.

Old Business

- Web site. John will discuss this with Bryce Parks.
- Iowa Byways. Do we want to be a part of this? It puts us in better standing when asking for money.
- 2013-2014 Budget – Attachment 4 (Iowa MRPC FY 2014 2015 FY Budget)
 - Patsy moved and Jay seconded the approval of the 2014 operating budget for a total of \$40,000 and includes \$750 for the byway organizational dues. Carried
- *Election of Officers

- Tabled to next meeting

New Business

- 2014 Meeting Schedule - See Attachment 5 (Iowa MRPC Calendar 2013-2014)
- Next Meeting: November 14, 2013 from 10:00 to 3:00. John will make arrangements at the Dubuque River Museum.

Adjourn

- Jay moved and Dan seconded to adjourn the meeting. Carried. Adjourned at 9:10.

Respectfully submitted,
Debra Jochims. Secretary

Iowa Mississippi River Parkway Commission
November 14, 2013
National Mississippi River Museum & Aquarium – Board Room
Dubuque, Iowa

Call to Order

- Chairman John Goodmann called the meeting to order at 10:11 am.

Roll Call

- Commissioners Present: John Goodmann, Deb Jochims, Larry Kruse, Glenn Pelecky, Daniel Petersen, Edith Pfeffer, Jane Regan, Lori Rolling, Jay Schweitzer
- Commissioners Absent: Lori Wallace
- Technical Present: Shawna Lode, Mary Stahlhut
- Technical Absent: Ron Deiss, Margo Underwood and an non-appointed person from the Department of Cultural Affairs
- Consultants: David Dahlquist, Breanne Bye
- Guest: Carrie Koelker, Eastern IA Tourism

Welcome

- Approval of September 20, 2013 meeting minutes
 - Dan moved and Jay seconded to approve the 9/20/13 minutes as corrected (change Brad to Bryce Parks, Peiffer to Pfeffer). Motion carried.
- Treasurer's reports and approval (Mary and Jane)
 - Attachment 1 (Iowa MRPC Annual Budget) and Attachment 2 (Expense Report LF) from Mary.
 - Attachment 3 (List of contributions to the MRPC which are broken down by counties) from Jane. There are still some counties that haven't raised any money or the amount allocated. Bre will resend the boilerplate letter and attachments. Raising this money is very important as this money goes towards the Corridor Management Plan and we need it to receive grant money. The balance is \$6,526.18. Jay moved and Larry seconded to accept this report.

Reports

- General
 - 2014 and 2015 Budgets (John & Mary)
 - Attachment 4 (IOWA MRPC FY 2014 2015 FY BUDGET)
 - We are still in line to get an increase from the State for the Website, marketing and becoming a full partner in the IA Byways Group.
 - Larry moved and Deb seconded that this 2015 draft be sent to DOT.
 - Annual Report Review/Distribution (John)
 - Take a copy or e-mail this to our constituents.
 - Annual Meeting Report (John & Others)
 - The news conference was picked up by AP wire, there was a picture of attendees under the Arch, Iowa had a impressive group of proclamations, National Geographic gave a presentation to do a virtual travel site and asked MRPC to become a part of this. The National board voted to partner with them in whatever way we can. David offered to partner with them in regards to Iowa's websites/resources.
 - We are to suggest to the National Office that experiencemississippiriver.com doesn't do the job. When you Google GRR, it doesn't take you to experiencemississippiriver.com.
 - New Commissioner Training (Glenn, Dan and Lori)
 - They said the training in St. Louis wasn't really new.
 - They said the training in Des Moines was a good meeting. There was a lot of discussion on open meetings and election of officers.

- Committees
 - Culture and Heritage = Interpretive Center Signing (Edith)
 - Mary passed around a copy of what the sign will look like.
 - The Cultural and Heritage Committee approved the Mississippi center.
 - Iowa has two-sided signs so if we want to continue this, it will cost \$200 each for 15 signs. All other states have one-sided signs. Lori moved and Larry seconded not to spend money from our coffers to buy signs. Ayes 6 Nays 2. John will call Suzanne to order signs "as is" so all ten states are the same.
 - Marketing/Events
 - Mississippi River Country Japanese visitors (Edith)
 - Great River Road Ramble Oct 2nd (John+)
 - Organized by Motor Memories of Iowa. We had participants fill out our MRPC survey.
 - September 13th in Dubuque was more like a car show. We also did surveys here.
 - Transportation
 - Environment, Recreation & Agricultural Committee
 - GRR/MRPC/NSB & Iowabyways.org. Web sites (John, David and Mary)
 - The Iowa Byways website has a pending work order with them. The idea is to post our own events. Everything is in flux. Since we need to find a different host for our website, the Iowa Byways site is a natural choice. We can add more to our website. It's easy to add on to experiencemississippiriver.com.
- Projects/Other
 - GRR Active Projects – Commissioners
 - Jane has a project, an educational IC in Allamakee, just south of the Blackhawk Bridge on the GRR. Byways gave them \$1.3 M. It strongly deals with the driftless region. Also, the seven-mile stretch of MRT is nearing completion. A bike lane is being added on Highway 346 before Effigy.
 - Jay reported that Louisa County is on the second phase of a project just east of Grandview, but is having problems regarding Indian artifacts and this is slowing them down.
 - Marquette is about to go to letting. They received \$348,000.
 - DOT Commission Bylaws Query
 - Mary asked IDOT's AG if we need bylaws. One assistant put together a shell and suggested a committee be formed and that we start with the code and compare it with National MRPC bylaws. Edith moved and Larry seconded that we form a sub-committee consisting of Jay, John, and Jane and they develop bylaws for IA MRPC. Motion carried. They will bring a draft to our next meeting.

Old Business

- Election of Officers
 - Attachment 5 (Mississippi River Parkway Commission Job Descriptions September 2005) FYI
 - Jay asked that we get an itemized National expense report. Jane asked to receive copies of the National minutes plus information on up-coming calls/meetings. John will send the link to National conference calls when he gets it.
 - Jay moved and Dan seconded adoption of the following slate of officers:
 Chair – John Goodmann, Vice-Chair – Edith Pfeffer, Secretary – Deb Jochims, Treasurer – Jane Regan
 The following county commissioners voted yes by a voice vote:
 Allamakee, Dubuque, Jackson, Clinton, Scott, Muscatine, Louisa, Des Moines, Lee
- Committee Formation – Standing + CMP

New Business

- Larry moved and John seconded that future fundraising efforts are for the CMP and Marketing. Motion carried.
- Everyone should electronically send to John what committee they want to be on.
- FY 2014 Reorganization Discussion
 - Schedule Meetings/Calls for FY 2014 (MRPC, Committees, Stakeholder Meetings)
- Corridor Management Plan (David)
 - Survey Results and Drawing
 - They are hearing a lot of support of what GRR is and could be.
 - Attachment 6 (Resource Document Library, Version 02/File and Folder Contents on DVD). They developed up-dated stationery and it's a word document. They will update it with new officers and send it to us electronically.
 - The CMP sub-committee will consist of John, Larry, Lori, Glenn plus Mary representing IDOT.
 - He passed around two sheets:
 - Attachment 7 (Visitor and Resident Satisfaction Survey/Survey Summary)
 - Attachment 8 (Visitor and Resident Satisfaction Survey/Initial Observations) This is a good tool to use in the future to measure change. The surveys had a lot of comments. There are a high number of fully completed surveys. They will spend the next couple of months going through the results. Edith would like to see report on "bike" comments ASAP. About February, they will be able to give presentations on this information. MPOs, RPAs and state legislators should also see this information. David feels confident there is a high recognition level of the GRR so there is a high bar for us to keep supporting.
 - Next Steps
 - Attachment 9 (Upcoming CMP Tasks/Spring 2014 Stakeholder Meetings)
 - He suggests repeating these meetings in places where we were before. He suggests late March to early May 2014. He wants us to be comfortable with what is going to be introduced at the meetings. Our consensus is that he is to continue with planning.
 - Attachment 10 (Iowa Mississippi River Parkway Commission/Winter Newsletter 2013) FYI
 - We should update the stakeholder list so they can send this newsletter our correctly.
 - Bre bills \$250 per quarterly newsletter. Jay moved and Larry seconded that we pay Bre \$250per newsletter. Carried. This newsletter is only sent to e-mail addresses so if we want to send it in the future to others, we need to consider additional costs.
 - Next year the Drive the GRR is for all the states so be thinking about September events.
 - We all need to take pictures and send them to Bre.
- Tourism Update (Shawna)
 - Her office supports us and is changing to work more strategically.
 - Recent articles reinforcing their goal of introducing Iowa and helping readers to get excited then connect them:
 - She passed around a scenic byways article for the next Iowa Travel Guide.
 - MSN Europe Travel says The GRR is one of the "World's Best Roads"
 - The Chicago Tribune featured Dubuque's fall colors.
 - They are taking print content and using it for social media and the web site.
 - They only know our story if we tell them.

- Discussion of 2013-2014 Work Plan – Iowa MRPC organization/history discussion
 - At our next meeting focus on solidly planning our stakeholder meetings.
 - Our next meeting will be at Hurzville Interpretive Center in Jackson County on February 13th. Lori will make the arrangements.
 - David will call the next CMP sub-committee meeting.
 - Jay will work on a bylaw committee meeting.
- Eastern Iowa Tourism (Carrie Koelker)
 - January 28, 2014 is TFI's Annual Legislative Showcase. We should have a presence at this event. Edith and John offered to e there.
 - They meet the first Wednesday of every other month.

Adjourn

- Jay moved and Larry seconded to adjourn the meeting. Carried. Adjourned at 2:57.

Respectfully submitted,
Debra Jochims. Secretary

IOWA MISSISSIPPI RIVER PARKWAY COMMISSION

June 12, 2014

Maquoketa, Iowa

ROLL CALL

- Commissioners Present: John Goodman, Deb Jochims, Larry Kruse, Daniel Petersen, Edith Pfeffer, Jane Regan, Lori Roling, Jay Schweitzer, Scott Tunnichliff, and Lori Wallace
- Technical Committee Members Present: Mary Stahlhut IDOT, Shawna Lode & Amy Zeigler from the IA Tourism office
- Guests Present: David Dahlquist and Lowell Carlson from a local newspaper.

WELCOME & INTRODUCTION OF NEW COMMISSIONER SCOTT TUNNICLIFF

- John Goodman called the meeting to order at 10:12 at the Maquoketa, IA library

APPROVAL OF APRIL MEETINGS' MINUTES

- Jay moved and Larry seconded to approve the April 2nd minutes. Passed.
- The April 25th minutes should read, "John Goodman submitted a bid" instead of "David submitting a bill". Also, respell Hurstville. Jay moved and Larry seconded to approve the minutes with the aforementioned changes. Passed.

TREASURER'S REPORT AND APPROVAL

- (Attachment 1-Iowa MRPC Annual Budget) Mary said there is no money allocated for IA Byways Dues because they are reorganizing and not taking any money until probably next fall. We could move the extra money towards the CMP Project (Attachment 2) amount budgeted for next year.
- Larry moved and Jay seconded to accept the Expense Report. Passed.
- Jay moved and Lori W seconded to spend any remaining dollars of our 2013-2014 fiscal year budget before the end of month and it should be advanced to our 2015 budgeted CMP amount. Passed.

GENERAL REPORTS

- Bylaws Committee
 - Mary brought Attachment 3 dated 6/5/14 regarding a new response from DOT's AAG on MRPC operating procedure. We don't need bylaws or administrative rules, but rather this memorandum
 - Attachment 4 (Chapter 308) and Attachment 5 (House File 477 - Introduced
 - Jay will meet with his committee and discuss this information before bringing to a vote at our next meeting.
- Culture and Heritage Committee - Edith
 - We have our signs and she has a press release (Attachment 6 - For Immediate Release). Suzanne would like a copy of local articles. She has instructions to apply overlays.
 - Attachment 7 (GRR Network of Interpretive Centers). Please take one per IC per county. Visit your center(s), fill out and send to Edith and the National Office.

- Attachment 8 (Mississippi River Geotourism Stewardship Council)
- Attachment 9 (Recommendation from the MRPC Finance Committee)
- Attachment 10 (Byways of Iowa Sustainability Project)
 - This is an agenda of a meeting she attended.
- Attachment 11 (Iowa DOT Funded Project Development Process)
 - “How To Develop a Scenic Overlook”. This is the only category the National pays for. The DOT website has more information on this subject.
- Marketing Committee – Jane
 - At the National meeting the committee spent a lot of time on Nat Geo and websites.
- Transportation Committee
- Environment, Recreation and Agriculture Committee – Jay
 - At the National meeting there was a lot of discussion on fracking.

TECHNICAL MEMBER REPORTS

IOWA TOURISM UPDATE – SHAWNA LODE AND AMY ZEIGLER

- John has discussed with them their taking over our website.
- Shawna reported:
 - Amy works with digital marketing.
 - She has about 3,000 places/attractions.
 - Attachment 12 (IMRPC and Iowa Tourism Office Website Partnership)
- Larry moved and Scott seconded that we abandon our current website and switch to their website. Passed.
- David, Jane, John and Larry will work with Shawna and Amy.
- Share Attachment 13 locally, but the CVBs already have this. \$270,000 was put in this year. Shawna will ask if IMRPC could apply.

OLD BUSINESS

- MRPC Organization
- Schedule FY 2014 Commission Meeting Dates & Locations
 - Our next meeting we be held September 18th during the National Meeting September 17-19.
 - Tentatively we will meet the first Thursday of each quarter so after September, our next meeting will be December 4th.
- Tear Sheet and Iowa Byways Travel Guide Publications are available today for Commissioners to take back to their counties.
- Web Site
 - We should not cease or desist on entering website information as it will take some time to switch over.

NEW BUSINESS

- National Byways Meeting – Edith
 - The Iowa group would like to host the Spring 2016 Convention perhaps in NE Iowa. Jay moved and John and Larry seconded to participate in the Spring 2016 Convention. Passed.
- Great River Road Signage
 - Mary mentioned the IDOT needs to get a new consultant and new signs fabricated.
 - When the DOT needs signed agreements from local governmental agencies to continue the upkeep on the signs, etc., the MRPC will be asked to help.
- 2015-2016 Budget
 - See Attachment 14
 - We need a draft budget in by August 15 for 2016.
 - David and the CMP subcommittee will discuss the needs for CMP implementation. This will be confirmed by a vote at the September meeting. It was suggested to put \$150 into the budget for the Iowa Tourism Conference.
- Election of Officers for FY 2015
 - Larry moved and Scott seconded that we keep the same officers as is for one more year.
- 501C4 Status
 - We now have this.

GRR CORRIDOR MANAGEMENT PLAN

- Work Plan
- Stakeholder Meetings Report - David
 - Attachment 15 (IGGG CMP Update-Draft) This is the Executive Summary
 - Jay moved and Lori R seconded to take “Draft” off, fix typos and send this information out as final. Send to panelists, attendees and all stakeholders. Passed.
 - Attachment 16 (IMRPC Report of Spring 2014 Stakeholder Meetings/Supplement 4)
- The CMP committee met July 10th, not June 23rd or July 17th.

ADJOURN

- Adjourned at 2:15. Members were invited to tour the Hurstville Interpretive Center.

Respectfully submitted,

Debra J Jochims, Secretary

State Fiscal Year 2014		OPERATING BUDGET		
Item	Description	Iowa DOT	Amount	Amount
		Annual Budget	Paid to Date	Remaining
1	MRPC Annual Dues	\$15,000.00	\$15,000.00	\$0.00
2	Annual Meeting St. Louis, MO	\$4,600.00	\$3,926.01	\$673.99
3	Semi-Annual Meeting, Illinois	\$4,500.00	\$2,164.77	\$2,335.23
4	Travel/meals in state	\$2,000.00	\$1,995.84	\$4.16
5	Iowa Byways Coalition Dues	\$750.00		\$750.00
6	Eastern Iowa Tourism Dues	\$135.00	\$135.00	\$0.00
7	Administration	\$500.00	\$583.90	-\$83.90
8	Iowa GRR Maps	\$515.00	\$414.00	\$101.00
9	Newsletter	\$0.00	\$0.00	\$0.00
10	CMP Preparation	\$12,000.00	\$15,780.48	-\$3,780.48
TOTAL		\$40,000.00	\$40,000.00	\$0.00

explore *Iowa's* great river road



INTERPRETIVE CENTERS

- 1 Effigy Mounds National Monument**
 151 Highway 76, Harpers Ferry / T: (563) 873-3491
 The Monument is located in northeast Iowa, along the "Great River Road". It is along HWY 76, 4 miles north of Marquette and McGregor.

- 2 Iowa DNR Guttenberg Fish Hatchery & Aquarium**
 317 North River Park Drive, Guttenberg / T: (563) 252-1156
 Near Lock and Dam 10, visitors view a wide variety of fish and aquatic wildlife. The aquarium is on the National Register of Historic Places.

- 3 National Mississippi River Museum & Aquarium**
 350 East Third Street, Dubuque / T: (563) 557-9545
 Large freshwater aquariums, live animal exhibits, hands-on historical exhibits, working boatyard, wetland, National Rivers Hall of Fame, and the Wm. M. Black Boat & Breakfast delights toddlers to grandparents.

- 4 Mines of Spain / E.B. Lyons Interpretive Center**
 8991 Bellevue Heights, Dubuque / T: (563) 556-0620
 The Meskwaki Indians were some of the earliest inhabitants of this 1387 acre park. French-Canadian fur trader Julien Dubuque mined and traded lead here from 1788 to 1810.

- 5 Hurstville**
 18670 63rd St. Maquoketa / T: (563) 652-3783
 The Hurstville Interpretive Center is located on an 18 acre wetland and is designed for multiple uses, with an emphasis on environmental education and natural resource protection.

- 6 Mississippi Valley Welcome Center**
 900 Eagle Ridge Road, LeClaire / T: (800) 747-7800 x120
 The Center sits high on a bluff overlooking the scenic Mississippi River Valley, featuring historical displays, picnic shelters and information on sights and activities throughout the state of Iowa.

- 7 Buffalo Bill Museum**
 199 N. Front St., LeClaire / T: (563) 289-5580
 The Buffalo Bill Museum collects, preserves, interprets and exhibits artifacts depicting the heritage of the region, particularly life along the Mississippi River and its early pioneers like Buffalo Bill (William F. Cody).

- 8 Putnam Museum of History and Natural Science**
 1717 W. 12th St, Davenport / T: (563) 324-1933
 Enjoy the Black Earth/Big River nature experience, the award-winning River, Prairie and People History Hall, treasures of the Asian/Egyptian Gallery, unique shopping, and an IMAX theater.

- 9 Nahant Marsh Education Center**
 4220 Wapello Ave, Davenport / T: (563) 323-5196
 This 513-acre urban wetland, formerly a Superfund Cleanup site, is now home to wildlife and a restored prairie. Hiking trails and boardwalks with interpretive signage are open to the public year-round.

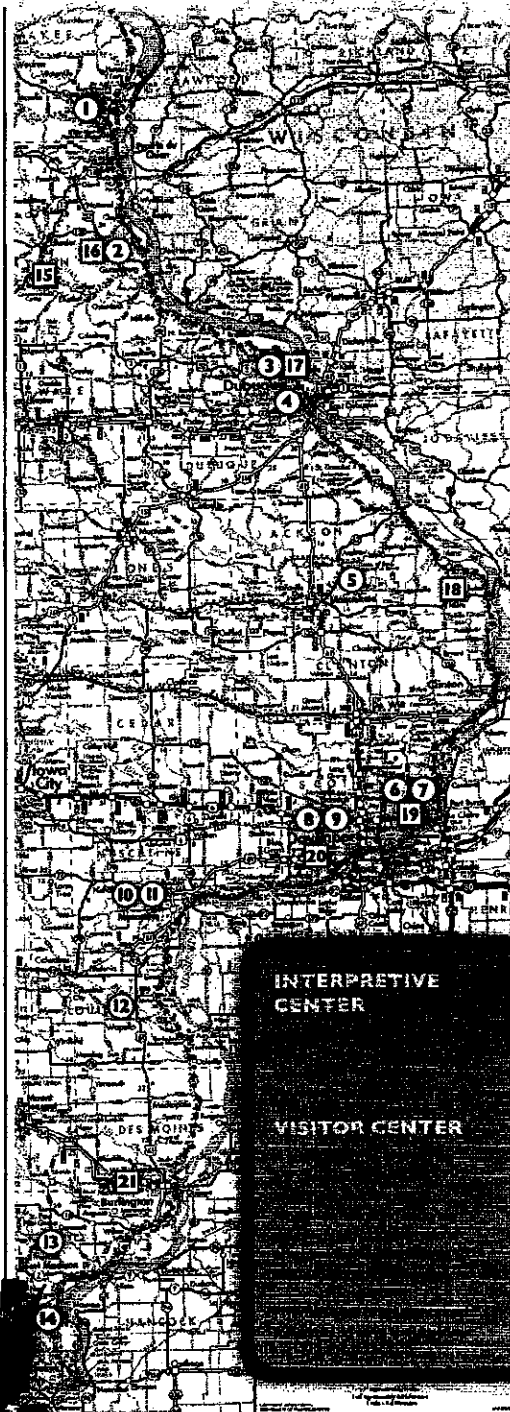
- 10 Muscatine History and Industry Center**
 117 West 2nd Street, Muscatine / T: (563) 263-1052
 Once known as the "Pearl Button Capital of the World," Muscatine mass produced buttons from freshwater mussel shells. Explore the interactive exhibition of artifacts from the pearl button industry, purchase unique button gifts, and view the innovations of modern "Made in Muscatine" industries.

- 11 Pine Creek Grist Mill**
 1884 Wildcat Den Road, Muscatine / T: (563) 263-4337
 Pine Creek Grist Mill was built in 1848 by Muscatine County's first settler and was closed in the 1920's. It has been restored to demonstration condition and seems to be the oldest working grist mill between the Mississippi River and the Rocky Mountains.

- 12 Tootlesboro Indian Mounds & Museum**
 6568 Tootlesboro Rd, Wapello / T: (319) 523-8381
 The Hopewellian mounds at Tootlesboro are among the best preserved and accessible remnants of an ancient culture that flourished from 200 B.C. to 400 A.D.

- 13 Old Fort Madison**
 716 Riverview Drive, Fort Madison / T: (319) 372-6318
 The Fort is an accurate reconstruction of the first military garrison on the Upper Mississippi and became home to the 1st U.S. Infantry from 1808-1813.

- 14 George M. Verity Riverboat Museum**
 415 Blondeau, Keokuk / T: (319) 524-5599
 The Verity was the first of four steamships built in 1927 for the revival of cargo transportation on the Mississippi. Originally named the S.S. Thorpe, tour the engine room, sleeping quarters and galley.



Base map provided by the Iowa DOT

VISITOR CENTERS

- 15** **Osborne Nature Center, Iowa Welcome Center**
Hwy 13, 5 miles south of Elkader
T: (563) 245-1516
- 16** **Guttenberg Development & Tourism Welcome Center**
323 S. River Park Drive, Guttenberg
T: (563) 252-2223
- 17** **Iowa Welcome Center**
300 Main St., Suite 100, Dubuque
T: (800) 798-8844
- 18** **Jackson County Welcome Center**
60488 Highway 64, Sabula
T: (563) 687-2237
- 19** **Mississippi Valley Welcome Center**
Hwy 67 & Interstate 80,
900 Eagle Ridge Road, LeClaire
T: (800) 747-7800 ext. 120
- 20** **Mississippi River Visitors Center**
Arsenal Island, Davenport
T: (308) 794-5338
- 21** **Port of Burlington Welcome Center**
400 Front Street, Burlington
T: (319) 752-8731

CONVENTION & VISITORS BUREAUS

- Dubuque CVB**
300 Main St., Suite 200 / Dubuque, IA 52001
T: (800) 798-4748
- Clinton Area CVB**
721 S 2nd St., Clinton, IA 52732
T: (563) 240-5702
- Quad Cities CVB**
102 S. Harrison St. / Davenport, IA 52801
T: (800) 747-7800
- Muscatine CVB**
102 Walnut St. / Muscatine, IA 52761
T: (800) 257-3275
- Burlington CVB**
RiverPark Place, 610 N. 4th St., Suite 200
Burlington, IA 52601 / T: (319) 752-6345
- Fort Madison CVB**
614 9th St. / Fort Madison, IA 52627
T: (319) 372-5471
- Keokuk Area CVB**
401 Main St., Suite 1 / Keokuk, IA 52632
T: (800) 383-1219

INFORMATION SOURCES

- National Mississippi River Parkway Commission**
P.O. Box 59159, Minneapolis, MN 55459-8207
763-212-2560 | mississippi@riverinfo.com
e-mail: info@mississippiriver.com
- Iowa Tourism Office**
Iowa Department of Economic Development
200 East Grand Avenue, Des Moines, IA 50309
T: (800) 345-IOWA | traveliowa.com
- Eastern Iowa Tourism Association**
P.O. Box 189, Dyersville, IA 52040
T: (800) 891-3482 | easterniowatourism.org
e-mail: eta@easterniowatourism.org
- Iowa Department of Transportation**
Office of Systems Planning
PO Box 1088, Dubuque, IA 52004-1088
- Iowa MRPC**
experiencemississippiriver.com/iowa.cfm
- America's Byways**
byways.org

IOWA GREAT RIVER ROAD COUNTIES

ALLAMAKEE COUNTY

Begin near New Albin and drive south through forests and farmland to Lansing. This old river town gives access to *Mc Hosmer Park*, a panoramic view of the Mississippi Valley and the tri-state area. Next, explore *Yellow River State Forest* - 9,000 acres of public hunting, hiking and fishing. Visitors also have access to 3,000 acres of Mississippi River backwater areas. This area is truly a sports enthusiast's paradise.

CLAYTON COUNTY

Drive south visiting Iowa's only National Monument - *Effigy Mounds*. Try your luck at the casino in Marquette. McGregor has charming historic homes and businesses, with several antique stops. Enjoy *Pike's Peak State Park* overlooking the Mississippi where explorers Marquette and Joliet landed. The road, with bike path, now winds through magnificent bluffs and valleys to Guttenberg, the home of German stone buildings restored as restaurants and a riverfront inn. Visit the *Lockmaster's House Heritage Museum* along the mile-long river front park and walkway. En-route is the historic fishing village, Clayton.

DUBUQUE COUNTY

Home of America's River! Be sure to not miss the *National Mississippi River Museum & Aquarium, Dubuque River Rides, Arboretum, Dubuque Museum of Art, Five Flags and Grand Theaters, Sundown* ski area, trolley and carriage rides, *Field of Dreams*, and *National Farm Toy Museum*. Ride the *Fenelon Place* cable car and tour the *Mathias Ham House*. Enjoy the *Victorian House* tour and *Progressive Dinner, Mystique Casino, Diamond Jo Casino* and *Crystal Lake Cave*.

JACKSON COUNTY

South of Dubuque visit St. Donatus founded by skilled stone masons from Luxembourg. Then discover Bellevue with a beautiful riverfront park extending the full length of the town. Watch towboats "locking through" or eagles feeding below the dam. Other sites include a historical museum, the *Bellevue State Park* with its limestone cliffs and renowned butterfly garden. Or experience nature hands on at the 18 acre *Hurstville Lime Kilns Interpretive Center* right off Highway 61. This 18 acre complex includes a wetland, reconstructed prairie, roadside observation deck, trails and bird blind.

CLINTON COUNTY

Where the By-way meets the *Lincoln Highway (U.S. 30)*, you will find Clinton. Our *Riverview Park* with the *Lillian Russell Showboat Theatre*, aquatic center, marina, band shell, and *Alliant Energy Stadium*, home to the *Clinton Lumber Kings* (class A baseball team) sits on the majestic Mississippi River ready to entertain a diverse range of guests. Just north on Highway 67 you can view the widest point on the upper Mississippi River from a viewpoint in *Eagle Point Park*. The *Bickelhaupt Arboretum*, the *Felix Adler Children's Discovery Center*, *The Clinton County Historical Society Museum* and the *River Art Center* are open for tourism activity. The new *Candle Light Restaurant* on the riverfront has a perfect view of *Old Man River* and offers eagle watching in the winter. *The Wild Rose Casino and Resort* is located at the junction of Highway 30 and the *Milk Creek Expressway*.

SCOTT COUNTY

Visit the new *IMAX Theatre & Putnam Museum, Bettendorf Family Museum for children, Buffalo Bill Museum, and Fejervary Children's Zoo*. Try your luck on the *Isle of Capri Casino-Bettendorf* or *Rhythm City Casino-Davenport* or take a cruise on the *Chunnel Cat Water Taxi*, *Celebration Belle* or *Twilight*. View agricultural exhibits at *John Deere Commons*. Enjoy festivals - *Bix Beiderbecke* weekend with *Bix 7* and *Junior Bix 7* road race, *Jazz festival* and *street fair*, and *Mississippi Valley Blues Fest, Quad City Festival of Trees, Beaux Arts Fair*. Shop at historic *Village of East Davenport*, quaint antique boutiques and two major shopping malls.

MUSCATINE COUNTY

Active and diverse, Muscatine is a community tucked between two river bluffs and is filled with many surprises. Come and experience our first-rate recreational facilities such as *Wildcat Den State Park, Shady Creek, Fairport Fish Hatchery* and *Weed Park* with the new *Aquatic Center*. Our renowned *Muscatine Art Center* and the *History and Industry Center* offer a glimpse of Muscatine's rich history. While you're here, don't forget to stroll along the streets of the historic downtown business district and visit the many unique retail shops.

LOUISA COUNTY

Louisa County is located at the confluence of the Iowa and Cedar Rivers. The Iowa River flows mostly southeast to near Oakville where it joins the Mississippi River. Naturally, the area is characterized by broad floodplains containing many wetlands and marsh areas including the *Mark Twain Wildlife Refuge*. The adjacent wooded bluffs were favorite sites for Native Americans because of the abundance of nearby forage, fish, wildlife and waterfowl. *Toolesboro* has a series of Indian mounds and a fine visitor center.

DES MOINES COUNTY

Start your tour of historic Burlington at the *Port of Burlington Iowa Visitors Center* on the Mississippi by the imposing *Great River Bridge*. Visit the *Catfish Bend Riverboat Casino* and walk past the site of the *First Iowa Territorial Capitol* to the charming downtown *West Jefferson Street Historic District*. Tour the nearby *Heritage Hill Historic District* with its grand homes including the *Phelps House*, just one of three *Des Moines County Historical Society Museums*. Walk down famous *curvy Snake Alley*. Don't miss Burlington's beautiful parks with their stunning views of the Mississippi River.

LEE COUNTY

History lives on, by way of authentically-dressed historic interpreters at *Old Fort Madison*, our accurate reconstruction of the first military fort on the upper Mississippi. Sharing the beautiful *Riverview Park* with the Fort, you'll also find *Santa Fe Engine 2913* and the *Old Santa Fe Depot Historic Center*. You can also view the world's largest double-decker swing Span bridge, watching it open and close to allow barge traffic through and counting the nearly 100 trains that cross the bridge daily!