Iowa

Mississippi River Parkway Commission

2016-2017 Annual Report
September 2017

Edith Reiss Pfeffer, Chair
Iowa Mississippi River Parkway Commission

2016-2017
Iowa Mississippi River Parkway Commission
Explore Iowa's Great River Road

Jane Regan, Treasurer
Allamakee County

Jenna Pollack
Clayton County

John Goodmann, Secretary
Dubuque County

Vacant
Jackson County

Edith Pfeffer, Chair
Clinton County

Scott Tunnicliff
Scott County

Daniel Petersen, Vice-Chair
Muscatine County

Jay Schweitzer
Louisa County

Lisa Walsh
Des Moines County

Martin Graber
Lee County

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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.

VISION

The Iowa Great River Road will sustain rewarding lifelong experiences for Iowans and visitors from around the world through the support of a cooperative network of partners and stakeholder, each of which invest in and benefit from the conservation, development, promotion, interpretation and management of the diverse intrinsic resources of the Iowa Mississippi River Valley.

(Adopted December 15, 2014).

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.
- Continue the identification, documentation and protection of the intrinsic resources of the Great River Road.
- Expand the local citizen awareness of the resources and importance of the Great River Road in Iowa and the adjoining states.
- Provide new travel experiences through effective interpretation and promotion of the Great River Road.
- Increase information services to residents and organizations along the Great River Road.
- Identify economic development opportunities based on the sensitive use of the Road's intrinsic resources.
- Sustain existing alliances with other organizations that are interested in the future of the Great River Road and develop new partnerships where needed.
- Identify volunteer opportunities for individuals and organizations along the Great River Road.
- Assist in coordinating the increase of investment and awareness of the Great River Road and its resources with development of a variety of amenities and delivery of programs for public awareness, interpretation and promotion.
- Increase the awareness for Great River Road stakeholders of availability of public and private funding for resource conservation, transportation enhancement, interpretation and promotion.
- Develop communication opportunities to tell the stories of the National Scenic Byway/Great River Road.
  Arrange community involvement meetings and workshops pertaining to a variety of Great River Road related topics.
  Advocate for the Great River Road Interpretative Centers.
- Advocate for the Great River Road research, planning, and development studies.
  Advocate for transportation related projects in the Great River Road Corridor 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), native plant community restoration, multi-functional streets, etc.
- Conserve, develop, promote and interpret, and manage the Iowa Great River Road.

(Adopted December 15, 2014).

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 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 statue 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 to appoint new technical advisor but as of the date of this report no formal appointment has been completed.

An updated Iowa MRPC commission member's contact list follows:

Iowa MRPC Commission and Technical Members

COMMISSIONERS	IOWA MRPC OFFICE/NAT'L COMMITTEE	ELECTRONIC ADDRESS & PHONE NUMBER	TERM EXPIRES
ALLAMAKEE COUNTY			
Jane M. Regan P.O. Box 34 Harpers Ferry, IA 52146-0034	**Iowa MRPC Treasurer** **Nat'l Marketing** **Bylaws Committee**	jregan@leschenskyins.com PH: 563-568-6347 Cell: 563-380-3635	6/30/2017
CLAYTON COUNTY			
Jenna Pollock 23929 Aspen Avenue Volga, IA 52077	**Nat'l Culture & Heritage**	jpollock@claytoncountyia.gov PH: 563-380-7808 Cell: 563-880-1457	6/30/2017
CLINTON COUNTY			
Edith Pfeffer 524 Mill Ridge Road Clinton, IA 52732	**Iowa MRPC Chair** **Nat'l Culture & Heritage** **Nat'l Marketing**	edithrpfeffer@gmail.com PH: 563-243-7751 Cell: 563-357-3681 FAX: 563-243-7751	6/30/2019
DES MOINES COUNTY			
Lisa Walsh 6172 Nikonha Place Burlington, IA 52601	**Iowa MRPC Transportation**	PH: 319-752-0912 Cell: 319-850-1950	6/30/2019

DUBUQUE COUNTY

John A. Goodmann 2744 University Avenue Dubuque , IA 52001	**Iowa MRPC Secretary** **Nat'l Transportation**	jgoodmann@real-good.com Work: 563-556-3232 Cell: 563-599-4350 Toll Free: 800- 498-4518	6/30/2019

JACKSON COUNTY

Vacant			6/30/2019

LEE COUNTY

Martin Graber 2163 North Fork Drive Fort Madison, IA 52627	**Iowa MRPC Vice-Chair** **Nat'l Culture & Heritage**	Col grabber @yahoo.com Day: 319-372-4819 Work: 319-372-1896 Cell: 319-470-5522	6/30/2019

LOUISA COUNTY

Jay Schweitzer P.O. Box 112 Columbus Junction, IA 52738	**Nat'l Enviro, Rec & Agriculture** **By laws Committee**	jayts@yahoo.com Work: 319-728-2219 Home: 319-728-3180 FAX: 319-728-8449	6/30/2017

MUSCATINE COUNTY

Daniel Petersen 3289 150th St. Muscatine, IA 52761	**Iowa MRPC Secretary** **Nat'l Enviro, Rec & Agriculture**	shirleyraepetersen@gmail.com Home: 563-263-3527 Cell: 563-571-8009	6/30/2017

SCOTT COUNTY

Scott Tunnicliff 718 Holmes Street Bettendorf, IA 52722	**Nat'l Culture & Heritage**	hcvscott@gmail.com Work: 563 322 8293 Cell: 563 370 2098	6/30/2017

TECHNICAL COMMITTEE MEMBERS:

Iowa Department of Transportation

Mary Stahlhut Iowa DOT, Systems Planning 800 Lincoln Way Ames, IA 50010	**Iowa MRPC Bd Administrator** **Nat'l Transp/Marketing**	mary.stahlhut@iowadot.us PH: 515-239-1369 FAX: 515-233-7857

Department of Natural Resources

Margo Underwood	**Iowa MRPC Advisory**	Margo.Underwood@dnr.iowa.gov
609 S. Shore Drive	**Nat'l Enviro, Rec &Ag**	641-420-3896
Clear Lake, IA 50428-2546		

Department of Natural Resources

Randy Schultz	Randy.Schultz@dnr.iowa.gov

Department of Natural Resources - Parks	
Todd Coffelt	todd.coffelt@dnr.iowa.gov
Wallace Bldg., 502 East 9th St	Phone: 515-725-8485
Des Moines, IA 50319	

Economic Development Authority

Shawna Lode	**Iowa MRPC Advisory**	Shawna.Lode@iowaEDA.com
East Grand Office Park	**Nat'l Marketing**	515-348-6255
200 East Grand Avenue		
Des Moines, IA 50309		

US Army Corps of Engineers

Ron Deiss	**Iowa MRPC Advisory**	Ronald.w.deiss@usace.army.mil
Clock Tower Bldg. Box 2004	**Nat'l Enviro, Rec &Ag**	309-794-5185
Rock Island, IL 60204		

IOWA DOT OFFICE OF SYSTEMS PLANNING:	**Policy and Agency Support**	
Deb Arp	**Grant Team Leader**	debra.arp@dot.iowa.gov 515-239-1681
Craig Markley	**Office Director**	craig.markley@dot.iowa.gov 515-239-1027
Peggy Riecken	**Secretary/Claims**	peggy.riecken@dot.iowa.gov 515-239-1664

IOWA MRPC COMMISSION MEETINGS

The Iowa MRPC met on ten separate occasions in the past year. July 8, 2016 at Nahant Marsh, Davenport, Ia.; September 16, 2016 Natchez, MS; October 12, 2016 at Nahant Marsh, Davenport, IA.; November 21, 2016 McCarthy Center, 2nd Floor, Roshek Building, 700 Locust St., Dubuque, IA; December 16, 2016 Scott County Public Library, Eldridge, IA; February 13, 2017 at Pearl Button Museum and Industry Center, Muscatine, Iowa; March 20, 2017 at the Driftless Area Education & Visitor Center, Lansing, Iowa; April 21, 2017 at our National MRPC semi-annual meeting in Paducah, Kentucky; May 15, 2017 at Eco-Tourism Center, 3942 291st Street, Camanche, IA and June 19, 2017 at the Hurstville Interpretive Center, Maquoketa, IA.

2016-2017 Iowa MRPC Meeting Minutes

Minutes of the Iowa Mississippi River Parkway Commission are always public record. Public notices and meeting minutes are also posted here:

https://iowadot.gov/iowasbyways/mississippi-river-parkway-commission

Iowa Mississippi River Parkway Commission Notes
Meeting Minutes
Monday, July 18, 2016
Nahant Marsh
4220 Wapello Avenue, Davenport, IA

Call to order:
Chair Edith Pfeffer called the meeting to order.
Roll call was taken with a quorum of the eight-member 2016 roster present.

Commissioners: Edith Pfeffer, Chair, Dan Petersen, VC.; Marvin Graber, Lisa Walsh, Scott Tunnicliff
Tech Members: Mary Stahlhut, Iowa DOT Byways Program
Guests: Brian Ritter, Nahant Center, Jean Peiton, Ft. Madison

Welcome and Announcements:
Brian Ritter provided a welcome to Nahant Marsh and a brief program including the site's development history and current unique partnership with the City of Davenport, colleges and other entities.

Business:

Minutes –
June 20, 2016, meeting minutes as distributed were reviewed by Pfeffer.
Moved to accept minutes as amended: Peterson, Second: Graber
*Approved.

Treasurer reports
MRPC Foundation balance was not reported.
Mary Stahlhut Reported the MRPC 2016 DOT appropriation budget final balance at $ 1428.61.
Motion to accept MRPC DOT report as distributed: Tunnicliff, Second: Graber
Discussion:
*Approved.

2017 Fiscal Year Budget Discussion

Other Reports
Marketing: Activity is reflected in the budget.

- There are more visitors up and down the river in Iowa and the centers report that something has changed.
- Public radio was concerned with the MRPC as a political/ government entity. MRPC wishes to have DOT AG clarify this.
- MRPC is receiving monthly Google analytics from Travel Iowa.
- Pfeffer reported on the radio spots and the text in the air time, and encouraged the commissioners to print the emails as a resource for their future activity.
- Pfeffer remarked on how many stories there are to tell from ancient native populations throughout the GRR. Native American
- The Iowa Tourism Conference will be held October 19, 20, and 21st in the Quad Cities.
- Day trip itineraries are a good tool that we should develop for each county. Pfeffer asked each county to contact their CVB's for fresh itineraries to send to National.
- Pfeffer shared Keokuk a CVB booklet and challenged all to check their local promotional materials for GRR references and to insert correct information. This year, the new GRR signs being installed are a good reason to refresh local stakeholders on the GRR and promote together.
- Eastern Iowa Tourism provided information to Pfeffer and the invoice was received and approved for payment under previous action in June 2016 and the 2017 budget approved today.
- January- The Byways sustainability collaboration on byway stories will result in the Great River Road having a culinary feature story on GRR businesses in the Edible Iowa magazine.

Environment and Recreation: Peterson reported on the nomination we are preparing for a National MRPC Steward Award for CIPCO (Central Iowa Power Cooperative) who tore down an old coal fired power plant and converted it into a natural area. Commissioners agreed Peterson should submit the nomination.

Transportation: Walsh reported the committee conference call scheduled for July was not initiated by national and has not been rescheduled.

Pfeffer asked if there are any Iowa nominees for the Distinguished Service Award. Commissioners proposed to nominate the Keokuk River Loop promotion. Moved Tunnicliff, Second Walsh
*Approved

Pfeffer reported that National discussed the current USDOT FAST act that refers to a tourism modal model? Diane Threadgill was nominated to represent the 10-state MRPC on this committee.

MRPC Annual Meeting Sept. 14-16, 2016, Natchez, Miss.

- Natchez: Nat-Geo site will be unveiled, MRPC may need to coordinate and arrive early because the National Geographic meetings precede MRPC
- The 2016 National meeting will include many outings. The first reception is at a private antebellum home.
- Mississippi River Town and Cities Mayors also will be meeting

Budget Discussion

	State Fiscal Year 2017	BUDGET Record		
Item	Description	Iowa DOT	Amount	Amount
		Annual Budget	Paid to Date	Remaining
1	MRPC Annual Dues	$15,000.00		
2	Annual Meeting Natchez, MS	$6,900.00		
3	Semi-Annual Meeting, Kentucky	$4,500.00		
4	Travel/meals in state	$2,215.00		
5	Iowa Byways Foundation	$500.00		
6	Eastern Iowa Tourism Dues	$135.00		
7	Administration	$300.00		
8	Marketing (buys committed)	$6,495.00		
9	CMP Communications and Marketing	$3,955.00		
TOTAL		$40,000.00		

Walsh Moved, Peterson second to accept the 2017 budget as presented
Discussion: Edith will follow up on the media buys approved in June.
* Budget approved.

Committee Reports and Assignments

Culture and Heritage Committee: Martin- Surveys should be submitted ASAP to include in the annual report and submit at the annual meeting. Pfeffer reported on the Sawmill survey. Commissioners were asked to share during their visits to interpretive centers and ask centers to gather information. Heritage museum in Burlington will be submitted for 2017 designation. Lisa will work with Edith and the site director to complete the application

Election of Officers

Peterson nominated Pfeffer for chair. Tunnicliff second. Nominations ceased

*Approved
Peterson nominated Graber for VP Tunnicliff second. Nominations ceased.
*Approved
Pfeffer nominated Peterson for Secretary. Graber second. Nominations ceased.
*Approved
Walsh nominated Regan for Treasurer. Peterson second. Nominations ceased.
*Approved

Other Business

- Iowa State Fair Booth: Jay, Martin, Lisa, Edith, John, Dan and Jane are scheduled to staff the booth Sunday August 14th and Friday the 19th
- 4000 folded maps for the State Fair: Moved Graber, Second Walsh *Approved
- Iowa Great River Road T-shirts were discussed. Proposal to order new GRR shirts at a maximum cost of $500 was proposed. Moved: Graber, Second: Walsh *Approved

Iowa Byways Sustainability- Pfeffer reported

Audio Tour call-in to listen protocol is being used around the Amanas and connecting to a service that provides an audio interpretation.

- IA Byway Foundation update included progress with the statewide art project and potential plans for a Casey's fundraiser again this September.

National Annual Reports

- Commissioners discussed what to include in the 2016 annual report including: Jane's reports on impacts, riverboats, signs, and pictures. Our work plan, activities and accomplishments.

Adjournment

The business meeting was adjourned for lunch

Call to order:

Chair Edith Pfeffer called the meeting to order.

Additional guests for the afternoon:
Denise Bulat, Executive Director, Bi-State Regional Commission; and Chandra Ravada, Director of Transportation Department, East Central Intergovernmental Association.

Fundraising Discussion-

- MRPC to go back to DOT/AG legal counsel about the Commission Foundation raising funds.
- Motion Graber, 2nd Tunnicliff. Consensus to request support for a GRR marketing plan.
- Pfeffer requested that commissioners provide her with potential local or broader grant opportunities

Marketing proposal

- Jean Peiton described a web-based QRT code-based promotion of the Great River Road tourist locations. Jean will provide a concept with Ft. Madison as an example to test and then discuss in the November meeting.
- Banners: Scott and others will work on a committee to pull together the pictures and descriptions for new banners. This will be developed during spring FY2017.

MPO- RPA

Edith described the discussion of funding splits from STP and the input from the last meeting asking for specific tasks/ items that MRPC needs help with.

Denise Bulatt responded suggesting that her intern in Allamakee and Clayton could work on items related to planning. Edith asked them to proceed with the appropriate planning tasks that are in the GRR CMP that would apply in Allamakee and Clayton counties.

Pfeffer reported again how the interpretive centers are seeing an uptick in visitation and it includes a wide range of states. Many visitors arrive with the Iowa tear sheet or the 10-state map in-hand.

Denise Bulatt explained that STP dollars / the transportation alternative program cannot provide staff time. They do not fund projects under $100,000. MRPC could apply for a project to their policy board and compete. It could be a combined project among several planning organizations to cover the GRR. You would need a match and if the dollars are already in-hand you would have a better chance. An interpretive signing project might be competitive. No help or money would be provided for marketing.

Denise reported on a conversation with Craig Markley, DOT Systems Planning that morning about the Iowa Byways program and the potential funding in the Iowa Byways Program. The Great River Road/ MRPC could opt in to the State Byways program in order to receive a budget of about $20,000 and would need to raise some match. funding of $5,000. This could help fund the sort of staff time that other byways have under the DOT Iowa Byways Program. However, the other byways have other work tasks and requirements that the MRPC currently is not assigned. Denise and Chandra discussed the collaboration and network opportunities.

- Planning organizations will include the GRR and its CMP in their plans and this becomes a part of their work.
- Prior to MRPC committing to the Iowa Byways Program, the Planning organizations will determine their best match and make a proposal to MRPC.
- One MPO will review the CMP and then review with others.
- The four entities will start looking into activities that already fit into the MRPC mission to help with existing items that may already be in the MRPC scope of work.

Stahlhut asserted that the GRR is the only Iowa byway that does not have a managing entity with local staff. The existing sustainability program will expire at the end of March, so all the byways will renew contracts and the program will update the process, partly based on the recent round of byway applications evaluated. All byways will be signing a program agreement with DOT to ensure strength of the program.

National Meeting to be hosted by Iowa MRPC- Workshop
The following items were discussed:

- Pick a theme, pick a city, pick a date
- Include field trips relevant to the theme
- Consider agri-tourism and sustainable agriculture: 3-legged stool: Environmentally safe, profitable and socially acceptable.
- Quad Cities is a good base for travel
- Edith has the schedule requirements
- Riverfront time
- On-water time
- Blackhawk hotel
- Visit interpretive centers
- Camanche- get two pontoon boats, or pontoon and Seeser Boat and put on the river with tour guides
- Location, facilities
- Third week in September
- Speaker for each committee topic area
- Edith proposed two itineraries: Sygenta Plant visit and harvest of seed corn, followed by Tom Hotz cattle feeding operation, Tour of grain processing in Muscatine, or Cinnamon Farms, Cody Homestead, Buffalo Bill Museum, Eco-Tourism Center-boat ride, with Dinner at the Sawmill Museum.
- Dan had a proposed itinerary: Nahant Marsh, Wildcat Den, Dan's Farm, another farm, Cinnamon farms, speaker, and Buffalo Bill locations
- Speakers incuded:
- Dr. Eugen Watkins- historian at the Fort in Ft. Madison
- Brian Fox Ellis – Arc of the River- historian from Bishop Hill, Ill.
- Mark Twain - Muscatine
- Putnam Museum - River reception.
- Historic Home reception
- Suzanne provided a count of 60-70 people.
    - Theme: Breadbasket of the World,
    - Ag- Iowa Style,
    - Food production 2017
- Technology, ecology and agriculture for your food
- 60-70 people
- Tuesday, Wednesday, and Thursday or Wednesday, Thursday and Friday

Iowa Mississippi River Parkway Commission
Notes Meeting Minutes
Friday, September 16, 2016
Natchez Grand Hotel, Natchez, MS

September 16, 2016 minutes of MRPC meeting in Natchez, MS

Chairman Edith called the meeting to order at 7:20 am in the Natchez Grand Hotel. Attending: Edith, Martin, Jay, Lisa, and Dan.

Finances were reviewed and were good. Minutes were reviewed with several corrections made. Page 5, last paragraph edits were made. Lisa moved, Martin 2nd, passed.

Edith reported on National Geo Website rollout on 9/15/16 in Natchez. Our rollout is 10/12/16. Next meeting at Nahant Marsh in Davenport with a demo of website at the I-Wireless Center in the afternoon following our meeting. We will begin at 9:30am.

National Board meeting with Edith attending, reported very good usage of our internet sites. Casey's is back supporting GRR.

Lisa reported on an app being developed but final decisions are to be made in the future. No attendance at the Transportation Committee.

Jay and Dan reported the Ag Committee considered that a harvest schedule should be on our website which would allow tourists to see what is going on. Website review should be an important part of every meeting.

Cultural and Heritage Committee was attended by Martin and several new sites were approved by committee as interpretive centers.

Commissioners need to make contact with the IC's in their county earlier in the year, April-May timeframe.

Edith went to Marketing Committee and lots of ideas for promotion were brought forth. No decisions were made.

State Fair booth was discussed. Byways will try to get back into Varied Industries bldg. As more traffic there, more dates were possible, maybe a rack for brochures. Maybe also have a computer with info to show.

Iowa will be hosting the National meeting the 3rd week of September 2017. Davenport and Dubuque have hosted before and new sites are needed. Lansing, Clinton, and Muscatine are all possibilities.

The next MRPC meeting will be Oct. 12 at the Nahant Marsh.

Meeting was adjourned at 8:25am.

Dan Petersen, Secretary

Iowa Mississippi River Parkway Commission
Meeting Minutes
Wednesday October 12, 2016 Nahant Marsh
4220 Wapello Avenue, Davenport, IA

October 12, 2016 minutes from meeting at Nahant Marsh, Davenport

Chairman Edith called the meeting to order at 9:35 am. Edith, Scott, Jane, Martin, Lisa, Jay, John, and Dan were in attendance.

Brian gave a short talk about the Marsh and its history.

Minutes were approved from the 9/16 meeting at Natchez, MS.

Finances were reviewed. Paying national dues was discussed and hosting national annual meeting might cause us to put a hold on paying them. John moved to accept budget report, Jane seconded, passed.

Jane moved to pay a $400 bill to Iowa State Fair for the booth. Seconded by Jay, passed. Jane reported radio costs were $1302.00 to four stations for Drive The Great River Road. Scott moved to pay this, seconded by Jay, passed.

Brad from Hurstville Center reported recent activities. More signage is needed. Walt from Eco-Tourism Center in Camanche reported flooding caused problems but has re-opened. Matt from Clinton Sawmill reported they are halfway done raising the $1.5 million necessary for their new building.

LuAnn Reinders from Travel Iowa reported many hits on DOT and Travel Iowa websites.

Edith is working with other cities concerning a bill on renewing Hotel-Motel taxes.

Committee Reports:
Martin attended Cultural and Heritage, effort is being made to give tourists more info about IC's on websites.

Edith and Lisa went to a combined meeting of Marketing and Transportation. New maps are being developed which would flow from state to state much better.

Jay and Dan went to Ag meeting. Stewardship award is being given to CIPRO from Iowa at the Iowa annual meeting in September 2017. More info about harvest seasons in middle America needs to be put on websites.

Edith reported Bicycles were a big theme. Snapchat filter could help promote various activities and some fund raising will be necessary for marketing at the national level. Iowa companies with connection to river will be contacted by national MRPC.

National Board meeting -10 state bike ride discussed, hiking also, 2018 goals, Iowa Natural Heritage Foundation has sponsored a similar ride 10 years ago. John will contact.

Jena reported on Motor Mill in Clayton Co.

Next year's convention ideas were discussed, theme needed, after Sept. 15th is best, Sept 20-22? Lansing and Clinton might be best options with more decisions in November.

Next meeting is Monday, Nov. 21st in Dubuque at Greater Dubuque Foundation Office (Roshek Building). It was moved and seconded to table decision on annual meeting site until November meeting, passed.

DOT does not have new money for By-ways promotion.

Moved and Seconded to adjourn, passed at 12:10 p.m.

Lunch was served and members drove to I-Wireless

Center in Moline to attend the National Geographic

Website celebration at 1:30 p.m..

Dan Petersen, Secretary

Iowa Mississippi River Parkway Commission
Meeting Minutes
Monday November 21, 2016
McCarthy Center, Second Floor, Roshek Building,
700 Locust St., Dubuque, IA

Call to order:
Chair Edith Pfeffer called the meeting to order.
Roll call was taken with a quorum of the eight-member 2016 roster present.

Commissioners:
Edith Pfeffer, Chair, Martin Graber, VC.; Jane Regan, Treasurer; Dan Peterson, Secretary
Lisa Walsh, John Goodmann, Jay Schweitzer
Tech Members:
Mary Stahlhut, Iowa DOT Byways Program
Shawna Lode- Travel Iowa, Iowa Economic Development Administration
Randy Schultz, DNR River Fish Hatcheries Manager
Susanne Thiede-Barnet, MRPC National Office (NO)

Roll call reports on annual report distribution:
Graber- Mostly done
Walsh- Planning to schedule after new officials are in office.
Peterson- Harvest is over, will finish soon with new officials

Guests:
Jean Peiton, Ft. Madison
Liesl Voges, DCA Community Development
Penny Vacek from Senator Grassley's office
Matt Closs, Bellevue

Foundation of Greater Dubuque – MJ Smith, former MRPC commissioner spoke.
Serves eight counties in this immediate area. The Community Foundation movement. builds permanent funds for treasured places. MRPC endowment is held for the national endowment. Financial reports for commissioners. $1500 payout per year. Clayton County Fracking Study was funded this year, along with other bundled donations. The history of Iowa MRPC and 10-state organization endowment position was to facilitate conversation and engagement on issues, rather than take a strong position is the. Discussion that fracking should not impact the GRR viewshed. "Please don't pile sand" in the viewshed." Five zoning restrictions were enacted. One thousand hours were contributed to the effort.

Welcome and Announcements:

Business:

Minutes –
October 12, 2016, meeting minutes as distributed were reviewed by Pfeffer.
Moved to accept minutes as amended: Graber, Second: Walsh
*Approved.

Treasurer reports
Mary Stahlhut Reported the MRPC 2017 DOT appropriation budget balance at $29,306.31. Annual dues will be paid when the invoice is received in calendar year 2017. Graber reported that the budget at the state level will be very tight this legislative session.
Motion to accept the MRPC DOT financial report as distributed: Peterson, Second: Graber
Discussion: none
*Approved.

Other Reports

Interpretative Center staff updates
Jenna Pollack- Motor Mill will present the reports in the new year. Jenna reported the new roofs and other projects underway at Motor Mill.

Meeting schedule
MRPC meeting schedule was proposed and agreed to be December 19, 2016 and February 20, 2017

National MRPC Committee reports
There is a wrap-up document on the National Office (NO) website now. NO is requesting fall photos to be shared. National Geographic affiliated geo-tourism web site now has 14,000 subscribers.

Culture and Heritage: Commissioner Graber reported that interpretive center visits are very important. Each commissioner should complete their I-center surveys so the annual reporting records will be complete. NO is asking local I-Centers to identify their thematic area so they can tie the information to areas of interest online. Front line and other staff seem to not integrate their status with their business practice, despite efforts to inform and train locals. Discussion followed about what promotional and way-finding signs should focus on directing travelers to each interpretive center. Walsh is interested in having an I-Center in Des Moines County- possibly fish-related. The Leopold Center is in early development.

Marketing: No report, However, NO is beginning plans for a 2018 Great Bike Ride on the Great River Road.

Transportation: National organization has committees collaborating on having the GIS files. National was asked to use a bid process. No recent meetings or conference calls. In Iowa, the Great River Road signing project continues.

Agriculture: No report.
-2018 Bike Ride on Great River Road was discussed.

Chairwoman's report
Meeting with Governor Branstad. Regan and Pfeffer met with him 10/21/2016. They provided a report and shared the funding letter sent to DOT for additional funding for the 2017 annual meeting. In 2013, DOT provided additional funding the last time Iowa hosted an annual meeting in 2009 in the amount of $23,000.00. The Governor suggested that the MRPC approach the riverfront gaming commissions for contributions / sponsorship, suggesting they could draw $50,000. One recent contribution was $15,000 for the Lansing interpretive center. MRPC is not a 501C3 so cannot apply directly. The governor's response to the Japanese marketing effort was asking to have Chinese be the immediate priority.
Mississippi River Country (MRC) is the tourism sister organization to the MRPC. MRC receives $250,000 from the US Department of Commerce.
National Scenic Byway Foundation Capitol event is December 6th . State and national byways are encouraged to advise legislators to attend.

Travel Iowa - Shawna-
Confirmed what co-op advertising is still pending and what is available. $3500 Midwest Living magazine print ad. $1,000 You Tube advertising, Sponsored listings $1800 to promote your listing on Travel Iowa. Discussion of media including billboards. In Google analytics for both the national and state web sites, Iowa region had impact that Commissioner Regan attributed to the billboard ads.

***MRPC Budget planning for 2017**
Discussion of the budget needs for this year and next year's hosting of the MRPC 10-state annual meeting. Pfeffer reported that with the 501 (c) 4 designation of the companion MRPC, Inc. non-profit. The MRPC. Inc. could raise funds to support hosting the annual meeting in Iowa

Ex officio member reports
Mary Stahlhut: Iowa Department of Transportation's signage project update. Most installations are done from Minnesota south into Muscatine County. The punch list will run the full route of the byway and there have been a number of problems with this project. Work will continue in the winter.

Break

2017 National MRPC Fall Annual Meeting Planning - Susanne Thiede-Barnet

MRPC Annual Meeting Goal: Provide tools, resources and training for MRPC commissioners to take home and use in their state.

Fall 2017 dates and potential locations were mentioned. Both of the last MRPC 10-state meetings Iowa hosted were in the Quad Cities. Iowa MRPC should determine what location ASAP. Marquette and Clinton casinos are possible locations. The current preference is to not include a weekend and the dates Sept 19-21st or the following week.

Annual Meeting typical schedule and elements discussion:

-Board of Directors meeting
-Welcome reception the first evening- not required. Discussion of the tone. Host state usually funds/ provides this.
- 8 AM – 5PM business sessions
- Banquet traditionally closed the meeting, but has changed in recent years. Lunch has been the closure the last two years. This has been less formal than the traditional Pilot's banquet.

Effort to have speakers representing the 4 committee task areas.

- Speakers should be vetted: Mayor of Dubuque, Roy Buell; MJ Smith could speak on the Foundation; Terry Goodmann regarding the extensive Bee Branch flood mitigation and trail development in Dubuque.
- An action item for partnering with the Mississippi River Trail (MRT) bike trail may be on the agenda
- Agri-tourism is an element that reflects Iowa's life on the river and commissioners have offered a list of destinations and hosts who receive agriculture tourist travelers regularly.
- Silos and smokestacks - National Parks program of recognition of the region.
- Farmer's market welcome, Hawkeye stages from Decorah.

Suzanne challenged members to think of the time required to travel and board and de-board a bus. Iowa should determine what they want to educate visitors on and what the best assets are to showcase.

Additional discussion included a desire to offer more than a hotel room hospitality suite to welcome MRPC members from other states. Requesting that the host community CVB host the welcome event free was mentioned. Iowa MRPC could solicit cities to respond to an RFP.

$10,000/ year grants for Iowa fellowships from the Iowa Department of Cultural Affairs may be available for future assistance.

Adjourn for lunch
Reconvene

Call to order:
Chair Edith Pfeffer called the meeting to order.
Welcome and introductions
Informal meeting with stakeholder legislators
Legislators attending:
Mark Lofgren, Iowa Senate District 46

- Kristy Hager, Iowa House District 56
- Penny Vacek from Senator Grassley's office
- Charles Isenhart, Iowa House District 100
- Rita Hart, Iowa Senate District 49
- Chris Brase, Iowa Senate District 46
- Norlin Mommsen, Iowa House District 97
- Joe M. Seng, Iowa Senate District 45
- Mary Wolfe, Iowa House District 98

Commissioner Jane Regan presented an overview of MRPC and the current duties and responsibilities defined in the Iowa Great River Road Corridor Management Plan completed in 2015. Documents may be found here: http://www.iowadot.gov/iowasbyways/IAGRR-CMP.html Commissioner Duties are described on pages 73-75. Other materials provided are part of these minutes.

MRPC history
10 Commissioners are appointed by the Governor with an expectation of gender and political party balance.

- MRPC began in 1938 with national and presidential attention.
- 1973- A goal for the route was defined for one route alternating east and west sides of the river
- 1985- A sister organization, Mississippi River Country (MRC) was established to promote tourism collaboratively among the ten states.
- MRPC Goals are currently dated through 2018
- Interpretive Plan and Toolkit
- Ten state website: www.experiencemississippiriver.com
- Iowa Great River road web site is hosted by Travel Iowa at www.iowagreatriverroad.com
- National Geographic Geo-tourism web site http://mississippiriver.natgeotourism.com/
- 16 Iowa Interpretive Centers are detailed in our map and tear sheet and on the Iowa GRR web site.
- Iowa MRPC has received an annual appropriation from the Road Use Tax Fund (RUTF) at a level of $40,000 for some time. $15,000 of that goes to the 10-state MRPC membership

Iowa Great River Road Corridor Management (CMP) Implementation
Includes the need for a new Companion Leadership Team and;

- Funding

Jane reported that the volunteers do all the work and use their own equipment. Commissioners are expected to do 3-4 days a week working on the MRPC and CMP implementation. Jane provided quotes from the CMP and reported on MRPC Commissioner activities:

- Asking for more money to hire staff.
- Stakeholder wish list is part of the CMP.

- We meet twice a year with the governor and with senators and representatives in the GRR corridor.
- Travel Federation Event for legislators late January
- Transportation Day event at the capitol
- MRPC requested a grant from NSB for signs - awarded 2012.
- State Fair Booth
- 2015-16 Advertising
- MRC has the GRR app in Japanese – Governor wants it in Chinese.

Promo- Jane's presentation dated March 2016

- Use the GRR logo with permission in your promos
- I-center promo
- There aren't enough 10-state GRR maps available - 100,000 10-state maps 3500 requests per month for mailing. Need a national sponsor
- Iowa DOT provides the Iowa GRR Tear sheet maps at no cost.
- I-center brochures needs updated and a statewide brochure is a goal.
- Economic Development report from Travel Iowa: Jane pulls out the 10 river counties.
    - Visitor dollars spent, transportation etc.
    - Categories
    - Breakdown per capita
    - RUTF increase did not hurt visitor traffic.
    - Hotel/motel/campground
    - Food
    - Retail and entertainment
    - $1.5 billion on the "east coast" is all about the river
    - Contrast with the next counties west is stark. Tourism dollars are in the eastern counties.
    - Jane also compared her figures to other byways
        - She attributes the revenue directly to the byways
        - Reported on each byway and noted they are supported by an "RC&D"

Shawna clarified some points because her agency commissioned the tourism economic impact study. (Partnership tools including the study are available on the Travel Iowa web site here: http://www.traveliowa.com/aspx/media/industry_partners.aspx)

Iowa MRPC Fall 2016 GRR radio and earlier billboard efforts were reported.

Pushed birding, biking and driving the Great River Road with radio ads

- Jane took credit for the web site traffic change.
- Annual Drive the Great River Road in September.

GRR

Does have excellent Google analytics on Travel Iowa

Mississippi River Country

E-newsletter has grown 23%

- Sessions on the site are up 27%
- 140,000 site users
- Upper Miss. Wisconsin, Iowa, Illinois are the top traffic areas.

Edith reported

- A NO push for biking and growth in RV and camping. DNR/ Army Corps promoting camping. New home rental market. VRBO™ Vacation Home Rentals web site and Air B&B have lots of Iowa GRR homes available.

Commissioner Regan concluded, “That’s what we are commissioned to do. Hoping we can get some dollars from somewhere for administrative support.”

Commission Chair, Pfeffer and Commissioner Regan concluded with an appeal to the legislators present to protect the MRPC budget and requested their input.

Can we meet you in the capitol in January? What would you recommend?

Legislators’ Response:

Informative and big undertaking. We tend to put dollars where the locals are also contributing to the effort. Bring local leaders with you when you make the pitch.

Edith mentioned the 401 (c)(4) that has been used for fundraising before. Kristy asked:

How do the other 9 states fund their commissions?

> Goodmann responded: MN fully funded by DOT; Missouri- no funds, Wisconsin commissioners are elected and state funded. Arkansas has support from their university system. MN has 3 part-timers doing marketing and have legislators on their commission.

What do you hear about the movement for a Driftless Rivers National Park?

> Commissioners had not heard of this movement in Iowa.

Edith reported what Governor stated - wanted the MRC web site and materials translated into Chinese and suggested that MRPC solicit $50,000 from casinos. Rita asked, “Did you make a particular ask of the Governor?” Rita suggested getting help from the Governor’s office on approaching the casinos.

Discussion:

John countered that our goals to drive people to the interpretive centers is not the same as sending them to casinos.

- 16,000 visited the Sawmill from MRPC www.experiencemississippiriver.com
- John reported on the CMP visitor and resident surveys

Edith:

Local economic development along the corridor is key.

- 29 legislators represent the Great River Road Counties along the corridor.
- State fair Booth for the Iowa Byways. GRR did 2 days. Plan to again.
- Need new interpretive panels.
- Need additional scenic overlooks.
- Capture Chinese visitors?
- Appeal made for legislators to look out for the MRPC.

Rita suggested commissioners go to economic development not just transportation committees. Tourism is economic development. Cord Overton? Who with the Governor’s office would help?

Mark Lofren asked “How many partnerships do you have up and down the route at the local level? Your basic support should be these people who are directly affected.”

Mississippi River Trail

MRT funding was lost. Staffer moved to where there was other funding for the Nat-Geo project.

Edith reported MRT process. Discussion of MRT development.

Adjourn Moved John, Second Dan

Iowa Mississippi River Parkway Commission
Meeting Minutes
Monday December 12, 2016
Scott County Library
200 N. 6th Ave.
Eldridge, Iowa

Call to order:

Chair Edith Pfeffer called the meeting to order.

Roll call was taken with a quorum of the eight-member 2016 roster present.

Commissioners:

Edith Pfeffer, Chair, Martin Graber, VC; Lisa Walsh, John Goodmann, Jay Schweitzer, Scott Tunnicliff, Jane Regan

Tech Members:

Mary Stahlhut, Iowa DOT Byways Program; Tom Basten, DNR; Ron Deiss, Army Corps of Engineers

Roll call reports on annual report distribution:

Graber- Annual Reports delivered

Walsh- All but a few delivered. These will be complete before the end of the year.

Welcome and Announcements:

Business:

Minutes –

November 21, 2016, meeting minutes as distributed were reviewed by Pfeffer.

Moved to accept minutes as amended: Graber, Second: Tunnicliff
*Approved.

Treasurer reports –
Mary Stahlhut Reported the MRPC 2017 DOT appropriation budget balance at $28,864.17 as of December 6th. Annual dues will be paid when the invoice is received in calendar year 2017. Graber reported that the budget at the state level will be very tight this legislative session.

Motion to accept the MRPC DOT financial report as distributed: Walsh, Second: Graber

Discussion: Pfeffer reviewed the outstanding items. There may be about $5,000 in the balance. Concerns were expressed about travel budget.

*Approved.

Other Reports

Meeting schedule

MRPC meeting schedule was proposed and agreed to be January 19, 2016 and February 20, 2017

National MRPC Committee reports

There is a wrap-up document on the National Office (NO) website now. NO is requesting fall photos to be shared. National Geographic affiliated geo-tourism web site now has 14,000 subscribers.

Culture and Heritage: Commissioner Graber reported that interpretive center visits are very important. Each commissioner should complete their I-center surveys so the annual reporting records will be complete. GRR NO is proposing changes to the sub-themes of the Interpretive Centers. The themes should help sites identify their strengths to identify their thematic area so they can tie the information to areas of interest online. Edith provided hard copies of the GRR Interpretive Plan and Toolkit.

Moved, Graber, Second: Tunnicliff that Iowa MRPC approves the proposed changes. Discussion.

*Approved

Graber explained the worksheet for prioritizing the themes of the interpretive centers. Deiss asked if the centers do have a mission statement. Martin will facilitate having input from the I-centers for their top 1-3 stories. Materials are available with the September 16th Culture and Heritage Committee meeting minutes online.

Transportation

Walsh- No recent meetings or conference calls have been held.

Stahlhut- In Iowa, the Great River Road signing project continues.

Marketing:

The Midwest Living advertising opportunity was reported again. Suzanne also offered some clarification on what other states are proposing.

Iowa MRPC prefers to partner with Wisconsin and promote first the fall season and if possible do both fall and spring and Pfeffer is authorized to proceed with securing the best ad available with consultation with Travel Iowa staff.

Moved: Graber Second: Walsh

*Approved

Chairwoman's report

***MRPC Budget planning for 2017**

Discussion followed regarding the budget needs for this year and next year's hosting of the MRPC 10-state annual meeting. Pfeffer reported that with the 501 (c) 4 designation of the companion MRPC, Inc. non-profit. The MRPC. Inc. could raise funds to support hosting the annual meeting in Iowa.

Break

2017 National MRPC Fall Annual Meeting Planning - Susanne Thiede-Barnett arrived.

Provided a summary of McGregor and Clinton site availability. MRPC Annual Meeting Goal: Provide tools, resources and training for MRPC commissioners to take home and use in their state.

Dates for the Annual meeting will be September 19 – 21.

Moved: Graber Second: Walsh

*Approved

Location for the annual meeting proposed to be Marquette and Driftless Area.

Moved by Tunnicliff, Second Goodmann

Annual Meeting typical schedule and elements discussion:

- Grant development Carl Samp and MJ Smith
- 2 hours for national business- reports etc.
- Board meeting 3 hours
- Technical meeting 3 hours
- Annual reports- offer more time
- One banquet at lunch or dinner
- Music – Edith has a source
- Interpretive Center showcase or panel. Invite and value their participation.
- 20 minute Mysteries of the Driftless documentary and the Decoding of the Driftless expected to be out spring of 2017 as second unveiling of the documentary. Mr. Thank you.
- Bee Branch Dubuque – Terry Goodmann
- Iowa Byways – "Sister Byways"
- Wallace family and George Washington Carver Iowa history
- Max Churchill as Mark Twain
- Ft. Madison, Civil War Dr. Eugene Watkins portrays a War of 1812 period.
- Discussion of whether the Driftless area documentary was presented at the Minnesota MRPC meeting.

Adjourn for lunch

Reconvene

Commissioners continued the discussion of MRPC Annual Meeting logistics.

Driftless-

Jane will call Robert and hold the date for the backwater fish fry. Weather like high water, rain, or lightening could be a problem. Commissioners wanted to know the fish fry experience would be a go for the Driftless location.

Call the question.

Location for the annual meeting proposed to be Marquette and Driftless Area.

*Approved

January 16th telephone annual meeting conference committee meeting 9:30 a.m. proposed for planning the September meeting.

Moved: Walsh, Second: Petersen

Discussion: none

*Approved

Further announcements:

- Mississippi River Connections Collaborative MRPC Nat Geo discussion regarding website sustainability. A $50,000 donation was lost and there is not staff to push submitted sites to the live side of the web site.
- The GRR will be in the Edible Iowa magazine and the story deadline will be July 16, 2017. MRPC can hire the feature writer, Cindy to write the story. Commissioners
- Kentucky April 19-23rd in Paducah Kentucky. The Hotel 270-243-4480

Clarification from the Travel Iowa Office confirmed the dates and availability of Midwest Living Ads. Commissioners discussed placing the Midwest Living ad in the May-June issue with Travel Iowa partners.

Moved: Graber Second: Tunnicliff

*Approved

MRPC adjourned

Second meeting- MRPC, Inc.
Plan to send fund-raising letters out soon. Edith will provide the fundraising letter.

Iowa Mississippi River Parkway Commission Meeting Minutes Monday, February 13, 2017 Pearl Button Museum – Muscatine History & Industry Center, 117 West 2nd Street Muscatine, Iowa

MRPC Meeting Minutes
February 2017

The MRPC meeting was called to order at 10:05 a.m. on February 13, 2017 at the Pearl Button Museum in Muscatine, Iowa.

The agenda was approved, minutes moved by Martin, seconded by Scott,and approved. Jay moved, Dan seconded to accept treasurer's report. Approved.

Interpretive Center updates:

Gwen Prentice from Wild Cat Den State Park, gave a report. "Friends of the Mill" does many things to keep it open for tourists and also operational with over 10,000 visitors in 2016.

Terry Eagle from the Pearl Button Museum gave an overview of its activities. They are trying to become a "National Historic Treasure". They have recently submitted application to the National Historic Treasurer Foundation. Muscatine has a rich history to tell to visitors. He grew up in Muscatine and did not know the depth and breathe of the story here. Plastics came out after WWII and buried the Button Industry. Six hundred Tons of Mother of Pearl was shipped here annually by rail to be made into buttons. The shells were so heavy to ship so they sent cutters to those towns and they were called button factories and then shipped to Muscatine. The lower level of the Museum tells what this area did for Muscatine.

Jena Pollock from "Motor Mill" interpretive center reported that they were broken into twice last year. Traffic problems with a bridge are being dealt with also and the visitation is growing. They have installed interpretive panels for exterior and interior of the Mill. They want to be open every single week-end for the summer.

Our next MRPC meeting will be held on March 20, 2017 in Lansing, Iowa, home of the fall annual meeting for our National MRPC. Planning for the annual meeting followed.

- Tuesday night (9/19) a movie is planned. Moved by Scott to pursue the folks from Sustainable Driftless to present Mysteries of the Driftless and their projects. Up to $750 fee from them allowable. Jay second. Motioned carried.
- Wednesday night, (9/20) V. J. Smith from South Dakota with a cost of $2500 for speaking plus travel and lodging. Meal to be done by Empty Nest Winery.
- Thursday lunch (9/21) a fish fry on the River and Backwater excursion.
- On Sept. 19th Interpretive Centers will have 6 ft. by 8 ft. booths to display their information. Martin will ask each interpretive center to have a booth at the Tuesday (9/19) reception at 5 p.m. Hope to have Max Churchill as Mark Twain there.
- It was moved to hire V.J. Smith for Wednesday (9/20) evening program for $2500 which includes his fee, plus transportation and lodging.
- It was moved to pursue a video on Driftless region for opening reception for Tuesday (9/19) night at a cost of no more than $750.
- Wednesday (9/20) evening at the Winery with the Pilot's dinner. This event will be open to the public with tickets for purchase. It is hoped that the Ag speech by Secretary Northley will include talk about water quality, trends in Iowa Ag and its

importance. No more than a twenty-minute speech. Option 2 for Northey is the Current Cattlemen's Association President, Mike Kline. Dr. Phil Reetsma from DeWitt is another very good speaker and newly retired IA Cattlemen's President.

- It was moved to have Dr. Eugene Watkins from Fort Madison speak about the Fort at Fort Madison.
- We decided to use " Agritainment-Iowa Style", as our theme for the annual meeting in Marquette, Iowa on Sept. 19, 20, 21, at the Cobblestone Hotel.

Martin Graber reported on Interpretive centers.

Jane Regan reported on the marketing committee and ads for various magazines. Various banners were looked at and Scott T. will be working with the Iowa DOT to make a few changes.

Scott T. asked our Commission to support the Pedestrian bridge near E. Davenport being proposed. Motion made and passed.

Jay S. talked about Bicycle rides along the GRR. 2018 is the date for a bike ride the length of the GRR. We are looking for a sponsor to help get this project going.

Edith talked about "Creation of Tourism Corridors" trying to re-emphasize the

GRR. Buses, trains, etc. could lead the way to enhance economic development in the U.S.

Trails, water, walking emphasis in 2017 (Year of the Trails). June
6-July 31, Bike ride in Iowa dates, "Bike the GRR".

March 16 is the Farnam Dinner that Edith, Scott and Dan will have a booth there.

The State Fair booth was discussed and decided to ask for 1 day and a better booth location.

Jena asked about a banner designed for each individual Interpretive Center to use. We might have some mock-ups done for the next meeting.

Martin and Jane moved to adjourn.

Respectfully submitted,
Secretary,

Dan Petersen

Iowa Mississippi River Parkway Commission
Meeting Minutes
Monday, March 20, 2017
Driftless Area Education & Visitor Center
1944 Columbus Rd, Lansing, Iowa

MRPC Meeting Minutes | March 2017

The March 20, 2017 meeting of MRPC was held at 10 a.m. in Lansing, Iowa, at the Driftless Center. In attendance was Chairman Edith, Jane, Dan, John, and Jena.

The meeting started with a presentation by Jim Janett of Allamakee Co. Conservation Committee on the new center and its progress towards completion.

Minutes were approved as presented, Jane moved, John 2nd.
Treasurer's report by Edith, approved, John moved, Dan 2nd.
We have a spendable balance of $3547.70 before September 30, 2017.

Jena reported on Motor Mills 5K Run in Clayton Co.

Those attending the April National meeting in Paducah are John, Lisa, Edith and Jena. They will come back with some ideas as how to promote our Sept.19, 2017 meeting in Iowa. Suzanne from our national office will meet with us in Paducah.

Planning for our Sept. Annual meeting in Iowa commenced.
Budgeting and expenses were gone over. Wed., Sept. 20, in the mornings will be meetings with a 9:15 speaker, Peter Spero on drones, a 10:15 speaker and powerpoint by Terri Goodman on the Bee Branch Watershed and a luncheon speaker, Emma BigBear on basket weavers.
The Corp of Engineers may also possibly have a Wed. morning speaker.

After lunch the first bus stop will be at Effigy Mounds for 45 min.
The second stop will be at the Army Post Project.
Next stop will be the Highway 76 Scenic Drive on our way to the WW Dairy in Waukon-a cheese and milk facility.
Wed. afternoon bus tours will be concluding at the Eagle Nest Winery for supper.
There may be a possible speech by Iowa Ag Secretary Bill Northey after supper.
After that our speaker V.J. Smith will talk about welcoming visitors.

Thursday morning will be tech meetings and state reports for two hours.
Thursday lunch will be at the Sugar Shack Fish Fry at McGregor. Half of our guests will go to the Motor Mills and half to the fish fry, 2 hours, then flip groups. Everyone should be done with afternoon tours by 4 p.m.
Thursday evening we will stay at the hotel for a banquet with awards with some light entertainment-possibly barbershop quartet from Clayton Co.

Committee reports:
Martin sent I.C. surveys to each I.C. that needs to be done before the April Kentucky meeting.
Jane talked about Marketing Com. with new maps to be done in May and sent out.
John G. reported on Transportation Com. where a 10 state Corridor Management is being considered.
National Geo Tourism website-sites are not showing up and it was previously OK. Big trouble in getting things done.
Edith reported on "Year of the Trails" meeting in La Crosse on July 10th. Any special events should be sent in for a listing on MRCC.
"Eastern Iowa Living" magazine ad needs improvement.
"Edible Iowa" is for sale and "City Revealed" could be used instead.
The State Fair booth under the Grandstand will be air conditioned this year.
Banners and posters and texts and tear sheets all need revised and Scott Tunnicliff from Scott Co. will be working on this. Iowa DOT will also help with this.
More fund raising solicitations are encouraged to help with costs.
The meeting was adjourned at 3:25 p.m.

Respectfully submitted,
Dan Petersen,
Secretary

Iowa Mississippi River Parkway
Commission Meeting Minutes
Friday, April 21, 2017
Paducah Kentucky

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 Thiede-Barnet.

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 that will be paid for MidWest 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 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 Hamline University has put together a video about the River. They would like the videos put in the I-Centers and it takes $35,000 per center to be 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 Thiede-Barnet 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. Susanne Thiede-Barnet 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

Iowa Mississippi River Parkway
Commission Meeting Minutes
Monday, May 15, 2017
Eco Tourism Center
Camanche, Ia

Iowa MPRC Meeting May 15, 2017, Eco Tourism Center, 3942 291st St, Camanche, IA

Meeting called to order at 10:10 AM Attending were Chairwoman, Edith Pfeffer – Clinton Co, Randy Schultz, DNR; Jenna Beary, IA Tourism Office; Shawna Lowde, Iowa Tourism Office; Jenna Pollock, Clayton Co; Jay Schweitzer, Louisa Co; Martin Graber, Lee Co; Mary Stahlhut, IA DOT; Jean Peiton, Fort Madison CVB; and Jane Regan, Allamakee Co.

Regan read the minutes of the April 21, meeting in Paducah. Minutes were approved with corrections to be made by Regan. Moved by Schweitzer/ Pollock second. Motion carried.

Walt Wickham, Director of the Eco Tourism Center welcomed the Commission and reported they had 150 4th grade students from Eagle Heights Elementary in Clinton today doing Blue Heron rides, voyager canoes, and other activities. They just finished the work on the Nature Gallery this past winter and it looks wonderful. Artist Susan Holgersson from Rock Island, IL did the painting of the murals on the walls. The small classroom has a temporary display on loan from the National River Museum in Dubuque. High waters have not deterred visitors from coming. Half of the Campground is open due to the rest being under water at this time. Fishing tournaments will be starting soon. Walt stated the voyager canoe are very popular with the kids that come and they are looking at purchasing more and sharing with other County Conservation Boards up and down the River.

The budget was discussed: Pfeffer reported the Iowa Legislature approved our $40,000 funding for FY18. An outstanding bill for the 2017 Iowa Byways Foundation was noted. Regan reported that at the National MPRC meeting in Paducah, KY in April, the National Marketing Committee and the National MRPC Board recommended that all States belong to the National Scenic Byways organization. After discussion on this recommendation to join the NSB organization, Schweitzer moved/Graber second to participate in this organization. Motion carried. Dues of $125 should be paid immediately.

Discussed future meeting dates of June 19 possible conference call, and July 17, and Aug 21. Meeting sites to be determined to finalize plans for the National MRPC meeting in September 19-21st in Marquette, IA.

Planning for National MRPC meeting in Marquette, IA September 19-21 followed. Reviewed the draft agenda provided by the National Office and discussed actions that Commissioners need to complete before the next meeting. **Actions Include:** Confirm the caterers for meals, confirm the transportation for tours, confirm menu with the Empty Nest Winery. (Table decorations at the winery). At the July meeting, we will plan the Iowa opening reception on Tuesday evening, September 21. Regan will provide a list of speakers and their biography for the Interpretive Center workshops being planned for the Directors/Board Members and their staff of the Centers. Those I-Center attendees will join our Wednesday afternoon tour and evening dinner at the Winery. Graber and Schweitzer are working on Welcome Bags for the attendees of the meeting.

MRPC Committee Reports**: Culture and Heritage** – Martin reported that all I-Centers will be encouraged to attend the National MRPC meeting in September and we welcome their participation in the opening reception in Lansing on September 19 and workshops on September 20th. He reported on the Culture & Heritage meeting in Paducah. They are working on re-evaluating the application for Interpretive Center themes, and removing the obligation that the I-

Center sell GRR maps. Graber also **reminded each State Commissioner to complete their visits to the I-Centers** and the GRR Network of Interpretive Centers Visit Checklist. This form is located on the National MRPC Members website under Culture and Heritage Committee. The surveys must be completed with I-Center staff and submitted to Graber and Pfeffer by July 1. He suggested we also discuss the passport idea with our I-Center staff during our visits. Make note on the survey if they are supportive of this idea and would participate.

Transportation - Pfeffer reported that Diana Threadgill, National MRPC Representative to the President's Committee on the Infrastructure bill, chaired by the Las Vegas CVB Director and a MN DOT representative reported on this Committee's responsibilities. Pfeffer shared documents, provided by Carol Zoff of MN, showing the type of projects that could be submitted for consideration and their requirements. Pfeffer shared the type of projects that could be submitted for consideration in Iowa. The two projects for Iowa that are now submitted are the GRR at Montrose washed away by flood waters and the GRR Bridge at Crapo Park in Burlington.

Environmental, Recreation and Agri – Schweitzer reported that NO continues to want names of Agri-Tourism venues along the GRR for the national website. Continue to submit your recommendations to the NO.

Marketing Report – Regan talked about the Snapchat project along the Great River Road that National will be doing this fall. We are to find a site that is open on Sundays with a scenic view of the GRR and nominate it to NO for inclusion in the project.

The new reprint of the GRR maps will be out by Memorial Day. Each State is to advise NO where we want the maps sent to.

The new I-Phone and Adroid app designed for the Great River Road will be tested before

Memorial Day by volunteers in each State and should be live by Memorial Day for travelers to enjoy using.

A Review of the Facebook and Iowa GRR website was provided from the Iowa Tourism office on how well our social media and website are doing and increasing every month with visitors and also the length of time visitors spend on the GRR website was noted is greater than any average user spends on other websites with less tendency to move to other sites. Our I-Centers are commenting more frequently how their visitor count is up and they truly feel it is due to our advertising efforts done on radio to direct people to the GRR website and our I-Center promotions.

The NO is working on a 10 State publication in MidWest Living for 2018 and each State will be featured.

Efforts continue in finding Corporate Stakeholders that will fund more projects, activities and marketing of the GRR with the National Marketing Committee. Corporate sponsor and Stakeholder names were mentioned that we will be contacting in the near future.

Regan addressed DNR technical advisor Schultz, advising that NE Iowa RC&D received grant funds from the Allamakee County Community Foundation for design and print of Upper Iowa River Trail maps. She reminded the DNR that we can have beautiful maps to depict the water trails but we also need safe access to the rivers. There is an extreme need for access to the Upper Iowa River and other heavily used tributaries to the Mississippi River that are used for recreation by those wanting to kayak/canoe and fish. There are limited areas currently available due to recent years of flooding that has made for extreme unsafe and destroyed access for parking and boat landings that deter visitors from getting onto and off the rivers. Schultz offered to look into this further and collaborate between County Conservation and private landowners and the State to review current access points and ways to improve upon river access.

FY18 Co-Op Advertising Program was presented by Jenna Beary, Iowa Department of Tourism. Last year Iowa MRPC participated in MW Living, a ½ page ad in the Iowa Travel Guide, Outdoor Iowa and the Eastern Iowa Tourism Guide. We currently have not committed to the Iowa Travel Guide for FY18 because the Iowa Tourism office does not have a FY18 budget in place due to State Budget restraints. Those opportunities for the Travel Guide will come in the next few weeks.

We have two opportunities done in house by Iowa Tourism Office: Travel Iowa.com opportunities are all done in house. 1. Print opportunities include anything in newspaper or magazine and 2. digital opportunities are available. We discussed the target market of demographics we want to reach. Are we trying to drive traffic to our website or the road? Most of Travel Iowa is Regional driven and does not include Chicago. Travel Iowa does not target Chicago except on billboards. Print opportunities generate leads, where the magazine has reader service cards that travelers fill out and can express interest in your location. Many partners find a

lot of value in the print generated service. The Iowa Outdoor package includes Iowa Outdoors and Iowa Sportsman for $300.

Motion by Graber/Second by Schweitzer to reserve the following digital ads through the Iowa Tourism Office; Expedia-DMO program for $500, Meredith Digital Network $2,000, TripAdvisor $2000. Motion Carried. Shawn Lode said they would hold these ads for us so that we do not have to go online on Jun 6th to reserve them.

Our Facebook is not managed by Travel Iowa but rather the IOWA DOT (Mary Stahlhut).

Chairwoman Pfeffer gave an update on the Iowa Byways Coalition meeting she attended in April and a telephone conference in May, the Iowa Byways Foundation, and the Iowa State Fair.

Commission discussed whether to participate in the Iowa State Fair booth located in the Iowa DOT and Iowa State Patrol booth area under the Grandstand with a cost of approximately $200 per day. Stahlhut commented our booth area is double the size that is available in the Varied Industries building. Our booth area will be air conditioned this year as well. Those commissioners that worked in 2016 commented it was well worth participating in this venue and saw considerable traffic at our booth. Commissioners chose Saturday Aug 12th as GRR day to work from 9:00 AM to 9:00 PM. It was indicated we might work a half day on August 13th if needed. We will use the 10 State GRR Brochures, Iowa GRR Tear off Sheet and the I-Center brochures. Martin Graber, Jay Schweitzer, Edith Pfeffer, Dan Peterson and Jean Peiton and Kurt Brandenburg have volunteered for the booth. If commissioners are working the booth, they should book a hotel now because there is another large event (Solheim Golf Cup) in Des Moines that weekend. Moved Schweitzer, Second Graber, Motion passed to purchase booth at Iowa State Fair for Aug 12th and August 13th if needed. Lode stated the Iowa Tourism office does not participate in the Iowa State Fair because everyone has gone back to school and families are not planning travel and the Iowa Tourism office feels it is not the time to promote.

Discussion on joining Iowa Byways Foundation: Stahlhut commented that our participation would help with the Art Project along the River. Currently serving for GRR on the coalition are Edith Pfeffer and Julie Allesee, retired CVB and Chamber Director both from Clinton. Stahlhut stated the Coalition has two conference calls a year. Foundation Board raises money and directs what projects the money is directed to. Coalition participation provides you a voice for the work the Foundation does. There is NO cost to join the coalition. Troy Seifert, Iowa DOT and former Technical Advisor to MRPC, started this effort so that the State Byways had collaboration statewide. Pollock moved to pay $500 dues to the Iowa Byways Foundation. Graber seconded to move the motion to further discussion. Following discussion, a vote was taken with Pollock

voting yes, Schweitzer, Regan, Graber abstained from voting and Pfeffer voted no. Motion died for lack of interest. Schweitzer moved to table the discussion and it died for lack of a second.

Pfeffer advised the Commission of 2018 Eastern Iowa Tourism meetings. Iowa MPRC has been approached to host one of the meeting dates. As a host, you have an opportunity to present about your Byway. Graber moved/Schweitzer second to bid to host the March 7th 2018 meeting and second choice May 2, 2018. Motion carried.

Stahlhut reported our GRR Signage Project continues to have a punch list with outstanding work and have ongoing meetings between the contractor and the DOT office. The Signage project which is the installation of the GRR signs is not complete and beginning our fifth year since the awarding of the Federal Scenic Byway grant dollars for this project in 2012. There are approximately one dozen signs missing and between 20 and 30 signs to be corrected. Stahlhut reported that newly designated State Byways in 2016, Covered Bridges and White Pole Road have signage projects in the works.

Pfeffer asked that the Iowa GRR logo be sent to the I-Centers for use on their materials. Stahlhut stated that a marketing call would be needed to incorporate the usage agreement of our logo. Stahlhut agreed to put together the call and the usage agreement similar to the other Byways usage agreement.

Pfeffer asked all Commissioners to review pages 12-18 and 24 & 25 of last year's 2016 annual report and fulfill the responsibilities that need to be completed to close out our current fiscal year.

Pfeffer asked we develop an invitation list of guests for the National MRPC Dinner September 20, 2017 at the Empty Nest Winery and each commissioner is to send your list with current addresses of invitees to Pfeffer by June 15th.

1. All State Senators and State Reps.
2. State Elected officials.
3. DNR Randy Schultz will provide DNR Staff names
4. Shawna Lode to advise what staff from Iowa Tourism
5. Board of Supervisors and Mayors from our Counties and Corridor Cities
6. Core of Engineers: Our Mississippi Curriculum needed to be distributed in Marquette: Sabrina Chandler, Ron Deiss. Deiss and Chandler to provide list of guests from Core of Engineers.
7. Welcome Center and CVB staff names and addresses.

Shawna Lode will contact the CVBs and Eastern Iowa Tourism to inform them of the September 2017 National MRPC meeting in Marquette.

Discussion and Review followed on the 2017 goals and accomplishments.

1. Visits to the I-Centers
2. Attending City Council and Board of Supervisors meetings to request Stakeholder funding present annual reports
3. Meeting with the State Legislators
4. Meeting with the Governor and his staff –Presenting the annual reports
5. Attending Iowa Byway Meetings and conference calls
6. Completed update work for the 10 State Map/Brochure
7. Mailing of fund raising letters to Stakeholders in the Corridor
8. Distribution of our brochures, maps and Our Mississippi Curriculum
9. Attended Regional Planning Meetings to Present project needs for MRPC
10. Radio and Billboard marketing plans for FY17
11. Collaborated with Iowa Tourism office, DNR and County Conservation Boards.
12. Presented annual report to Iowa DOT Commission.

Pfeffer reported on the Lansing Bridge report. Meeting coming up that Commission will be notified of.

Motion to adjourn at 2:30 p.m. Graber/Schweitzer Second. Motion carried.

Submitted by Jane Regan, Acting Secretary

Iowa Mississippi River Parkway
Commission Meeting Minutes
Monday, June 19, 2017
Hurstville Center, Maquoketa, Ia

MINUTES – JUNE 19, 2017 MEETING OF IOWA MISSISSIPPI RIVER PARKWAY COMMISSION

The Iowa MRPC Commission meeting, held at the Hurstville Center at Maquoketa, was called to order by chair Edith at 10:25 a.m. June 19th, 2017. Those in attendance were Edith, Martin, Scott, Jay, Lisa, Jenna, and Dan. The minutes were approved as read.

Treasurer's report: Scott moved, Jay 2nd, to pay the $150.00 dues for the National Scenic Byways Foundation from the budgeted $500.00 Iowa Byways Line. Motion approved, leaving the $350.00 leftover in the Iowa Byways Line. It was moved to divide these funds as so: $125.89 to travel to annual meeting line, and 224.11 for the travel to semi-annual meeting, moved and passed. Then in order to bring "travel to Semi-annual meeting line $580.20 deficit, up to zero, the $293.50 from Admin was moved to "Travel to Semi-annual" and $286.70 from marketing was moved to "Travel to Semi-annual meeting" line to achieve a balance there of zero. $13.93 was moved to marketing, Martin moved to put residual from travel to marketing, motion passed. Moved by Scott, 2nd by Jay to move budget as amended, passed. Jane was to spend the balance on marketing before July 1, 2017.

Future meeting dates are July 17th, September 21st, and November 20th with legislators, moved and passed.

Boxes of maps from National Office of MRPC were distributed after the meeting among those attending, 20 boxes total for Iowa. Each interpretative center received a box. The four remaining boxes were split between Iowa Welcome Centers.

Annual meeting discussion followed: Jobs for everyone were assigned. The Iowa Commissioners should be at the Hotel in Marquette by noon on Sept. 19, 2017. Edith needs a list of people to invite to the Wednesday evening banquet from each commissioner as soon as possible.

Lisa is looking for gift bags to give to meeting arrivals. Jay moved and Martin 2nd to have her spend an appropriate amount to secure 100 bags, passed. We are to bring along any brochures, printed materials or Iowa items to the July meeting to get started on the stuffing of the bags. We discussed Iowa items to be included in the gift bags. It was decided to have the July meeting at the hotel in Marquette or the Driftless Center at 10 a.m. Chairman Pfeffer will arrange the meeting location.

Each commissioner is urged to make Interpretive Center visits and fill out the white sheets and refer to the blue sheets for classifications by July 1, 2017. Interpretative Center visitation forms are to be returned to Martin. Martin reported for the Culture and Heritage Committee. Potential new Interpretative Centers are to complete the application before August 1, 2017. Lisa has a potential application from Burlington.

Edith gave a marketing committee report: This is the "year of the trails – including biking, hiking and paddling." Bike the Great River Road social media/online toolkits were distributed. She will call Effigy Mounds dealing with Snapchat. Edith would like digital pictures from IC's to make the new banners, forward to Scott T. Lisa reported from the Transportation Committee - signage will continue late this summer. Jay reported from the Ag Com. Cinnamon Dairy Farm from Donahue and Blue Hill Dairy - Clinton are active in promoting rural/urban interaction.

The chairman's report included the following items:

In 2018, the point of emphasis will be "Year of Art, Culture and History" along the Mississippi River. Commissioners were encouraged to share this information with the Interpretative Centers and other groups in their counties.

We will be working in our booth at the Iowa State Fair on Saturday Aug. 12th and ½ day on Sunday August 13th if needed.

Lansing bridge project: The Iowa MRPC supports the new bridge and Jay S. will be drafting a letter in support of this project. This was moved by Jenna and 2nd by Lisa, and passed.

The "Iowa Byways Travel Guide" is to be updated and each Interpretative Center should give some updated digital photos. They are to be sent to Shawna Lode at Iowa Tourism Office.

Chairman Pfeffer reported we had been approved for membership, by the Iowa Executive Council, in the National Scenic Byways Organization. Commissioners are urged to contact our U.S. Senators and Congressmen requesting re-instatement of Federal Funds for National Scenic Byways.

Jenna reported on signage for IC's. DOT says lettering has to match sign size and their response is slow in coming. We are still looking for the permission form to use our logo from the DOT.

LIDAR project guide for each commissioner was discussed. It is available on line at the DOT website.

Each commissioner then filled out a paper listing the activities, within their county, they achieved during the past year. This helps Edith with her annual report.

Jenna moved to adjourn, Jay 2nd, passed at 2:30 p.m.

Secretary, Dan Petersen

IOWA MRPC BUDGET

The FY2015-2016 budget for the Iowa MRPC was approved by the Iowa DOT for $40,000.00. The budget includes 2016 National MRPC dues, National Scenic Byway Membership, Eastern Iowa Tourism Dues, Marketing expenses, MRPC conferences and Iowa Commission meetings and travel expenses.

Figure 1: Iowa MRPC State Fiscal Year Budget

State Fiscal Year 2017		BUDGET RECORD			MRPC
					LOCAL
Item	Description	Iowa DOT Annual Budget	Amount Paid to Date	Amount Remaining	
1	10 State MRPC Annual Dues	$15,000.00	$15,000.00	$0.00	
2	Travel to Annual Mtg-Natchez, MS	$6,900.00	$7,025.89	-$125.89	
3	Travel to Semi-Annual Mtg-KY	$4,500.00	$5,304.31	-$804.31	
4	Iowa MRPC Mtgs-travel/meals	$2,215.00	$2,010.31	$204.69	
5	Iowa Byways Foundation Membership	$500.00	$0.00	$500.00	
6	Eastern Iowa Tourism Dues	$135.00	$135.00	$0.00	
7	Administration	$300.00	$6.50	$293.50	
8	Marketing (advertising, newsletter, guides)	$10,450.00	$9,802.30	$647.70	
9	National Scenic Byways Foundation	$0.00	$150.00	-$150.00	
TOTAL		**$40,000.00**	**$39,434.31**	**$565.69**	

IOWA MRPC FY 2016 - 2018 FY BUDGET

Marketing	
$2,650.00	½ page ad Travel Iowa
$3,500.00	Midwest Living
$495.00	ECIA ¼ page ad
$624.08	Pop up Banners
$400.00	Iowa State Fair Booth
$231.22	State fair travel
$456.00	KROS
$846.00	ENNES (Several stations)
$300.00	KROS
$300.00	iHeart MEDIA
$9,802.30	**Total**

IOWA ACTIVITIES AND WORK PLAN

Iowa MRPC Website Development

The Iowa MRPC website – iowagreatriverroad.com – continues to enjoy success. The url redirects to a microsite within the Iowa Tourism Office's web site, traveliowa.com. traveliowa.com hosts more than 1.5 million people annually and also represents companion byways and communities and their local travel destinations. (Representatives of communities, events, attractions and restaurants can submit their information directly to traveliowa.com to be featured on it.)

Features of iowagreatriverroad.com include:

- Mississippi River photos and video
- Calendar of events that can be sorted by date, location, type, etc.
- Mapping functionality

The Iowa Tourism Office provides analytics for the site that show an impressive performance in FY17.

- Users: 37,969
- Bounce Rate: 58%
- Average Session Duration: 3:29
- Page/Session: 3.76

In the fiscal year, roughly 6,000 users visited the site via organic search. The Iowa Tourism Office's paid marketing efforts, including Google and Bing keywords and Facebook advertising among other platforms, generated the remaining more than 30,000 site visitors. Example: Travel Iowa buys search engine marketing keywords that are seasonally changed

The website for the Iowa Byways Coalition – iowabyways.org – also redirects to content within traveliowa.com

Travel Iowa staff have tracked the web activity for this site since adopting the dormant web content a year ago. It is performing at or above the standards expected or set by the web team.

2016	2017
• 21,838 sessions	• 44,132 sessions
• 18,833 users	• 37,969 users
• 15,025 new users	• 28,549 new users
• 122,190 pageviews	• 166,133 pageviews
• 5.6 pages / session with an average for view 3.02	• 3.76 pages / session with an average for view 1.15
• Bounce rate is only 33.35%	• Bounce rate is only 58.27%
(Bounce rates can be as high as 90% - goal is below 50%.) Average 56.04% comparing the two years	
• Visiting 4:53 minutes per visitor. Generally, goal is 2:5 minutes.	• Visiting 3:29 minutes per visitor. General average is 2:12 minutes.

- Travel Iowa has seen traffic grow from 1 million in 2015 to 1.5 million in 2016 to 1,714,597 in 2017
- Highest users on Travel Iowa are women 55-65.

Visitors to this site can also click a link to "Get a Printable Guide" on demand.
http://www.traveliowa.com/UserDocs/getinspired/GRR_printable_map.pdf

In addition, Interpretative Centers and CVB's have been encouraged to use experiencemississippiriver.com. Interpretative Centers using this website have found it has dramatically increased visitors this past year. The centers are using the calendar to list events.

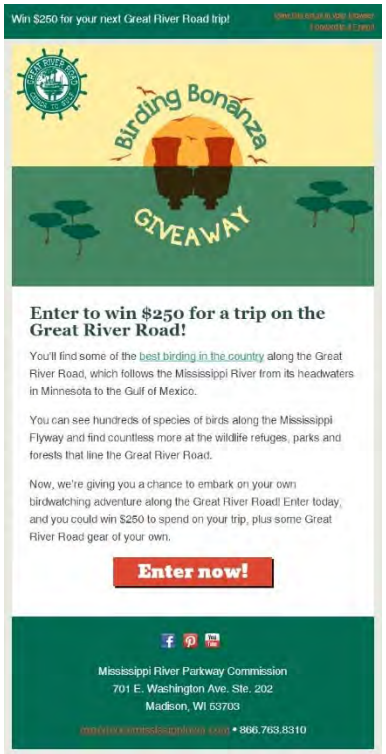
FACEBOOK AND OTHER DATA FROM IOWA TOURISM

Other data gathered by Travel Iowa includes:

Other source/Medium	Sessions
Facebookmaddenmedia / social	22,829
Google / organic	5,150
MaddenMedia / GoogleCPC	5,119
(direct) / (none)	2,609
MaddenMedia / BingCPC	1,908
Bing / organic	822
Distribution consumer all / email	670
m.facebook.com / referral	608
DMC / EMAIL	560
Pinterest / banner	516

A detailed report may be viewed (Appendix p. 71, 72)

Figure 2: www.Iowa Great River Road.com



These three events were posted and promoted by Travel Iowa on their website.

Iowa MRPC Social Media and Communications

No Iowa MRPC newsletters were produced this fiscal year.

We do have a Facebook page maintained by the IDOT and will be using Constant Contact ® to email important updates to our GRR stakeholders.

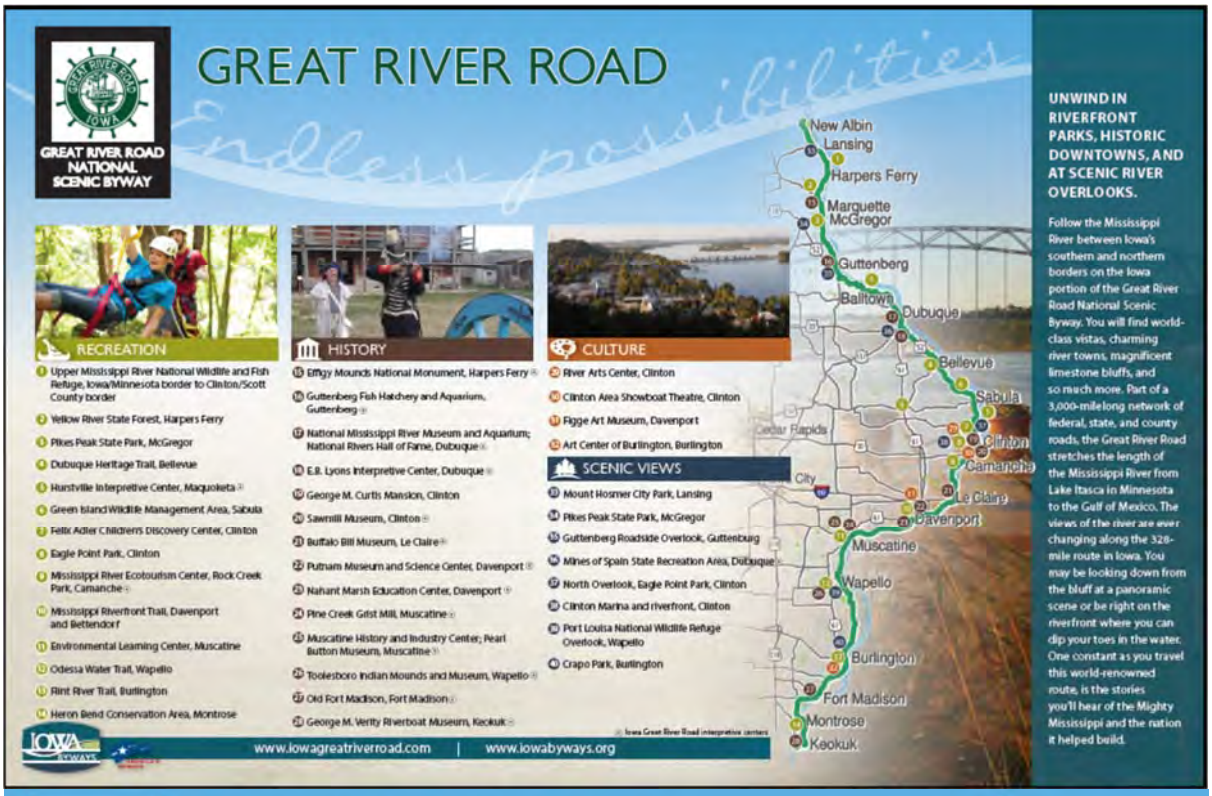
https://www.facebook.com/IowaGreatRiverRoad?ref=aymt_homepage_panel

Figure 3: Iowa GRR Facebook

Iowa Great River Road Traveler Map

The Iowa MRPC approved and reprinted our new colorful tear-off byway map to include the updated Interpretive Centers. A copy is included in this report. (See Figure 4). The 11 X 17 map has been distributed to our welcome centers, interpretive centers, CVB and other tourist attractions along the byway. The colorful map was developed in a tear-off format for the convenience of travelers and users. The new format was produced by the Iowa DOT and allows for easy updating in the years ahead. We have distributed over 20,000 copies during 2016-2017.

Figure 4: Iowa Great River Road Traveler map



http://www.traveliowa.com/UserDocs/getinspired/GRR_printable_map.pdf

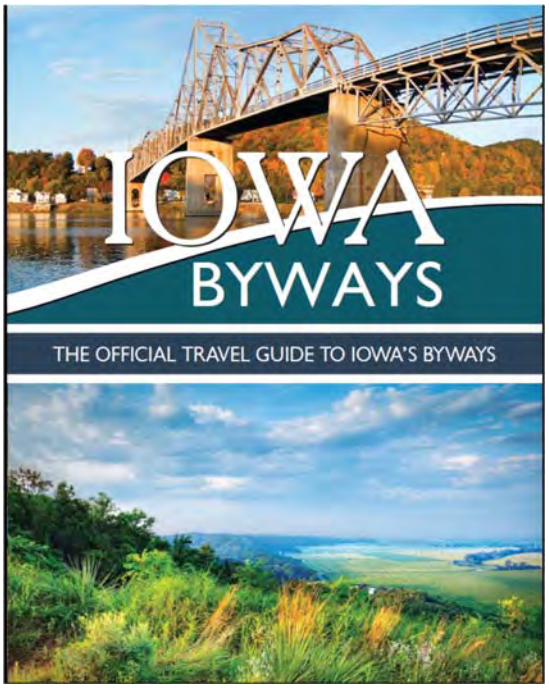


Figure 5: Iowa Byways Travel Guide

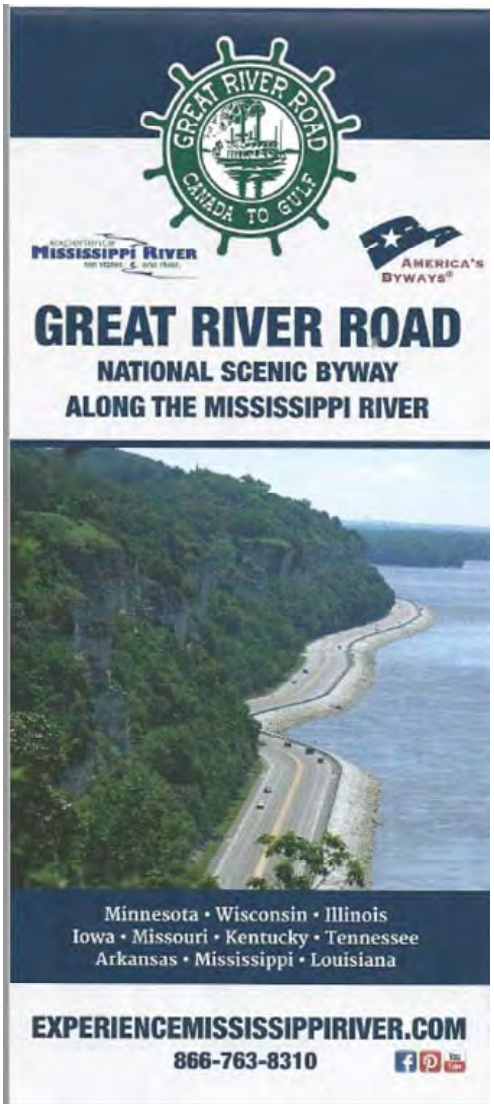
The Iowa MRPC in cooperation with Iowa's other designated byways and the Iowa Department of Transportation re-printed the high quality travel guide showcasing the Iowa Great River Road in four pages and the other ten designated Iowa scenic byways first printed in May 2014. This visitor friendly guide invites travelers to extend their Iowa visits and experience more of Iowa's nearby attractions that complement the GRR experience. The guide is free and can be viewed and ordered at www.iowasbyway.org. Commission members have worked hard to distribute this guide to the welcome and interpretative centers, CVB'S and other tourist attractions in their counties.

Figure 6. Ten State Great River Road Map

This is our May 2017 Great River Road map following the Mississippi River for 3,000 miles through 10 states. The map includes all of the national interpretive centers.

Explore the route's rich history, unique traditions, spectacular scenery and much more.

Detail found in Appendix p. 111 -112.



Corridor Management Plan Implementation Workshop

A Corridor Management Plan Implementation Workshop was held on July 7, 2015. Facilitator for the Workshop was Terry Buschkamp, Main Street Program, Iowa Economic Development Authority. Six of our seven current 2016 commissioners, two 2015 commissioners, tech member Mary Stahlhut, Iowa DOT Byways Program, and David Rose, Iowa DOT Commissioner participated in the workshop. The goal of the workshop was to think strategically where the Commission will focus their efforts in the coming year to implement the Corridor Management Plan accomplishing three or four priorities. The workshop opened with comments on the 2015 Corridor Management Plan we had received before lunch. We decided to use the duties of the commission that are found on the State of Iowa web page: "The Mississippi River Planning Commission is responsible for the continued development, preservation, and promotion of the byway and its amenities" as our mission. Workshop began with attendees working independently to list work that they had done in the past year to promote this mission of the commission. Individuals were asked to list and share their activities for the last 12 months. The facilitator then introduced a series of four questions designed to be reflective of the four areas that were identified in the Corridor Management Plan.

Level 1: Existing Level of Appropriation
Level 2: Existing Administration and Communications
Level 3: Effective promotion and Interpretation
Level 4: Facilitator for Capital Investment.

Attendees worked individually, then shared their responses for project ideas. Attendees were then asked to indicate their first four top choices and their four second choices for each of the above levels. Creation of a Timeline to Implement Commission Priorities in each of the four levels was discussed. Each commissioner was asked what actions would need to be taken to implement the projects in the next 12 months and identify their willingness to follow through with the action items on the list. The following Projects were selected:

Project #1: Request increased allocation from the state via the Iowa DOT (by October 2015)
Project #2: Present the Corridor Management Plan to local authorities – City and County – at public meetings.
Project #3: Create an ad campaign challenging folks to visit each of the Interpretive Centers.
Project #4: Ask local governments for money.

Each commissioner selected specific items they would work on in their county to accomplish these four projects. The facilitator provided a summary of the workshop and Recommendations for Next Steps. (Appendix Full report p. 133).

As a commission, we have worked during Fiscal Year 2017 to implement this plan. We have used it as a guideline for our meetings and for individual commissioner's work.

MARKETING

At our August 10, 2015 meeting, a marketing workshop was held with Shawna Lode, Director of Iowa Tourism, as the Facilitator. Commissioners were sent eight questions in advance to think about. During the workshop, we talked about our primary target audience, where travelers are drawn from, what are our goals, how will they be measured, what are we selling, what is the message, what is the best delivery method for this message, and what is the budget. Shawna explained the Travel Iowa Partnership Program advising they purchase advertising and then remarket it to groups such as ours. We have two opportunities done in house by Iowa Tourism Office: 1. Print opportunities include anything in newspaper or magazine and 2. Digital opportunities are available. These Travel Iowa.com opportunities are all done in house. We discussed the target market of demographics we want to reach. Are we trying to drive traffic to our website or the road? Most of Travel Iowa is Regional driven and does not include Chicago. Travel Iowa does not target Chicago except on billboards. Print opportunities generate leads, where the magazine has reader service cards that travelers fill our and can express interest in your location. Many partners find a lot

of value in the print generated service. With Ms. Lode's help, we continued to market using these guidelines. (Appendix p.140) Purchases for this year included:

Eastern Iowa Tourism ¼ page once a year $495.00; Iowa Travel Guide ½ page & Outdoor Iowa package $2,650.00; Midwest Living $3500.00; Pop up Banners $624.08; Iowa State Fair Booth $400.00; State fair travel $231.22; Radio ads KROS $456.00 for Drive Great River Road and ENNES (several stations in NE Iowa and SW Wisconsin) $846.00 for Drive Great River Road; I Heart Radio $300.00 and KROS Radio $300 for Bike the Great River Road; and Travel Iowa – Web site remarketing.

Our marketing chair, Jane Regan did local radio "103.5" program buy which was $103.50 ad cost and tag words. Trivia about GRR was on the air all week with a Friday prize of $103.50. In June 2017, we again took to air making media buys in the area promoting the Great River Road in Eastern Iowa and biking the great river road. Scripts were written by Commissioner Regan, our marketing chair and our IA MRPC Chair Edith Pfeffer. (Appendix p.70) All of these media buys were under $500 each to meet state requirements. The Commission feels this was a successful project as we work to make more people aware of the Great River Road and interpretive centers.

Marketing is an area that we continue to struggle with as a commission. No one on the commission is a marketing major. We continue to try to determine who the targeted audience is, where is the traveler drawn from, and what are they looking for. Travel Iowa has been very consistent in reminding us of our priorities. (Appendix p. 140) We constantly remind ourselves that this national scenic byway is home to history, the river, scenery, and charming riverfront communities with unique culture and recreation opportunities. It is our duty to promote the road and protect this area.

Great River Road Interpretive Centers

Visits were made to each of the sixteen Interpretive Centers in the State of Iowa. Local commissioners visited each interpretive center in their county. The checklist was completed with emphasis on which of the eleven Culture and Heritage themes their center represented. Completed checklists may be found in the appendix. (Appendix p. 88–104) Commissioners continued training staff at our Iowa Interpretive Centers using the jump drive provided by Dr. Ruth Hawkins and the Cultural and Heritage Committee. Pictures and script were added to the jump drive talking about each of the sixteen Interpretive Centers in Iowa. During the visit, commissioners distributed Iowa Great River Road tear sheets, Iowa Byways Travel Guide, the Cultural Traveler and the 2017 MRPC National Maps. Each Interpretive Center received one box of these maps. (Appendix p. 112) The Interpretive Centers were encouraged to list their center and weekly activities on the Iowa Tourism website – www.iowatourism.com/greatriverroad and on MRPC National website - experiencemississippiriver.com. In addition, Commissioners contacted centers regarding the National Geographic GEO Tourism project. Each center was encouraged to enter their center's activities at mississippiriver.natgeotourism.com website and keep it up to date. The 2017 MRPC Ten State National Map was also delivered to the Iowa Welcome Center at Osbourne, Sabula, Quad Cities Welcome Center, and the I-80 Welcome center at Wilton. Commission meetings are held in interpretive centers and staff is invited to address us at the beginning of our meetings about their centers activities and needs from the commission.

Iowa Participation in Meetings and Events

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

The MRPC has been representative at the monthly meetings of the Iowa Byways Coalition by our Chair. Meeting minutes and up-dates on Iowa Byway projects have been provided to commission members as all Iowa Byways work together to promote the great State of Iowa.

The Iowa Commission participated in September Drive the Great River Road Month activities. Several commissioners appeared on local radio talk shows promoting the Great River Road. In addition, commissioners attended local city council meetings and county board of supervisor meetings gathering and reading proclamations declaring September Drive the Great River Road month. Press Releases, proclamations etc. were distributed to local media in their jurisdictions by each commissioner. Our chair forwarded the information to the CVB's and Shawna Lode at Iowa Tourism. Information about the event was posted on traveliowa.com. (Appendix p. 119)

In addition, we participated in 2017 Year of Trails on the Mississippi River with The Mississippi River Connections Collaborative (MRCC). We provided information on trails in our various counties to the MRPC National Office and the Mississippi River Connections Collaborative, POC: Roxane Krutsinger (314) 331-8624, Mississippiriver.natgeotourism.com. (Appendix p. 142 – 144) We promoted biking, hiking, walking and paddling along with various trails in Iowa. We also purchased ads promoting biking along the Great River Road at the end of June. Press releases were sent and articles appeared in local newspapers. An article appeared above the fold on July 5, 2017 in the Clinton Herald with a biker on the Discovery Trail. (Appendix p. 79)

Commission members have worked hard encouraging our interpretative centers and welcome centers to enter information about their attraction on the National Geographic GEO Tourism Website. In addition, we have contacted other tourist attractions and businesses in our counties to enter their information on this national website. We also looked at the "pending locations" and called the attraction asking them to make needed corrections. We are waiting for the updates to be made on this website by National Geographic.

Commissioners continue to contact their key local people encouraging them to input tourism data at Travel Iowa website, MRPC website and National Geographic and bring all their local attractions and events up to date. It is imperative that local organizations / special events (projects) populate their own data to be best represented in the statewide guide as well as national guides. They are also encouraged to use expericncemississippiriver.com for events and festivals. The interpretative centers that have used experiencemississippiriver.com are receiving visitors identifying with this website used when traveling the Great River Road. We also encourage using mississippiriver.natgeotourism.com reminding them they need to up-date every ninety days.

We promoted Birding Along the Great River Road this spring. Information has been shared by Mary Stahlhut, Iowa DOT, with commission members regarding Audubon birding maps for the State of Iowa. Commissioners have shared these resources with their local interpretative centers. Several birding events were held in the Spring by our interpretive centers. The writer was particularly impressed by The Eco-Tourism Center Boat tours this spring. More events are anticipated this fall with the interpretative centers hosting events during the Fall Bird Flyover. Two Iowa Birding Maps for Iowa follow in this report.

Birds of the Upper Mississippi River

Cerulean Warbler

Bald Eagle

Red-tailed Hawk

Yellow-rumped Warbler

Vesper Sparrow

Peregrine Falcon

Trumpeter Swans

Follow the Great River Road to Great Birding!

Imagine how the bird habitat and bird life along the Mississippi River must change as the river changes from a small stream running through the pine forests of northern Minnesota, then through what was once tall-grass prairie and oak savanna of central Minnesota. Then it changes again as it cuts through the blufflands of southern Minnesota, northeast Iowa, southwest Wisconsin and northwest Illinois. Finally, the river habitat and bird life reflects the big, wide river of southern Illinois and Missouri, where the Missouri and Illinois rivers join in.

You can now take a self-guided birding tour on the northernmost reaches of what is likely one of America's longest birding trails. The "Great River Birding Trail" parallels both sides of the Mississippi River from the headwaters, down 1,366 miles to the confluence with the Ohio River at Cairo, Illinois. The trail is named after the already well known federally-designated scenic drive called the Great River Road that goes from Canada to the Gulf of Mexico.

The Upper Mississippi River: A Globally Important Bird Area and Migratory "Flyway" for Birds

The mighty Mississippi flows though the heart of our nation. It draws millions of visitors each year from all over the world, who come to experience the mystery and magnificence of this old river valley, rich in history, culture, habitat, and recreation. But they aren't the only visitors passing though – 40% of all North American waterfowl use the river as a migratory flyway, and 326 bird species (35% or about 1/3 of all species in North America) use the river corridor as a globally important flyway in their spring and fall migrations.

The Upper Mississippi River National Wildlife and Fish Refuge stretches southward for 261 miles along the Mississippi River from just above Wabasha, Minnesota, nearly to Rock Island, Illinois. This refuge and the entire Upper Mississippi River offer fabulous opportunities for birding among extensive marshlands, wooded bottom lands, open water, sand prairie, and wooded bluffs.

The river environment serves as a migration corridor not only for waterfowl, but also for numerous other birds such as raptors, shorebirds, and neo-tropical migratory songbirds. In the spring and summer, the river provides important nesting habitat for many species. Even in the coldest months, the area serves as a wintering ground for northern bird populations, in addition to year-round residents.

Success Stories

Conservation and reintroduction efforts have benefited several bird species in the Upper Mississippi River. The Bald Eagle is one of the greatest success stories in the recovery of an endangered species. While a few hundred eagles used to winter along the Mississippi River, there are now thousands. Peregrine Falcons, once extirpated from their entire eastern range the U.S., have been successfully reintroduced and now nest on cliffs, towers, and bridges along the river. They were recently removed from the endangered species list, but are still endangered in Iowa, Wisconsin, and Minnesota. Red-shouldered Hawks nest in large tracts of mature or medium-aged, floodplain forests along the Mississippi River. Their diet varies but includes frogs, crayfish, salamanders, snakes, small mammals, and birds. They are listed as endangered in Iowa and Illinois, and a species of concern or threatened in Wisconsin and Minnesota. Red-shoulders are still uncommon in many parts of the Upper Mississippi River, but research has indicated relatively stable populations between McGregor, IA and Cassville, WI, and on the Illinois side from East Dubuque to Savanna, IL.

Species of Concern

Neo-tropical migrants such as the Cerulean Warbler and the Prothonotary Warbler breed along the Upper Mississippi River while wintering in more suitable climates such as Central America and the northern rim of South America. Populations for both of these warblers have been in decline, but are still common along the Upper Mississippi. Red-headed Woodpeckers bore nest cavities in dead trees, fence posts, or utility poles in open woods, savannas, farmlands, and bottomlands. They feed on acorns, nuts, and berries, storing them in caches they defend vigorously. This widespread and common woodpecker's numbers have declined in the past decade due to loss of woodlands and competition with the European Starling. The Upper Mississippi River area is an important refuge for these and other bird species of concern.

Connecting People to the Mississippi River

The Great River Birding Trail was developed to help educate citizens about the ecological significance of the Upper Mississippi River as an important flyway for birds and to encourage citizens to explore the Upper Mississippi River region through a form of hands-on, low-impact, and non-consumptive recreation. The Great River Birding Trail is a project of the Audubon - Upper Mississippi River Campaign. To learn more about the Audubon - Upper Mississippi River Campaign and the Great River Birding Trail, go www.audubon.org/campaign/umr.

IBA's Take Flight: Identifying and Conserving Essential Habitat for Birds

Important Bird Areas, or IBAs, are defined as sites that provide essential habitat for one or more species of birds that are a high priority within a state, such as birds that are threatened, endangered, or have been in population decline. The IBA Program helps birds by setting science-based priorities for habitat conservation and promoting positive action to safeguard vital bird habitats. In 1995, Audubon launched an IBA initiative in the United States, working to establish IBA programs in all 50 states. IBAs include sites for breeding, wintering, and/or migrating birds, and are selected using standardized, science-based criteria. You can help identify and conserve Important Bird Areas in your state or region. For more information on the Audubon IBA Program, go to: www.audubon.org/bird/iba/. This site includes the addresses of state IBA coordinators as well as information about many other Audubon bird conservation projects.

Birds of the Upper Mississippi River Refuge Checklist

Provided below is a checklist highlighting the 302 species of birds that can be found within the Upper Mississippi River National Wildlife & Fish Refuge. It is not a comprehensive checklist for the entire Upper Mississippi River. Be sure to bring a birding book along for reference, or contact the Department of Natural Resources or state Ornithological Union for a more specific birding list to the region you are visiting. Season, abundance and nesting status for each bird's suitable habitat along the Mississippi River corridor are coded as follows:

Season:
Spring – March through May
Summer – June through August
Fall – September through November
Winter – December through February

Abundance and Nesting Status:
A – abundant
C – common
U – uncommon
R – rare
* – Nests on the refuge

Common Name	Sp	Su	F	W
Common Loon	U		U	
Horned Grebe	U		U	
Pied-billed Grebe*	C	C	C	
Red-necked Grebe	R		R	
American White Pelican	C	U	C	
Double-crested Cormorant*	C	C	C	
American Bittern*	U	C	U	
Least Bittern*	U	U	U	
Great Blue Heron*	U	U	U	R
Great Egret*	U	C	U	
Snowy Egret	R			
Little Blue Heron		R		
Cattle Egret	U	R	U	
Green Heron*	C	C	C	
Black-crowned Night Heron*	U	U	R	
Yellow-crowned Night Heron*	U	R	U	
Tundra Swan	U		U	U
Trumpeter Swan	R	R	U	R
Mute Swan	R	R	R	R
Greater White-fronted Goose	R		R	
Snow Goose	U		U	
Canada Goose*	U	C	U	C
Wood Duck*	U	C	U	R
Green-winged Teal	C	R	C	R
American Black Duck*	U	U	U	R
Mallard*	U	C	U	C
Northern Pintail	U	R	C	R
Blue-winged Teal*	C	C	C	
Northern Shoveler	U	U	U	
Gadwall	C	U	U	
American Wigeon	U	U	U	
Canvasback	U	R	U	U
Redhead	C	R	C	U
Ring-necked Duck	U	R	U	
Greater Scaup	U		U	
Lesser Scaup	U	R	U	U
Oldsquaw	R		U	R
Black Scoter			R	
White-winged Scoter	R		U	R
Common Goldeneye	U		U	C
Bufflehead	U		U	R
Hooded Merganser*	C	U	C	R
Common Merganser	R		R	U
Red-breasted Merganser	U		U	U
Ruddy Duck	U	R	U	R
Turkey Vulture	U	U	U	
Osprey*	U	U	U	
Bald Eagle*	U	U	U	U
Northern Harrier	U	U	U	U
Sharp-shinned Hawk	U	U	U	U
Cooper's Hawk*	U	U	U	U
Northern Goshawk			R	U
Red-shouldered Hawk*	U	U	U	U
Broad-winged Hawk*	U	U	U	
Swainson's Hawk			R	
Red-tailed Hawk*	C	C	C	C
Rough-legged Hawk	R		U	U
Golden Eagle	R		R	R
Bald Eagle*	U	U	U	U
Merlin			U	
Peregrine Falcon	U	U	U	
Gray Partridge*	U	U	U	U
Ring-necked Pheasant*	U	U	U	U
Ruffed Grouse*	C	U	U	U
Wild Turkey*	U	U	U	U
Northern Bobwhite*	U	U	U	U
King Rail*	R	R	R	
Virginia Rail*	U	U	U	
Sora*	U	U	U	
Common Moorhen*	U	U	U	U
American Coot*	U	R	U	U
Sandhill Crane*	U	U	U	
Black-bellied Plover	U		U	
Am. Golden-Plover	U		U	
Semipalmated Plover	U	U	U	
Killdeer*	C	C	C	
American Avocet	R	R	R	
Greater Yellowlegs	U	U	U	
Lesser Yellowlegs	U	U	U	
Ruddy Turnstone	U	U	U	
Willet	R	R	R	
Spotted Sandpiper*	U	U	U	
Upland Sandpiper*	R	R		
Hudsonian Godwit	R			
Marbled Godwit	R			
Ruddy Turnstone	U	R	R	
Sanderling	U	U	U	
Semipalmated Sandpiper	U	U	U	
Least Sandpiper	U	U	U	
White-rumped Sandpiper	U	U	U	
Baird's Sandpiper	U	U	U	
Pectoral Sandpiper	U	U	U	
Dunlin	U	U	U	
Stilt Sandpiper	U	U	U	
Short-billed Dowitcher	U	U	U	
Long-billed Dowitcher	U		R	
Common Snipe	U	U	U	U
American Woodcock*	U	U	U	
Wilson's Phalarope	U	U	R	
Red-necked Phalarope	R		R	
Franklin's Gull	U		R	
Bonaparte's Gull	U		U	
Ring-billed Gull	U	U	U	U
Herring Gull	U	U	U	U
Glaucous Gull	R		R	
Caspian Tern	U	U	U	
Common Tern	U	U	U	
Forster's Tern*	U	U	U	
Black Tern*	U	U	U	
Rock Dove*	U	U	U	U
Mourning Dove*	U	U	U	U
Black-billed Cuckoo*	U	U	U	
Yellow-billed Cuckoo*	U	U	U	
Eastern Screech-Owl*	U	U	U	U
Great Horned Owl*	U	U	U	U
Snowy Owl	R		R	R
Barred Owl*	U	U	U	U
Long-eared Owl*	R	R	U	U
Short-eared Owl*	R		R	R
Northern Saw-whet Owl*	U	U	U	U
Common Nighthawk*	U	U	U	
Whip-poor-will*	U	U	U	
Chimney Swift*	U	U	U	
Ruby-throated Hummingbird*	U	U	U	
Belted Kingfisher*	U	U	U	U
Red-bellied Woodpecker*	U	U	U	U
Yellow-bellied Sapsucker*	U	U	U	U
Downy Woodpecker*	U	U	U	U
Hairy Woodpecker*	U	U	U	U
Northern Flicker*	U	U	U	U
Pileated Woodpecker*	U	U	U	U
Olive-sided Flycatcher	R		R	
Eastern Wood-Pewee*	U	U	U	
Yellow-bellied Flycatcher		R	R	
Alder Flycatcher*	R		R	
Willow Flycatcher*	U	U	U	
Least Flycatcher*	U	U	U	
Eastern Phoebe*	U	U	U	
Great Crested Flycatcher*	U	U	U	
Eastern Kingbird*	U	U	U	
Horned Lark*	R	R	R	R
Purple Martin*	U	U	U	
Tree Swallow*	U	U	U	
Northern Rough-winged Swallow*	U	U	U	U
Bank Swallow*	U	U	U	
Cliff Swallow*	U	U	U	
Barn Swallow*	U	U	U	
Blue Jay*	U	U	U	U
American Crow*	U	U	U	U
Black-capped Chickadee*	U	U	U	U
Tufted Titmouse*	U	U	U	U
Red-breasted Nuthatch	R		U	U
White-breasted Nuthatch*	U	U	U	U
Brown Creeper*	U	U	U	U
House Wren*	U	U	U	
Sedge Wren*	U	U	U	
Marsh Wren*	U	U	U	
Golden-crowned Kinglet	U		U	U
Ruby-crowned Kinglet	U		U	
Blue-gray Gnatcatcher*	U	U	U	
Eastern Bluebird*	U	U	U	U
Veery*	U	U	U	
Gray-cheeked Thrush	U		U	
Swainson's Thrush	U		U	
Hermit Thrush	U		U	U
Wood Thrush	U	U	U	
American Robin*	U	U	U	U
Gray Catbird*	U	U	U	
Northern Mockingbird	R	U		
Brown Thrasher*	U	U	U	
American Pipit	U		U	
Bohemian Waxwing				
Cedar Waxwing*	U	U	U	U
Northern Shrike	U		U	U
Loggerhead Shrike*	U	U	U	
European Starling*	U	U	U	U
White-eyed Vireo	R			
Bell's Vireo*	R			
Blue-headed Vireo	U	U	R	
Yellow-throated Vireo*	U	U		
Warbling Vireo*	U	U	U	
Philadelphia Vireo				
Red-eyed Vireo*	U	U	U	
Blue-winged Warbler*	U	U		
Golden-winged Warbler	U	U	U	
Tennessee Warbler	U		U	
Orange-crowned Warbler			R	
Nashville Warbler	U		U	
Northern Parula	U		U	
Yellow Warbler*	U	U	U	
Yellow-rumped Warbler	U		U	U
Chestnut-sided Warbler	U		U	
Magnolia Warbler	U		U	
Cape May Warbler	U		U	
Black-throated Blue Warbler	U		U	
Yellow-rumped Warbler	U		U	
Black-throated Green Warbler	U		U	
Blackburnian Warbler	U		U	
Pine Warbler	U		U	
Palm Warbler	U		U	
Bay-breasted Warbler	U		U	
Blackpoll Warbler	U		U	
Cerulean Warbler*	R	U		
Black-and-white Warbler	U		U	
American Redstart*	U	U	U	
Prothonotary Warbler	U	U		
Ovenbird*	U	U	U	
Northern Waterthrush	U		U	
Louisiana Waterthrush	R	R	R	
Kentucky Warbler*	U	U		
Connecticut Warbler	U		U	
Mourning Warbler	U	U	R	
Common Yellowthroat*	U	U	U	
Hooded Warbler	U	U		
Wilson's Warbler	R		R	
Canada Warbler	U		R	
Yellow-breasted Chat*	U	U		
Scarlet Tanager*	U	R	R	
Northern Cardinal*	U	U	U	U
Rose-breasted Grosbeak*	U	U	U	
Indigo Bunting*	U	U	U	
Dickcissel*	U	U		
Eastern Towhee*	R	R	R	U
American Tree Sparrow	U		U	R
Chipping Sparrow	U	U	U	
Clay-colored Sparrow	R		R	
Field Sparrow*	U	U	U	U
Vesper Sparrow*	U	U	U	
Lark Sparrow*	U	U		
Savannah Sparrow*	U	U	U	
Grasshopper Sparrow*	U	U	U	
Henslow's Sparrow	U		U	
Le Conte's Sparrow	U	U	U	
Fox Sparrow	U		U	
Song Sparrow*	U	U	U	U
Lincoln's Sparrow	R		R	
Swamp Sparrow*	U	U	U	U
White-throated Sparrow	U		U	U
White-crowned Sparrow	U		U	U
Harris Sparrow	R		R	
Dark-eyed Junco	U		U	U
Lapland Longspur	U		U	U
Snow Bunting			U	R
Bobolink*	U	U	U	
Red-winged Blackbird*	U	U	U	U
Eastern Meadowlark*	U	U	U	U
Western Meadowlark*	U	U	U	
Yellow-headed Blackbird*	U	U	U	
Rusty Blackbird	U		U	U
Brewer's Blackbird*	U	U	U	U
Common Grackle*	U	U	U	U
Brown-headed Cowbird*	U	U	U	U
Orchard Oriole*	U	U		
Baltimore Oriole*	U	U		
Pine Grosbeak		U	U	
Purple Finch	U		U	U
House Finch*	U	U	U	U
Red Crossbill	U			
White-winged Crossbill	U			
Common Redpoll	U			U
Hoary Redpoll				U
Pine Siskin	U	U	U	
American Goldfinch*	U	U	U	U
Evening Grosbeak				
House Sparrow*	U	U	U	U

Six species formerly occurred on the refuge:
Passenger Pigeon (Extinct)
Carolina Parakeet (Extinct)
Greater Prairie-Chicken
Sharp-tailed Grouse
Eastern Bluebird
Whooping Crane

This species list is from the U.S. Fish and Wildlife Service's *Upper Mississippi River National Wildlife & Fish Refuge Bird List*. All species names are in accordance with the Seventh American Ornithologist's Union.

Additional information may be obtained by writing: Upper Mississippi River National Wildlife and Fish Refuge, 51 East Fourth Street, Room 101, Winona, MN 55987, or by contacting Refuge District offices located in Winona, Minn.; La Crosse, Wis.; McGregor, Iowa; and Savanna, Ill.

We take pride in the Upper Mississippi River. Find ways to share your or your group can help us to ensure a bright future for the magnificent resources of this region.

American Birding Association Code of Ethics

I. **Birders must always act in ways that do not endanger the welfare of birds or other wildlife.**
- Observe and photograph birds without knowingly disturbing them in any significant way.
- Avoid chasing or repeatedly flushing birds.
- Use non-invasive and similar methods of attracting birds (spishing).
- Keep an appropriate distance from nests and nesting colonies.
- Refrain from handling birds or eggs unless engaged in recognized research activities.

II. **Birders should do their best to not cause harm to the natural environment.**
- Whenever possible, use or existing roads, trails, and pathways to avoid disturbing fragile habitat. Leave all habitat as found.

III. **Birders must always respect the right of others.**
- Respect the privacy and property of others by observing "No Trespassing" signs and by asking permission to enter private or posted lands.
- Observe all laws and the rules and conditions which govern public use of birding areas.
- Practice courteous conduct at contacts with others.
- Always behave in a manner that will enhance the image of the birding community in the eyes of the public.

Audubon
For Questions about the Great River Birding Trail in order additional maps:
Audubon - Upper Mississippi River Campaign
1707 Main Street, Suite 105
La Crosse, WI 54601
Phone: 608-785-2011
Email: Mary@mrbirding.org

For More Information on Wildlife Tourism, Travel and Recreation Along the Upper Mississippi River:
National Mississippi River Parkway Commission
www.mississippiriver.com
(700) 212-2560

Iowa Department of Natural Resources
www.state.ia.us/government/dnr/index.html
515-281-5918

Iowa Office of Tourism
www.state.ia.us/tourism
1-800-572-8035

Wisconsin Department of Natural Resources
www.dnr.state.wi.us

Illinois Department of Tourism
www.enjoyillinois.com 1-800-226-8466

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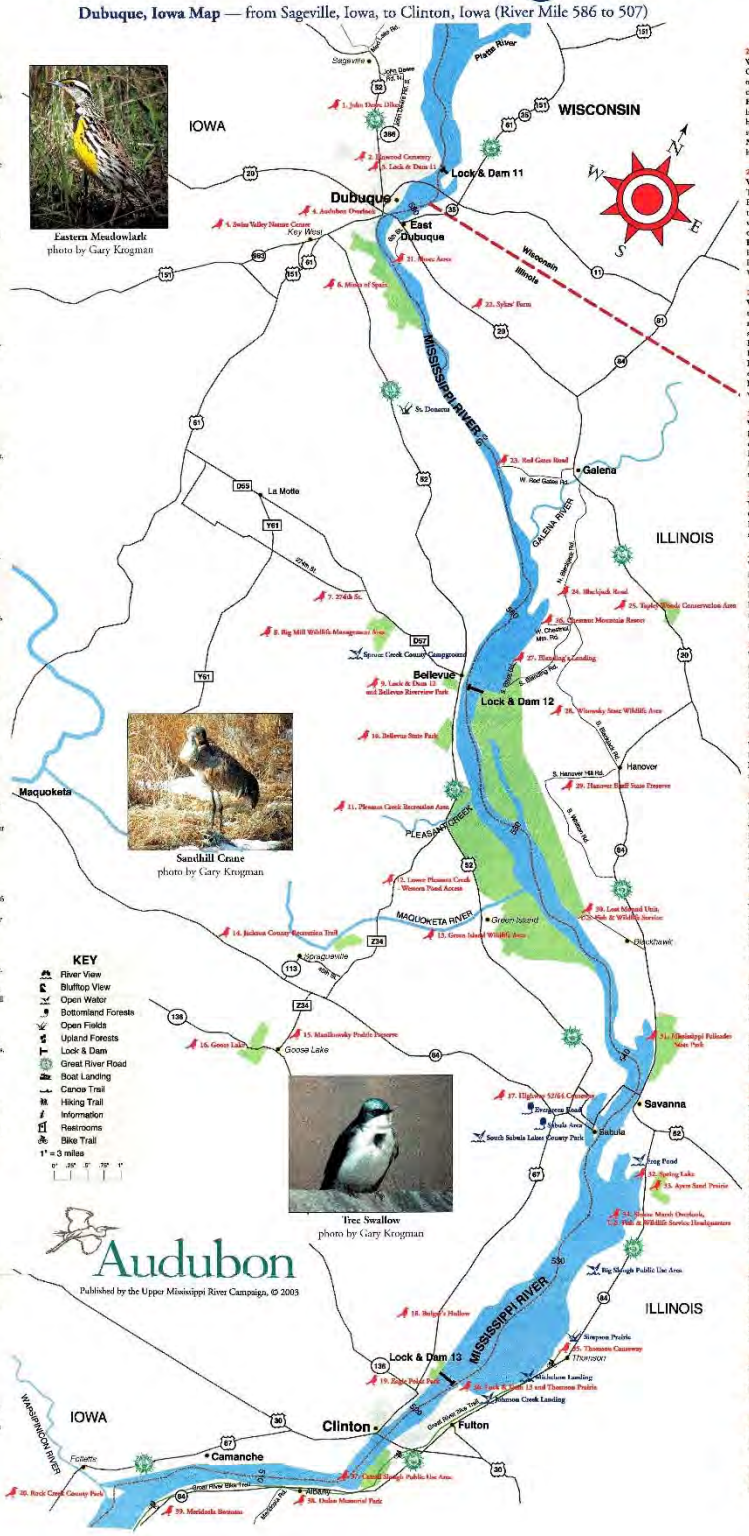
Great River Birding Trail

Dubuque, Iowa Map — from Sageville, Iowa, to Clinton, Iowa (River Mile 586 to 507)

Eastern Meadowlark
photo by Gary Krogman

Sandhill Crane
photo by Gary Krogman

Tree Swallow
photo by Gary Krogman



Audubon

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1. John Deere Dike
Where: East of U.S. Highway 52 on the north end of Dubuque. Take Hwy. 386 (John Deere Rd.) north and park in the lot by the heating plant.
Birds: Views from the top of the dike include a chance to view rails, Marsh Wrens and nesting Bald Eagles, as well as migrating shorebirds and waterfowl, including Canvasbacks. Also Common Mergansers during winter.

2. Linwood Cemetery
Where: Turn east on 22nd St. from Central Ave. (Hwy. 52) then turn north on Windsor Ave. (2nd stoplight). The cemetery is a mile on the right.
Birds: Good for winter finches, especially Pine Siskin.

3. Lock & Dam 11
Where: Take Keyser Blvd. or Rhomberg to Hawthorne. Go east toward the river.
Birds: Excellent Bald Eagle viewing in winter, also winter gulls and waterfowl.

4. Audubon Overlook
Where: Turn on 14th St. from Central and then turn right at the sign across from the Burnham Packing Plant.
Birds: This area is particularly good for close looks at migrating waterfowl in November and March, and shorebirds in August.

5. Swiss Valley Nature Center
Where: Take Hwy. 20 west from Dubuque and look for brown signs. Just west of the IOCO truck stop, turn south on Swiss Valley Rd. and follow the signs for 1.5 miles.
Birds: A variety of woodland and riparian habitats. Look for Eastern Bluebirds, Woodcocks at dusk in April, Pileated Woodpeckers, Short-billed Marsh Wrens, Bobolinks and Acadian Flycatchers.

6. Mines of Spain
Where: South of Dubuque, follow signs from Hwy. 52.
Birds: Extensive trails through a variety of habitats. Cerulean Warblers, Broad-winged Hawks. Good views of the river from the bluff tops. Interpretive center on the southwest portion of the park.

7. 276th St.
Where: Between Cty. Rd. D57 and Cty. Rd. Y61 east of Bellevue. Excellent drive through a hillside forest.
Birds: Wood Thrushes, Rose-breasted Grosbeaks, warblers and vireos.

8. Big Mill Wildlife Management Area
Where: Three miles east of Bellevue on Cty. Rd. D57.
Birds: Waterfowl, Belted Kingfishers and Common Yellow-throats. Good for warblers during migration.

9. Lock & Dam 12 and Bellevue Riverview Park
Where: City park in Bellevue at Lock & Dam 12.
Birds: Excellent eagle watching during the winter, Henslow's Sparrow, Grasshopper Sparrow, Upland Sandpiper, Orchard Oriole, Blue Grosbeak, Loggerhead Shrike
Note: Call (815) 273-3184 for more information.

10. Bellevue State Park
Where: Just south of Bellevue.
Birds: Paved roads to the bluffs top with great views of the river, an interpretive center, trails through the upland forest and butterfly gardens. Excellent for upland forest birds. Carolina Wren, Yellow-throated Warbler.

11. Pleasant Creek Recreation Area
Where: Three miles south of Bellevue on Hwy. 52.
Birds: Pileated Woodpecker, Tufted Titmouse, American Redstarts, Great Blue Herons, Common Yellowthroats, waterfowl and shorebirds during migration and an excellent variety of songbirds. Also a good location for eagle and vulture viewing.

12. Lower Pleasant Creek-Western Pond Access
Where: U.S. Fish & Wildlife Service parking area 6 miles south of Bellevue on the east side of Hwy. 52.
Birds: Hiking trails through bottomland forest and along backwater ponds. Excellent for Prothonotary Warblers, Lark Sparrow, Red-headed Woodpeckers in winter, a variety of sparrows and other forest birds as well as herons, egrets and all types of waterfowl.

13. Green Island Wildlife Area
Where: A 2500-acre wetland surrounded by upland and bottomland forest. East of Hwy. 52, 7 miles south of Bellevue and 6 miles north of Sabula.
Birds: Excellent for migrant shorebirds and waterfowl. Noteworthy breeders include Common Moorhens, Sandhill Cranes, Yellow-billed Squeakers, Brown Creepers and Red-shouldered Hawks.

14. Jackson County Recreation Trail
Where: A 3.7-mile trail east of the town of Sprageville on 45th St. along the Maquoketa River to Cty. Rd. Z34.
Birds: Excellent birding trail along the river and forested bluffs with a variety of songbirds, woodpeckers and raptors. Search for Sandhill Cranes north of causeway.

15. Maulkowsky Prairie Preserve
Where: Two miles north of Goose Lake, just east of Cty. Rd. Z34.
Birds: Northern Mockingbirds, Sandhill Cranes and Lark Sparrows, Loggerhead Shrike.

16. Goose Lake
Where: Northwest of Clinton on Hwy. 136.
Birds: Quality cattail marsh with the usual breeding marsh birds. Large numbers of migrant waterfowl, primarily puddle ducks, are present in season. Nesting Sandhill Cranes, American and Least Bitterns, Loggerhead Shrike, Trumpeter Swans and Yellow-headed Blackbirds.

17. Highway 52/64 Causeway to Bridge between Sabula and Savanna
Where: Parking area on the big curve.
Birds: Barn, Cliff, Tree and Rough-winged Swallows. A heron colony is visible from the road.

18. Belgar's Hollow
Where: East of Hwy. 62, sign on the highway.
Birds: Carolina Wrens, Belted Kingfishers and also excellent for waterfowl during migration and eagles during winter.

19. Eagle Point Park
Where: City park on top of a bluff overlooking Lock & Dam 13, on the north side of Clinton.
Birds: The upland forest and pine plantings can be excellent for woodland migrants. Also, the tower is an excellent place to watch the raptor migration during the fall.

20. Rock Creek County Park
Where: Two miles east of Fulton.
Birds: Great location for neotropical migrants and bottomland forest birds.

21. Shore Acres
Where: Go east on U.S. 20 through East Dubuque, then turn south on 6th St. Turn left on Sisters Rd. and then take Harbor Dr. Park at Boat Prop Marina.
Birds: Prothonotary Warblers, Pileated Woodpeckers, Barred Owls and Wood Ducks.

22. Sylvia' Farm
Where: From U.S. 20, midway between East Dubuque and Galena, turn north onto Irabus Road. Then take the second left onto Rocky (only 200 yards from U.S. 20) and follow until road changes from blacktop to gravel.
Birds: There are 110 acres of oak / pine forest, prairie grasses and hiking trails here for exploring. Watch for upland song birds, herons, wild turkeys, as well as herons and Kingfishers by the stream.
Note: This land is privately owned. The land owners will not be held liable for any persons visiting the property.

23. Red Gates Road
Where: Across from McDonald's on the northwest side of Galena. Take the blacktop road to the railroad tracks along the Mississippi River to the "T" at 2.3 miles (stay right). The road is narrow but traffic is usually light with good birding opportunities along the way, especially the last mile. There is a small parking area at the end of the road. Cross the tracks into the refuge.
Birds: Excellent bottomland birding, including Red-shouldered Hawks, Barred Owls, American Redstarts, Baltimore Orioles, Prothonotary Warblers, Pileated Woodpeckers and Yellow-throated Vireos.

24. Blackjack Road
Where: From Galena turn off on Blackjack Rd. three blocks east of the Apple River bridge. Follow Blackjack as it winds through a hilly region all the way to Hanover. Or turn off approximately 4 miles south of Galena, where it intersects with S. Blanding Rd. Follow S. Blanding Rd. until it comes to the river.
Birds: Meadowlarks, Dickcissels, Wild Turkeys, Red-tailed Hawks, Indigo Buntings and a good variety of songbirds and excellent opportunities for raptors during fall migration.
Note: This narrow blacktop road offers few places to pull off to watch. However, traffic is often light.

25. Tapley Woods Conservation Area
Where: Approximately 7 miles east of Galena on Hwy. 20.
Birds: The extensive upland forest tract includes an excellent diversity of birds, such as Scarlet Tanagers, American Redstarts, Pileated Woodpeckers, Wild Turkeys, Whip-poor-wills, Acadian Flycatchers and others. Excellent for migrating songbirds during spring and fall.

26. Chestnut Mountain Resort
Where: South of Galena and west off of Blackjack Rd., to Chestnut Mountain Rd.
Birds: The great bluffrop view of the river makes this an excellent spot to watch the raptor migration during the fall.

27. Blanding's Landing
Where: At the intersection with Chestnut Mountain Rd. and S. Blanding Rd., take a right (south) and stay on S. Blanding Rd. At the intersection with S. River Rd., turn right (north) and take it to Blanding's Landing.
Birds: Great Blue Herons and a great spot for waterfowl during migration and eagles during winter. Potential for good shorebird activity during late summer and early autumn.

28. Wittenberg State Wildlife Area
Where: Along Blackjack Rd., about 6 miles south of Galena and 4 miles north of Hanover.
Birds: Wild Turkeys, Cooper's Hawks, Baltimore Orioles, Indigo Buntings, Field Sparrows, Red-headed Woodpeckers, Northern Flickers and a variety of other songbirds.
Note: This 950 acres — about half wooded and half open fields and reconstructed prairie — is a public hunting area.

29. Hanover Bluff State Preserve
Where: South and west of Hanover along South Whitton Rd.
Birds: Raptor migration and upland forest birds.
Note: Hogback ridge with a steep hike, but great views of the river and Savanna Army Depot.

30. Lost Mound Unit, U.S. Fish & Wildlife Service
Where: West of Hwy. 84, south and west of Hanover.
Birds: One of the best birding areas in the region. All types of waterbirds, warblers and songbirds and also grassland species. Henslow's Sparrow, Grasshopper Sparrow, Upland Sandpiper, Orchard Oriole, Blue Grosbeak and Loggerhead Shrike.
Note: This area is currently in transition from being the Savanna Army Depot. Some points are currently accessible, but more access points are planned. Call (815) 273-3184 for more information.

31. Mississippi Palisades State Park
Where: Just north of Savanna on Hwy. 64. There are paved roads through the upland forest with great bluffrop views of the river.
Birds: Excellent variety of songbirds. Potential for Kentucky, Hooded and Yellow-throated Warblers, Carolina Wren, and Yellow-throated Warbler. Also great for raptors and thrushes during migration.

32. Spring Lake
Where: Off Hwy. 84, 1 mile south of Savanna.
Birds: Fine vantage point for observing swans and other waterfowl, especially during the hunting season.
Note: Limited access between October 1 and mid-December.

33. Ayers Sand Prairie
Where: Approximately 5 miles south of Savanna and 1 mile east of Hwy. 84 on Airport Rd.
Birds: Grasshopper Sparrows, Field Sparrows and Lark Sparrow.

34. Sloane Marsh Overlook, U.S. Fish & Wildlife Service Headquarters
Where: Turn east off of Hwy. 84 approximately 5 miles south of Savanna and go 0.5 mile on Riverview Rd.
Birds: Waterfowl, shorebirds, herons, Sandhill Cranes, Grasshopper Sparrows and other prairie birds on the east side of the road.
Note: Includes visitor information and the Ingersoll Learning Center.

35. Thomson Causeway
Where: Just west of Thomson.
Birds: Migrating waterfowl, Tree Swallows in summer, concentrations of migrating swallows in August and Horned and Eared Grebes during migration.
Note: An excellent view of the Mississippi River at an extremely wide point. Playgrounds and Indian Mounds. Search for Sandhill Cranes north of causeway.

36. Lock & Dam 13 and Thomson Prairie
Where: Along the road to Lock & Dam 13 west of Thomson. Thomson Prairie is north of the access road.
Birds: Migrating waterfowl, Tree Swallows in summer and concentrations of migrating swallows in August. Check for the cormorant colony on the Iowa side of the Mississippi River.
Note: An excellent view of the Mississippi River at an extremely wide point.

37. Cattail Slough Public Use Area
Where: South of Fulton and west of Hwy. 84 just south of the junction of 84 and 30.
Birds: Neotropical migrants and a good variety of songbirds, access to floodplain forest and a Mississippi River side channel.

38. Dolan Memorial Park
Where: Just off Hwy. 84 on the south end of Albany.
Birds: Waterfowl, herons and Tree Swallows.
Note: The gravel parking area is small.

39. Meridonia Bottoms
Where: Along Hwy. 84, just south of Albany.
Birds: Waterfowl and shorebirds during migration.

Birds of the Upper Mississippi River

© Audubon

Cerulean Warbler

© Gary Kramer

Bald Eagle

© Gary Kramer

Red-tailed Hawk

© Gary Kramer

Yellow-rumped Warbler

© Gary Kramer

Vesper Sparrow

© Art Wolfe

Peregrine Falcon

© Gary Kramer

Trumpeter Swans

Follow the Great River Road to Great Birding!

Imagine how the bird habitat and bird life along the Mississippi River must change as the river changes from a small stream running through the pine forests of northern Minnesota, then through what was once tall-grass prairie and oak savanna of central Minnesota. Then it changes again as it cuts through the blufflands of southern Minnesota, northeast Iowa, southwest Wisconsin and northwest Illinois. Finally, the river habitat and bird life reflects the big, wide river of southern Illinois and Missouri, where the Missouri and Illinois rivers join in.

You can now take a self-guided birding tour on the northernmost reaches of what is likely one of America's longest birding trails. The "Great River Birding Trail" parallels both sides of the Mississippi River from the headwaters, down 1,366 miles to the confluence with the Ohio River at Cairo, Illinois. The trail is named after the already well known federally-designated scenic drive called the Great River Road that goes from Canada to the Gulf of Mexico.

The Upper Mississippi River: A Globally Important Bird Area and Migratory "Flyway" for Birds

The mighty Mississippi flows though the heart of our nation. It draws millions of visitors each year from all over the world, who come to experience the mystery and magnificence of this old river valley, rich in history, culture, habitat, and recreation. But they aren't the only visitors passing though – 40% of all North American waterfowl use the river as a migratory flyway, and 326 bird species (35% or about 1/3 of all species in North America) use the river corridor as a globally important flyway in their spring and fall migrations.

The Upper Mississippi River National Wildlife and Fish Refuge stretches southward for 261 miles along the Mississippi River from just above Wabasha, Minnesota, nearly to Rock Island, Illinois. This refuge and the entire Upper Mississippi River offer fabulous opportunities for birding among extensive marshlands, wooded bottom lands, open water, sand prairie, and wooded bluffs.

The river environment serves as a migration corridor not only for waterfowl, but also for numerous other birds such as raptors, shorebirds, and neo-tropical migratory songbirds. In the spring and summer, the river provides important nesting habitat for many species. Even in the coldest months, the area serves as a wintering ground for northern bird populations, in addition to year-round residents.

Success Stories

Conservation and reintroduction efforts have benefited several bird species in the Upper Mississippi River. The Bald Eagle is one of the greatest success stories in the recovery of an endangered species. While a few hundred eagles used to winter along the Mississippi River there are now thousands. Peregrine Falcons, once extirpated from their entire eastern range the U.S., have been successfully reintroduced and now nest on cliffs, towers, and bridges along the river. They were recently removed from the endangered species list, but are still endangered in Iowa, Wisconsin, and Minnesota. Red-shouldered Hawks nest in large tracts of mature or medium-aged, floodplain forests along the Mississippi River. Their diet varies but includes frogs, crayfish, salamanders, snakes, small mammals, and birds. They are listed as endangered in Iowa and Illinois, and a species of concern or threatened in Wisconsin and Minnesota. Red-shoulders are still uncommon in many parts of the Upper Mississippi River, but research has indicated relatively stable populations between McGregor, IA and Cassville, WI, and on the Illinois side from East Dubuque to Savanna, IL.

Species of Concern

Neo-tropical migrants such as the Cerulean Warbler and the Prothonotary Warbler breed along the Upper Mississippi River while wintering in more suitable climates such as Central America and the northern rim of South America. Populations for both of these warblers have been in decline, but are still common along the Upper Mississippi. Red-headed Woodpeckers bore nest cavities in dead trees, fence posts, or utility poles in open woods, savannas, farmlands, and bottomlands. They feed on acorns, nuts, and berries, storing them in caches they defend vigorously. This widespread and common woodpecker's numbers have declined in the past decade due to loss of woodlands and competition with the European Starling. The Upper Mississippi River area is an important refuge for these and other bird species of concern.

Connecting People to the Mississippi River

The Great River Birding Trail was developed to help educate citizens about the ecological significance of the Upper Mississippi River as an important flyway for birds and to encourage citizens to explore the Upper Mississippi River region through a form of hands-on, low-impact, and non-consumptive recreation. The Great River Birding Trail is a project of the Audubon - Upper Mississippi River Campaign. To learn more about the Audubon - Upper Mississippi River Campaign and the Great River Birding Trail, go www.audubon.org/campaign/umr.

IBA's Take Flight: Identifying and Conserving Essential Habitat for Birds

Important Bird Areas, or IBAs, are defined as sites that provide essential habitat for one or more species of birds that are a high priority within a state, such as birds that are threatened, endangered, or have been in population decline. The IBA Program helps birds by seeking science-based priorities for habitat conservation and promoting positive action to safeguard vital bird habitats. In 1995, Audubon launched an IBA initiative in the United States, working to establish IBA programs in all 50 states. IBAs include sites for breeding, wintering, and/or migrating birds, and are selected using standardized, science-based criteria. You can help identify and conserve Important Bird Areas in your state or region. For more information on the Audubon IBA Program, go to: www.audubon.org/bird/iba/. This site includes the addresses of state IBA coordinators as well as information about many other Audubon bird conservation projects.

Birds of the Upper Mississippi River Refuge Checklist

Provided below is a checklist highlighting the 302 species of birds that can be found within the Upper Mississippi River National Wildlife & Fish Refuge. It is not a comprehensive checklist for the entire Upper Mississippi River. Be sure to bring a birding book along for reference, or contact the state or regional Department of Natural Resources or state Ornithological Union for a more specific birding list to the region you are visiting. Season, abundance and nesting status for each bird's suitable habitat along the Mississippi River corridor are coded as follows:

Season:
Spring – March through May
Summer – June through August
Fall – September through November
Winter – December through February

Abundance and Nesting Status:
A – abundant
C – common
U – uncommon
R – rare
* – Nests on the refuge

Common Name	Sp	Su	F	W
Common Loon	a		a	
Horned Grebe	a		a	
Pied-billed Grebe*	c	c	c	
Red-necked Grebe	r		r	
American White Pelican	c	a	c	
Double-crested Cormorant	a	a	c	
American Bittern*	a	a	u	
Least Bittern*	u	u	u	
Great Blue Heron*	a	a	a	r
Great Egret*	c	a	c	
Snowy Egret*	r	r		
Little Blue Heron		a		
Cattle Egret	u	r	u	
Green Heron*	a	a	c	
Black-crowned Night-Heron*	u	a	r	
Yellow-crowned Night-Heron	u	r	u	
Tundra Swan	u		u	a
Trumpeter Swan	r	r	u	r
Mute Swan	r	r	r	r
Greater White-fronted Goose	r		r	
Snow Goose	u		u	
Canada Goose*	a	a	a	c
Wood Duck*	a	c	a	r
Green-winged Teal	c	r	c	r
American Black Duck*	c	u	c	r
Mallard*	a	c	a	c
Northern Pintail	c		c	r
Blue-winged Teal*	a	c	a	
Northern Shoveler	c	r	c	
Gadwall	c		c	
American Wigeon	a		a	
Canvasback	a		a	u
Redhead	c		c	u
Ring-necked Duck	a		a	
Greater Scaup	a		a	u
Lesser Scaup	a		a	u
Bufflehead			c	
Black Scoter			r	
White-winged Scoter			r	
Common Goldeneye	a		a	r
Bufflehead	c		a	r
Hooded Merganser*	c		c	r
Common Merganser	r		r	u
Red-breasted Merganser	c		u	u
Ruddy Duck	r	r	r	r
Turkey Vulture	c	c	c	r
Osprey*	a	a	c	
Bald Eagle*	c	c	c	c
Northern Harrier*	a	a	a	a
Sharp-shinned Hawk	c	u	c	a
Cooper's Hawk*	u	a	u	a
Northern Goshawk			r	u
Red-shouldered Hawk*	u	u	u	r
Broad-winged Hawk*	c	a	a	
Swainson's Hawk			r	
Red-tailed Hawk*	c	c	a	a
Rough-legged Hawk	u		a	u
Golden Eagle	r		u	r
American Kestrel*	c	c	c	a
Merlin	r		r	
Peregrine Falcon	u	u	u	
Gray Partridge*	a	a	a	a
Ring-necked Pheasant*	a	a	a	a
Ruffed Grouse*	c	c	c	c
Wild Turkey*	u	u	u	u
Northern Bobwhite*	u	u	u	u
King Rail*	r	r	r	
Virginia Rail*	c	c	c	
Sora*	c	c	u	
Common Moorhen*	u	u	u	
American Coot*	a	r	c	a
Sandhill Crane*	u	u	u	
Black-bellied Plover	u		u	
American Golden-Plover	u		u	
Semipalmated Plover	u	a	u	
Killdeer*	a	a	a	r
American Avocet	r	r	r	r
Greater Yellowlegs	u	u	u	
Lesser Yellowlegs	u	c	u	
Solitary Sandpiper	u		u	
Willet	r		r	
Spotted Sandpiper*	c	c	c	
Upland Sandpiper	r			
Hudsonian Godwit	r			
Marbled Godwit	r			
Ruddy Turnstone	u		u	w
Sanderling	u		u	
Semipalmated Sandpiper	c		c	
Least Sandpiper	c		c	
White-rumped Sandpiper	u		u	
Baird's Sandpiper	u	u	u	
Pectoral Sandpiper	c		c	
Dunlin	u	u	u	
Stilt Sandpiper	u	u	u	
Short-billed Dowitcher	u	u	u	
Long-billed Dowitcher	u		r	
Common Snipe	c	u	c	u
American Woodcock*	u	u	u	
Wilson's Phalarope	u	u	r	
Red-necked Phalarope	r		r	
Franklin's Gull	u		u	
Bonaparte's Gull	u		u	
Ring-billed Gull	c	c	c	u
Herring Gull	u	u	u	u
Glaucous Gull	r		r	
Great Black-backed Gull	r		r	
Common Tern	c	c	u	
Forster's Tern*	c	c	c	
Black Tern*	c	c	u	
Rock Dove*	c	c	c	c
Mourning Dove*	c	c	c	c
Black-billed Cuckoo*	u	u	u	
Yellow-billed Cuckoo*	c	c	u	
Eastern Screech-Owl*	u	u	u	u
Great Horned Owl*	c	c	c	c
Barred Owl*	c	c	c	c
Long-eared Owl	r		r	u
Short-eared Owl	r		r	u
Northern Saw-whet Owl	r		r	u
Common Nighthawk*	c	c	u	
Whip-poor-will*	u	u	u	
Chimney Swift*	c	c	c	
Ruby-throated Hummingbird*	u	u	u	
Belted Kingfisher*	c	c	c	
Red-bellied Woodpecker*	c	c	c	c
Red-headed Woodpecker*	c	c	c	c
Yellow-bellied Sapsucker*	u	c	c	
Downy Woodpecker*	c	c	c	c
Hairy Woodpecker*	c	c	c	c
Northern Flicker*	c	c	c	c
Pileated Woodpecker*	u	u	u	u
Olive-sided Flycatcher	r	u	u	
Eastern Wood-Pewee*	u	c	c	
Yellow-bellied Flycatcher	r	r	r	
Acadian Flycatcher*	r	r	r	
Alder Flycatcher	r		r	
Willow Flycatcher*	u	u	u	
Least Flycatcher	u	u	c	
Eastern Phoebe*	u	u	r	
Great Crested Flycatcher*	c	c	u	
Eastern Kingbird*	c	c	u	
Horned Lark*	r	r	r	u
Purple Martin*	u	u	u	
Tree Swallow*	a	a	a	
Northern Rough-winged Swallow*	c	c	c	u
Bank Swallow*	u	u	u	
Cliff Swallow*	u	u	u	
Barn Swallow*	u	u	u	
Blue Jay*	a	a	a	c
American Crow*	a	a	a	a
Black-capped Chickadee*	c	c	c	c
Tufted Titmouse*	u	u	u	u
Red-breasted Nuthatch	r		u	u
White-breasted Nuthatch*	c	c	c	c
Brown Creeper*	u	u	u	u
House Wren*	a	a	c	
Winter Wren	u		u	r
Sedge Wren*	r		r	
Marsh Wren*	c	c	c	
Golden-crowned Kinglet	u		u	r
Ruby-crowned Kinglet	u		u	r
Eastern Bluebird*	c	c	u	
Veery*	u	r	u	
Gray-cheeked Thrush	c		u	
Swainson's Thrush	u		u	
Hermit Thrush	u		u	
Wood Thrush*	u	u	u	
American Robin*	a	a	a	a
Gray Catbird*	c	c	c	
Northern Mockingbird	r	u	r	
Brown Thrasher*	c	c	c	
American Pipit	r		r	
Bohemian Waxwing				
Cedar Waxwing*	c	c	c	u
Northern Shrike	r		r	r
Loggerhead Shrike*	r	r	r	
European Starling*	a	a	a	c
White-eyed Vireo	r		r	
Bell's Vireo*	u	u	u	
Blue-headed Vireo	u	u		
Yellow-throated Vireo*	r	r		
Warbling Vireo*	u	u	u	
Philadelphia Vireo	u			
Red-eyed Vireo*	u	u	u	
Blue-winged Warbler*	u	u		
Golden-winged Warbler	u	u	u	
Tennessee Warbler	u		u	
Orange-crowned Warbler	r		u	
Nashville Warbler	u	u	r	
Northern Parula	r		u	
Yellow Warbler*	u	u	u	
Yellow-rumped Warbler*	r	r		
Chestnut-sided Warbler	u		u	
Magnolia Warbler	u		u	
Cape May Warbler	u		u	
Black-throated Blue Warbler	u		r	
Yellow-rumped Warbler	u		u	
Black-throated Green Warbler	u		u	
Blackburnian Warbler	c		u	
Pine Warbler			u	
Palm Warbler	c		c	
Bay-breasted Warbler				
Blackpoll Warbler	u			
Cerulean Warbler*	u	u		
Black-and-white Warbler*	c	c	c	
American Redstart*	c	c	c	
Prothonotary Warbler*	u	u		
Ovenbird*	c	c	u	
Northern Waterthrush	u		u	
Louisiana Waterthrush	u	u	u	
Kentucky Warbler*	r	r	r	
Connecticut Warbler	r		r	
Mourning Warbler	r	r	u	
Common Yellowthroat*	c	c	c	
Hooded Warbler	r	r		
Wilson's Warbler	u		u	
Canada Warbler	r		u	
Yellow-breasted Chat*	r	r		
Scarlet Tanager*	u	u	u	
Northern Cardinal*	a	a	a	c
Rose-breasted Grosbeak*	u	u	u	
Indigo Bunting*	c	c	c	
Dickcissel*	u	u		
Eastern Towhee*	u	u	u	r
American Tree Sparrow	c		c	u
Chipping Sparrow*	u	u	u	
Clay-colored Sparrow	u		u	
Field Sparrow*	u	u	u	r
Vesper Sparrow*	u	u	u	
Lark Sparrow*	u	u		
Savannah Sparrow*	u	u	u	
Grasshopper Sparrow*	c	c	u	
Henslow's Sparrow*	r	r		
Le Conte's Sparrow	r	r	r	
Fox Sparrow	c	c	c	
Song Sparrow*	a	a	a	a
Lincoln's Sparrow	u		u	
Swamp Sparrow*	c	c	c	r
White-throated Sparrow	c		c	r
White-crowned Sparrow	u		c	r
Harris Sparrow	u		u	
Dark-eyed Junco	u		u	u
Lapland Longspur	r		r	u
Snow Bunting			r	
Bobolink*	c	c	c	
Red-winged Blackbird*	a	a	a	u
Eastern Meadowlark*	c	c	c	u
Western Meadowlark*	r		r	
Yellow-headed Blackbird*	u	u		
Rusty Blackbird	c	c	u	
Brewer's Blackbird*	u	u	u	r
Common Grackle*	a	a	a	u
Brown-headed Cowbird*	u	u	r	r
Orchard Oriole*	u	u		
Baltimore Oriole*	c	c		
Pine Grosbeak		r	r	
Purple Finch	u		u	u
House Finch	u	u	u	u
Red Crossbill			r	
White-winged Crossbill	r		r	
Common Redpoll	u		u	
Hoary Redpoll			r	
Pine Siskin	u		u	u
American Goldfinch*	u	u	u	u
Evening Grosbeak			r	
House Sparrow*	a	a	a	a

Six species formerly occurred on the refuge:
Passenger Pigeon (Extinct)
Carolina Parakeet (Extinct)
Greater Prairie Chicken
Sharp-tailed Grouse
Swainson's Hawk
Whooping Crane

This species list is from the U.S. Fish and Wildlife Service *Upper Mississippi River National Wildlife & Fish Refuge Bird List*. All species names are in accordance with the Seventh American Ornithologist's Union.

Additional information may be obtained by writing: Upper Mississippi River National Wildlife and Fish Refuge, 51 East Fourth Street, Room 101, Winona, MN 55987, or by contacting Refuge District offices located in Winona, Minn.; La Crosse, Wis.; McGregor, Iowa; and Savanna, Ill.

We take pride in the Upper Mississippi River. Find ways in which you or your group can help us to ensure a bright future for the magnificent resources of this region.

American Birding Association Code of Ethics

I. **Birders must always act in ways that do not endanger the welfare of birds or other wildlife.**
- Observe and photograph birds without knowingly disturbing them in any significant way.
- Avoid crushing or repeatedly flushing birds.
- Use recordings and similar methods of attracting birds sparingly.
- Keep an appropriate distance from rare and nesting birds.
- Refrain from handling birds or eggs unless engaged in recognized research activities.

II. **Birders should do their best to not cause harm to the natural environment.**
- Whenever possible, stay on existing roads, trails, and runways to avoid disturbing fragile habitat. Leave all habitat as found.

III. **Birders must always respect the right of others.**
- Respect the privacy and property of others by observing "No Trespassing" signs and by asking permission to enter private or posted lands.
- Observe all laws and the rules and requirements which govern public use of wildlife areas.
- Practice courteous courtesy in contacts with others.
- Always behave in a manner that will enhance the image of the birding community in the eyes of the public.

Audubon

For Questions about the Great River Birding Trail or to order additional copies: Audubon - Upper Mississippi River Campaign 1007 Main Street, Suite 103 Winona, MN 55987 Phone: (608) 784-2392 Email: umrc@audubon.org

For More information on Wildlife Viewing Areas and Recreation along the Upper Mississippi River:
National Mississippi River Refuge Commission www.fws.gov/midwest/refuges/umr
(563) 211-2250

Iowa Department of Natural Resources www.state.ia.us/dnr/ 1-515-281-5918

Iowa Office of Tourism www.state.ia.us/tourism 1-888-472-6035

Illinois Department of Natural Resources www.dnr.state.il.us

Illinois Department of Tourism www.enjoyillinois.com 1-800-COMPACT

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Map Illustration by Riverstone

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Great River Birding Trail

Burlington, Iowa Map — from New Boston, Illinois, to Keokuk, Iowa (River Mile 437 to 361)

1. Lake Odessa, Toolesboro Access
Where: Turn east on the gravel road off Hwy. 99 in Toolesboro.
Birds: Excellent bird diversity including waterfowl and shorebirds during migration, bottomland forest birds such as Brown Creepers, Prothonotary Warblers, several vireos and other neotropical migrants. Also Red-shouldered Hawks, Pileated Woodpeckers, Double-crested Cormorants, as well as Bald Eagles wintering and nesting.

2. Malchow Mounds State Preserve
Where: Go 13 miles north of Burlington on Hwy. 99.
Birds: The preserve includes extensive upland forests and hilltop openings. Excellent for warblers, vireos and other songbirds and migrating raptors.

3. Starr's Cave State Preserve
Where: North of Burlington, east of Hwy 61, west of Hwy. 99 — look for signs.
Birds: Rose-breasted Grosbeaks, Yellow-throated Vireos, Scarlet Tanagers and a good variety of warblers.

4. Crapo Park & Arboretum
Where: A beautiful forested city park south of downtown Burlington with sidewalk trails and a scenic river overlook.
Birds: Baltimore Orioles, Yellow-bellied Sapsuckers, Cedar Waxwings and Catbirds.

5. Geode State Park
Where: Go 8 miles west of Burlington or 4 miles southwest of Danville.
Birds: Excellent variety of songbirds in the upland forests.

6. Sullivan Slough County Park & Blackhawk Bottoms Wildlife Area
Where: South of Burlington turn south off of Cty. Rd. W62 (Summer St.) at Crawford Construction and look for County Conservation Area signs. Country- and state-owned land and extensive private land along the confluence of the Skunk and Mississippi rivers.
Birds: Prothonotary Warblers, Warbling Vireos and Red-shouldered Hawks. Also excellent for waterfowl, neotropical migrants and bottomland forest birds.

7. Lower Skunk River Access
Where: Go 7 miles southwest of Burlington – 2 miles upstream from the Hwy. 61 bridge.
Birds: Spotted Sandpipers, Great Blue Herons and American Goldfinches.

8. Heron Bend – Lee County Park
Where: Just north of Montrose.
Birds: Great Blue Herons, excellent variety of waterfowl during migration and Bald Eagles during the winter.

9. Riverview Park
Where: At Montrose.
Birds: Good viewing area for portions of Pool 19. Excellent for waterfowl during migration.

10. Rand Park
Where: City Park along the Mississippi River bluffs on the north end of Keokuk with an excellent bluff view.
Birds: Baltimore Orioles, Yellow-bellied Sapsuckers, Cedar Waxwings and Catbirds.

11. Lock & Dam 19 & George M. Verity Museum
Where: Just east of downtown Keokuk and at several locations along the river below the lock and dam.
Birds: Excellent for wintering eagles, also waterfowl during migration, including pelicans in the fall.

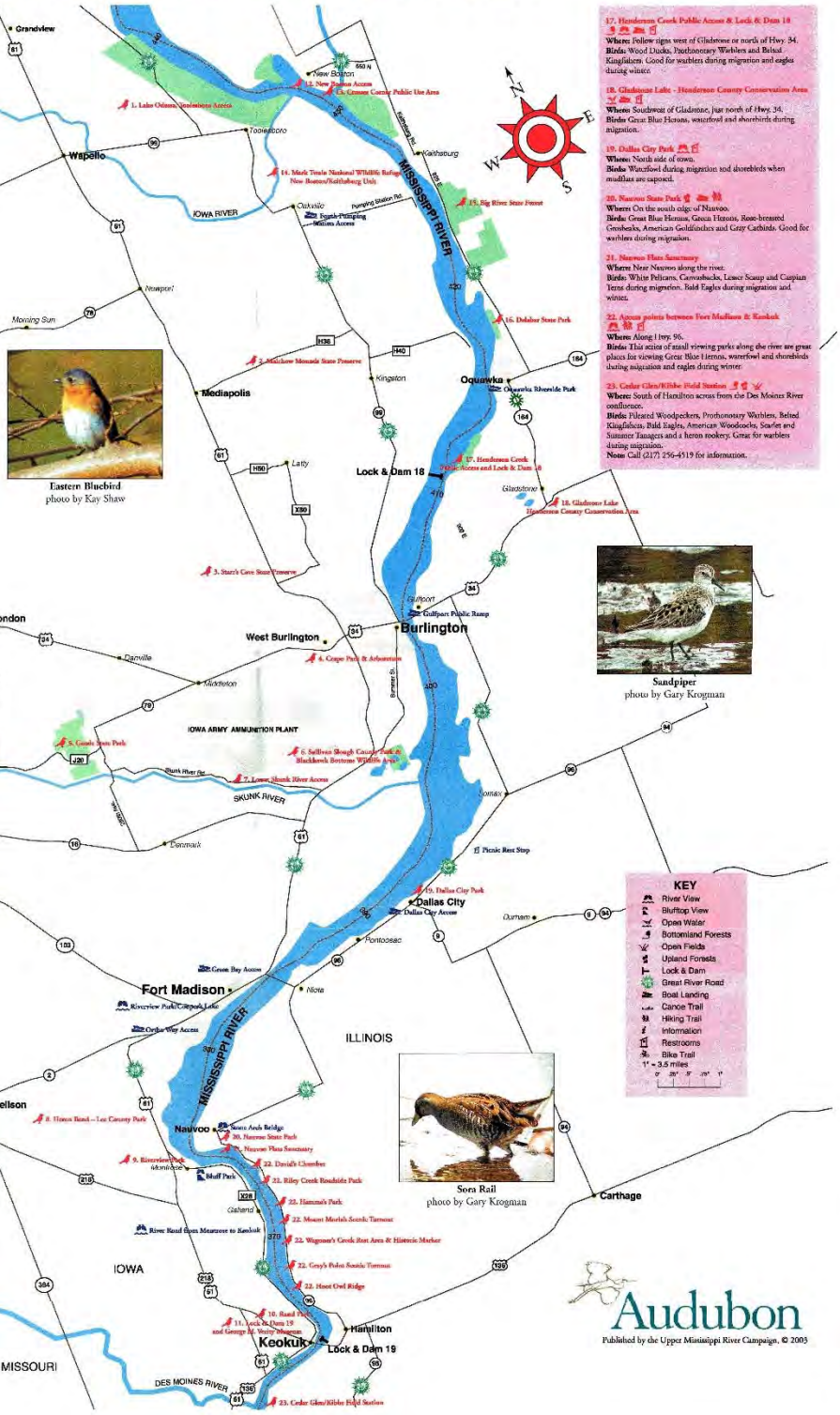
12. New Boston Access
Where: West end of New Boston.
Birds: Good viewing location for Sturgeon Bay and waterfowl during migration. Great Blue Herons, Double-crested Cormorants in summer and Bald Eagles during winter.

13. Cranston Corner Public Use Area
Where: Go west off of New Boston Rd. on to 176th Ave., then go south for 2 miles and go west on 160th Ave.
Birds: Barred Owls, Prothonotary Warblers, Pileated Woodpeckers and Wild Turkeys.

14. Mark Twain National Wildlife Refuge - New Boston/Keithsburg Unit
Where: South of New Boston and North of Keithsburg just west of Keithsburg Rd. Rich bottomland has very little human traffic. A variety of habitats includes coniferous thickets and good marsh areas, especially near Swan Lake.
Birds: There is a heron rookery nearby. Also, Prothonotary Warblers, Pileated Woodpeckers, Brown Creepers, Swamp Sparrows, Double-crested Cormorants and Eurasian Tree Sparrows. Good for rails in summer and for warblers during migration.

15. Big River State Forest
Where: The north end of the forest is 9 miles south of Keithsburg. The south end of the forest is 5 miles north of Oquawka. This is the largest coniferous forest in the area. Sandy soil and brushy habitats as well as bottomland forests and Mississippi River backwater habitats are accessible on the north and south ends of the park.
Birds: Lark Sparrows, Ruby and Golden-crowned Kinglets, Brown Creepers and an excellent diversity of songbirds. Long-eared and Saw-whet Owls during winter.

16. Dolshee State Park
Where: One mile north of Oquawka.
Birds: Good for eagles during winter, waterfowl and warblers during migration.



Eastern Bluebird
photo by Kay Shaw

Sandpiper
photo by Gary Krogman

Sora Rail
photo by Gary Krogman

Downy Woodpecker
photo by Kay Shaw

17. Henderson Creek Public Access & Lock & Dam 18
Where: Follow signs west of Gladstone or north of Hwy. 34.
Birds: Wood Ducks, Prothonotary Warblers and Belted Kingfishers. Good for warblers during migration and eagles during winter.

18. Gladstone Lake - Henderson County Conservation Area
Where: Southwest of Gladstone, just north of Hwy. 34.
Birds: Great Blue Herons, waterfowl and shorebirds during migration.

19. Dallas City Park
Where: North side of town.
Birds: Waterfowl during migration and shorebirds when mudflats are exposed.

20. Nauvoo State Park
Where: On the south edge of Nauvoo.
Birds: Great Blue Herons, Green Herons, Rose-breasted Grosbeaks, American Goldfinches and Gray Catbirds. Good for warblers during migration.

21. Nauvoo Flats Sanctuary
Where: Near Nauvoo along the river.
Birds: White Pelicans, Canvasbacks, Lesser Scaup and Caspian Terns during migration. Bald Eagles during migration and winter.

22. Access points between Fort Madison & Keokuk
Where: Along Hwy. 96.
Birds: This series of small viewing parks along the river are great places for viewing Great Blue Herons, waterfowl and shorebirds during migration and eagles during winter.

23. Cedar Glen/Kibbe Field Station
Where: South of Hamilton across from the Des Moines River confluence.
Birds: Pileated Woodpeckers, Prothonotary Warblers, Belted Kingfishers, Bald Eagles, American Woodcocks, Scarlet and Summer Tanagers and a heron rookery. Great for warblers during migration.
Note: Call (217) 256-4519 for information.

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MRPC Annual and Semi-Annual Meeting

The National MRPC Annual meeting was held in Natchez with five commissioners attending. Seven Commissioners attended the Semi-Annual Meeting in Paducah in April 2017.

Iowa MRPC Stakeholder Meetings

MRPC stakeholder meetings took place twice this past year. The purpose of the first meeting October 21st, was to meet with Governor Branstad and his staff. Governor Branstad was provided the 2016 Annual report, shared a budget request letter for additional yearly funding to implement the 2015 Corridor Management Plan, and a request for special funding for the 2017 National MRPC Annual meeting which Iowa will host in September 2017. In 2013, IDOT provided additional funding for the national semi-annual meeting Iowa hosted. The last time Iowa hosted the National Annual Meeting in 2009, additional funds were received in the amount of $23,000.00. Documents detailing the work of each commissioner were given to Governor Branstad and his staff. (Appendix p. 68) A budget request of $301,435 was forwarded through IDOT and shared with Governor Branstad.

Governor Branstad suggested the MRPC approach the CVB's / Hotel / Motel tax and riverfront gaming commissions for contributions/sponsorships, suggesting we could draw $50,000.00. It was pointed out the Iowa Mississippi River Parkway Commission INC Foundation is a 501 (c) (4) and not eligible for Riverboat Funding. Later, in the conversation, Governor Branstad circled back and said: "Ask the five owners up and down the river for a $10,000.00 each donation. To get to the casino's they need to drive the Great River Road - Right " he said. A recent contribution for $15,00.00 across county lines for the Driftless Area Education & Visitor Center, a 501(c)(3) was noted. While we did not receive additional funding for the convention nor the 2017 / 2018 budget, our funding was not cut by the Governor nor the legislature in the Iowa 2018 Transportation Bill. The economic impact and opportunities on the Great River Road were discussed at length (Appendix p. 73). Opportunities including the American Queen 2016 fall visits and plans for 2017 visits and the Viking Cruise Line for 2018 were mentioned. The Governor was surprised with the implementation of all these events on the Mississippi River and asked us to keep him advised of future growth. He encouraged continued discussion with his staff for additional funding and staff. It was pointed out that we are the **only** Byway in Iowa that does not have paid staff. While discussing the Japanese marketing effort by Mississippi River Country (MRC) the tourism sister organization to the MRPC, he asked to have the Chinese become an immediate priority. He wanted Iowa materials translated as soon as possible. (NOTE: We did not know he was going to become ambassador to China at this time.) The GRR economic impact sheet with the GRR county facts pulled out were distributed. (Report p. 57)

The second stakeholders meeting was held on November 21, 2016 with members of the Iowa Legislature who joined us for lunch. Invited guests included twenty-nine State Representatives and State Senators who represent the ten river counties along the Great River Road. Reasons for this meeting included MRPC history, Iowa's 2015 Corridor Management Plan, Implementation of the plan including additional funding and Collaborative expectations for the Great River Road Communities. Duties of commissioners (Appendix p. 68) and uses of the current funding were discussed. It was pointed out commissioners have taken the 2015 Corridor Management Plan to each county board of supervisors, county conservation boards and city councils, convention and business bureaus, chamber of commerce, Rotary Clubs and economic development officials and legislators. In addition, copies have been provided to Senator Grassley, Senator Ernst, Congressman Blum, and Congressman Loebsak and their staffs who sometimes attend our meetings. Each group has also been provided with copies of the 2016 IOWA MRPC Annual Report. Requests were made to many of these entities for funding. (Appendix p.148)

Great River Road Economic Impact Study sheet with the GRR county facts pulled out were distributed. Using the Economic development approach – attributing dollars spent, employees in travel industry etc. Scott County is one of the largest river counties and ranks #3 in the state. Most remarkable is the impact of visitors in the smaller population counties. Allamakee is #1 in the state in per capita of travel related income. These numbers illustrate the huge impact of the Mississippi River and the Great River Road on visitors. Two counties are over $4 million and Allamakee $40 million. (Appendix p. 73,74)

Discussion followed including the challenge to local organizations along the river who fail to recognize the Mississippi River and the Great River Road and their influences, the importance of the Education tool: Our Mississippi River prepared by the Core of Engineers for teaching about the river; the riverboat cruises from New Orleans to St. Paul, and the new websites including: www.experiencemississippiriver.com and www.mississippiriver.natgeotourism.com - the National Geographic new geo-tourism web site as well as travelIowa.com - iowagreatriverroad. According to the Code of Iowa "The Mississippi River Planning Commission is responsible for the continued development, preservation, and promotion of the byway and its amenities."

Budgeting issues were shared with the legislators and a copy of the letter sent to Craig Markley, Office of Systems Planning, Iowa DOT. Commissioner Regan concluded, "That's what we are commissioned to do. Hoping we can get some dollars from somewhere for administrative support to implement." Commission Chair Pfeffer and Commissioner Regan concluded with an appeal to the legislators present to protect the MRPC budget and requested their input. A question and answer discussion closed the meeting. Our goal of educating legislators about the Great River Road and they educating us about funding is continuing. (Additional information may be found in our November minutes on pages 20 thru 24.)

Economic Impact Report

Jane Regan has reported data from the document titled The Economic Impact of Travel on Iowa Counties 2016. This document has been prepared by the U.S. Travel Association. She has specifically targeted the 10 Mississippi River Counties in Iowa. She has also listed the adjoining counties at the bottom of the data chart. The impact is staggering and it will be helpful for legislators and the CAT (Community Attraction and Tourism) Grant Economic Authority grant application of the Driftless Area Education and Visitor Center. (Additional charts Appendix p.73, 74)

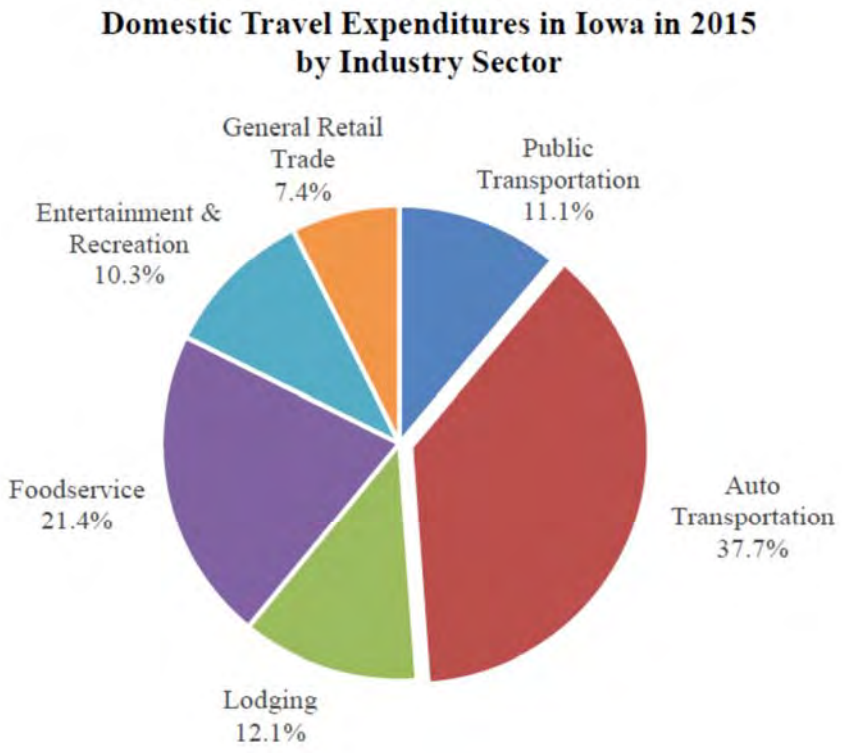
TRAVEL EXPENDITURES

Domestic traveler spending in Iowa totaled close to $8.1 billion (in current dollars) during 2015, representing an increase of 0.1 percent from 2014. This low growth was mainly caused by a large drop in motor fuel prices.

Auto transportation, foodservices and lodging are the top three spending categories for domestic travelers in Iowa. Domestic travelers spent $3.0 billion on auto transportation, down 8.2 percent from 2014. This sector accounted for 37.7 percent of total domestic travelers' spending in Iowa.

Accounting for 21.4 percent of the state total domestic traveler expenditures, spending on foodservice rose 6.0 percent to $1.7 billion in 2015. Domestic travelers' spending on lodging was up 8.0 percent to $974.7 million in 2015.

In 2015, domestic travelers' spending on public transportation was up 3.5 percent from 2014 to $895.4 million. Domestic travelers spent $834.0 million on the entertainment and recreation sector in 2015, up 5.7 percent from 2014. Domestic travelers' spending on general retail increased 5.2 percent to $593.1 million in 2015.



- *Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.*
- *Lodging sector consists of hotels and motels, campgrounds, and ownership or rental of vacation or second homes.*
- *Public transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.*
- *Auto transportation sector includes privately-owned vehicles that are used for trips (e.g., automobiles, trucks, campers or other recreational vehicles), gasoline stations, and automotive rental.*
- *General retail trade sector includes gifts, clothes, souvenirs, and other incidental retail purchases.*
- *Entertainment and recreation sector includes such items as golf, skiing and gaming.*

Impact on the 10 Mississippi River Counties
2015 DATA: U.S. Travel Association

County and Rank in State Per Expenditure $$$ Spent	Visitor Expenditures $$ in Millions & Per Capita	% Increase over 2014	Payroll $Millions	# Employed	State Tax Revenue $ Millions	Local Tax Revenue $ Millions	Population in 2014 & Rank by Population in State
Scott 3	624.07M 3,663 PC	0.39%	99.53	6,200	39.52	9.83	172,126 (3)
Dubuque 6	329.27M 3,441 PC	0.08%	52.29	2870	18.35	4.49	97,125 (7)
Des Moines 13	132.62M 3,276 PC	23.6%	23.60	1050	6.55	1.92	40,055 (16)
Clinton 14	116.29M 2,401 PC	-0.89%	16.67	970	7.00	1.52	47,768 (12)
Muscatine 18	79.99M 1,867 PC	-0.32%	12.15	700	5.37	0.99	43,011 (14)
Lee 21	61.14 1,713 PC	0.21%	9.20	520	3.93	0.88	35,089 (20)
Allamakee 28	40.21M 2,832 PC	0.21%	3.91	200	2.42	0.98	13,886 (57)
Clayton 32	33.47M 1,883 PC	0.067%	4.47	250	2.13	0.66	17,644 (39)
Jackson 33	31.23M 1,594 PC	0.26%	4.21	230	2.20	0.65	19,444 (36)
Louisa 64	13.69M 1,213 PC	3.84%	1.71	90	1.16	0.34	11,185 (67)
TOTAL	1,461,980B	27.45%	227.74	13,080	88,630,000	22,260,000	497,333

Adjoining counties

Winneshiek	29.77	5.30	340	2.15	0.30	20,709 (30)
Howard	4.60	0.55	30	0.32	0.05	9,410 (79)
Fayette	16.95	1.75	90	1.09	0.14	20,257 (34)
Chickasaw	10.36	1.59	100	0.79	0.12	12,097 (63)
Van Buren	6.52	.85	50	0.52	0.08	7,344
Davis	6.86	.66	40	0.44	0.08	8,769
Henry	21.78	3.21	170	1.32	0.31	19,950
Jefferson	40.39	6.13	370	2.36	0.34	17,555
Washington	15.89	1.82	110	1.08	0.12	22,247
Keokuk	4.73	.44	20	0.32	0.05	10,163

Iowa Population: 3,123,899
16% of Total Iowa Population Lives in the Great River Road (497,333 population of 10 River Counties).
Example: If we closed off the Des Moines County boarders to our Visitors each citizen (40,055) would have to spend $3,276 each, to put back into our economy the $132,620,000 expenditures brought in by the visitors to our lodging, restaurants, and gas stations. How many of the 1050 jobs would disappear?

DISCUSSION WITH MPO's / RPA's

Discussion began with the four MPO's / RPA's in Iowa along the GRR at our June 20, 2016 meeting. Commissioner Regan provided a presentation about MRPC responsibilities and the economic impact of the Mississippi River and the Iowa Great River Road. She stated that the MRPC goal is to partner with MPO's and RPA's to support this effort and

- the interpretive centers along the Iowa GRR
- the infrastructure of the road and the signing
- better communication about the road including constant contact, web site, Facebook etc.

The MRPC is going to need assistance with funding and staffing to strengthen and support the Iowa GRR in terms of transportation and economic development. Discussion with the planning organizations present followed.

Discussion summary:

- The first point made was they do not do marketing.
- Assistance would not be for staff and operations support.
- Transportation and economic development are more in their bailiwick.
- Might be able to help with destination signing for attractions.
- On occasion, a COG will do a contract to organize and manage a project (i.e / a trail project).
- Trails - Being aware of the GRR and the MRT needs toward projects that benefit both when we have more information.
- Bi-state is pushing to put up bike trail signing with free signs from IDOT and local posts and installation.
- Information in the Corridor Management Plan may be presented to their boards.
- Any requests for money must go thru their boards for any project.
- To provide assistance in other ways, if MRPC can come forward with a finite list of what they want from the organization, the conversation could go forward within their regular mission and practices of the organizations to consider. Come forward with smaller issues we could start discussing what we can do. If we could give them a list of what we would ask someone to do … they can go thru that list and see if they could help. (Note: they are receiving the National Scenic Byway money).

A follow-up report was presented at our July 18, 2016 meeting. Denise Bulatt explained that STP dollars / the transportation alternative program cannot provide staff time. They do not fund projects under $100,000.00. MRPC could apply for a project to their policy board and compete. It could be a combined project among several planning organizations to cover the GRR. We would need a match and if dollars are already in-hand we would have a better chance. She stated an interpretive signing project might be competitive. Absolutely no help or money would be provided for marketing.

Denise and Chandra discussed the collaboration and networking opportunities including:

- Planning organizations will include the GRR and its CMP in their plans and this becomes part of their work.
- Prior to MRPC committing to the Iowa Byway Program, the Planning organizations will determine their best match and make a proposal to MRPC.
- One MPO will review the CMP and review with others.
- The four entities will start looking into activities that already fit into the MRPC mission to help with existing items that may already be in the MRPC scope of work.

No report has been received since these two meetings. Follow-up will be done following the National MRPC annual meeting in September 2017.

Commissioner Tunnicliff met with Bi-State Regional Planning in Quad Cities and presented the annual report. Commissioner Pfeffer met with the ECIA (East Central Intra-Governmental Agency) in Dubuque and presented the annual report.

COMMISSIONER AND GENERAL ACTIVITIES

Commission members were involved in a number of activities over and above our regular meetings and stakeholder meetings.

Commissioner Jane Regan, treasurer Iowa MRPC, was Co-Chair of the $3.7 million dollar Fundraising committee for the Driftless Area Education and Visitor's Center, a three-story, 10,000 square foot building situated between Village Creek and Columbus Road, in Lansing, Iowa, which offers experiences and exhibits reflecting the cultural, recreational, environmental and historical significance of the Driftless Area. The Driftless area encompasses northeast Iowa, southwest Wisconsin, southeast Minnesota and portions of northwest Illinois. This project received a $1,361,400.00 National Scenic Byways Grant in 2012. Current and former Iowa MRPC Commissioners contributed $1500.00 to the Great River Road Driftless Area Education and Visitor Interpretive Center Project. Iowa is extremely proud of the fully funded completed new center and looks forward to the center becoming a MRPC National Interpretive Center.

February 2017, found us again partnering with Fort Madison and Keokuk, Iowa and Nauvoo, Illinois providing promotional materials to be taken to the State of Utah for three trade shows. The Great River Historic Loop has been developed by the Keokuk CVB, Fort Madison Tourism and Nauvoo Tourism Office. The Great River Historic Loop is a fifty-mile drive along some of the most scenic shorelines of the Mississippi River. Many visitors come to Nauvoo – the City Beautiful, a National Historic Landmark District, to experience what the pioneer life of the 1840's and to visit the Nauvoo Temple. This historic loop provides an excellent opportunity to show case the Great River Road in Iowa and Illinois. (Appendix p. 85, 86)

The 14th Annual Henry Farnam Dinner March 16, 2017 focused on the 150th Anniversary of Baseball in the Quad-Cities. Speakers were Tom Sheiber, Tim Rask and Dave Heller. Sheiber, Senior Curator at the National Hall of Fame and Museum in Cooperstown, New York and lead curator of "We Are Baseball", a NHF traveling exhibit. He talked about "The Rivarly" a temporary exhibit at the Abraham Lincoln Presidential Library in Springfield, ILL which he curated. This exhibit details the long and intertwined histories of the St. Louis Cardinals and the Chicago Cubs. Tim Rask, has written numerous articles and is the author of the book, "Baseball at Davenport's John O'Donnell Stadium". He gave the history of baseball along the river in the Quad-Cities area. Dave Heller spoke about the current team and his role as owner of the Quad City River Bandits.

Iowa MRPC booth, at the dinner, showcased our new banners and the Iowa Great River Road Interpretative Centers. MRPC key rings, MRPC pins, Great River Road Tear sheets and the Iowa Byways brochure were distributed. This venue also provided a great opportunity to tell the story of the Great River Road, its many attractions and opportunities for day trips. Three commissioners, Pfeffer, Petersen, Tunnicliff attended this informative evening and enjoyed eating dinner with the Editors of the Quad Cities Times. We were joined by Jean Peiton, Fort Madison Tourism, who had a booth next to us. She promoted Iowa's southern GRR including Fort Madison, Keokuk and Nauvoo, Illinois encouraging driving The Great River Historic Loop developed by Keokuk CVB, Fort Madison Tourism and Nauvoo Tourism offices. (Appendix p. 85, 86)

Chairman Pfeffer presented a summary of Iowa MRPC Actions and the 2016 Annual Report to members of the Iowa DOT Commission at the IDOT Public Input Meeting October 11, 2016 in Dubuque, Iowa.

Individually, commissioners have been telling the Great River Road story in their individual counties. Commissioner Regan appeared on radio stations and at the Great River Rumble telling the story of the Iowa Great River Road. In addition, Commissioner Goodmann has been doing newspaper interviews including the Cedar Rapids Gazette "Community Attractions". (Appendix p. 75 -77) Our chair has been busy promoting Birding, Biking and Hiking or the Year of The Trails along the Great River Road in newspaper and radio stations in Jackson and Clinton Counties using the media kit. (Appendix p. 109) Lisa Walsh, commissioner from Burlington, has worked on an interpretative center for Des Moines county. Watch for exciting news as the Aldo Leopold project develops in Burlington with Commissioner Walsh's determination. Commissioner met individually with their Iowa senator and representatives sharing the annual report and requesting additional funding so the 2015 Corridor Management Plan may be fully implemented. We asked them to project our budget in the legislative process.

Commissioners continue to promote "Our Mississippi" resource in our local school in each county. We have discussed with school administrators the importance of teaching about the river in our local communities. These materials have now been distributed to all the naturalists along the GRR.

Letters of support were provided for the First Bridge Project in Davenport and the proposed new Mississippi River bridge in Lansing. (Appendix p 87 and page 81).

The Iowa MRPC Commission joined the National Scenic Byway Organization. The organization is working to have the National Scenic Byway money restored as a line item in the Federal Highway Budget. Members have visited with our US Senators and Representatives concerning this issue in Iowa.

Scott County Commissioner Tunnicliff represented the commission at the ribbon cutting for the Great River Road Mississippi River Trail in Bettendorf. This project was partially funded with a 2012-2013 National Scenic Byway Grant in the amount of **$494,956.00.** We look forward to hosting the 2018 MRPC Bicycle Ride from Lake Itasca to New Orleans as more of the MRT is completed. Commissioners have been involved in the addition of bicycles paths (MRT) along the rural Great River Road in Iowa. (Appendix p. 145)

PROJECTS COMPLETED

The Iowa Commission was pleased to see three Projects which received 2012 - 2013 National Scenic Byway Grants completed. Projects included $1,361,400 for the Great River Road Driftless Area Byway Visitor Center in Allamakee County at Lansing, Iowa; the Iowa DOT Great River Road Signage Project $346,160.00 for now signs along the Byway; and $494,956.00 for the Great River Road Mississippi River Trail in Bettendorf and Riverdale.

The previous pages shows a picture of the ribbon cutting for the Mississippi River Trail, a picture of the new sign follows on page 64 and a picture of the new Driftless Area Education and Visitors Center is featured below. We are very excited to the wonderful improvements to the visitors' experience along the Great River Road.

COMMISSION HONORARY MEMBERSHIP NOMINATIONS

Jane Regan and Scott Tunnicliff have been nominated for honorary membership for the National Mississippi River Parkway Commission. (Appendix p 151-152)

COMMISSION AWARDS

Iowa received the Mississippi River Parkway Commission Great River Road Annual Pilot's Award. This award is presented to a state or province commission in recognition of outstanding achievements in pursuing the goals and objectives of the MRPC. The award was accepted by chairperson Edith Reiss Pfeffer on behalf of the Iowa Commission. The commission received this award for the establishment of an active website, promotion of all MRPC websites, aggressive marketing and promotion of the Great River Road; stakeholder meetings with county supervisors, conservation boards, city councils; hospitality workshops, meeting with state representatives and state senators, and the Governor; and presentation with Iowa DOT Commission.

New Byway Signs

Commission members are pleased the new byway signs have been installed along the Great River Road by the Iowa DOT during the past year. These were funded by a 2012-2013 National Scenic Byways Grant.

Great River Road Concerns

In Clayton County, the sand mine has re-zoned 800 acres to industrial for frack mining. The below mining is now above ground. The Clayton County Zoning Commissioners voted to approve permit on August 22, 2016.

Two portions of the Iowa Great River Road have serious infrastructure challenges. Both are in Iowa towns. We continue to remind Iowa DOT that we would like to have these areas opened and fixed. These projects were submitted as Shovel Ready Projects in Iowa to the Federal Highway Commission in Spring 0f 2017 from the State of Iowa.

BURLINGTON

In Burlington's bluff top Crapo Park, the bridge spanning Cascade Ravine has been closed to motor and pedestrian traffic. The bridge built in 1896 connects downtown Burlington with Crapo Park via South Main Street and is the recognized route for the Iowa Great River Road. It is now showing its age. Burlington stopped letting vehicles travel across Cascade Bridge in 2008, but does currently allow pedestrian traffic. A preliminary study has been completed and the City of Burlington has this on their list of bridges to be replaced. There is currently no timeline or funding available.

MONTROSE

MONTROSE – A portion of River Road near Montrose is closed to through traffic until further notice. Heavy downpours have eroded the hillside and roadway.

- Michael Hoenig and Police Chief Jordan Maag deemed the road unsafe for travel, as the lane on the bluff side has sunk at least 4 to 5 feet. Some motorists chose to drive around the barricades, so Hoenig placed a large pile of gravel in the intact lane to prevent traffic from traveling in the washed-out area.

- The city has made temporary repairs to River Road several times since it first washed out in 2010, according to Hoenig. He's seen the road sink as far as 8 feet in the past. He estimates the washed-out area stretches about 100 feet long and 30 feet wide this time. We need a permanent fix. The city faces several obstacles to financial assistance for repairs.
    - Homeowners in the Bluff Park housing development that sits above River Road own the ravine that extends to the city right-of-way, as well as the bluff area between the road and Burlington Northern Santa Fe's right-of-way.
    - The Federal Emergency Management Agency doesn't fund recovery projects for privately-owned property, according to Reid.
    - Jordon Moser has determined that Montrose doesn't qualify for Federal Emergency Management Agency assistance for this project for several reasons.
    - The road first washed out in 2010. The city qualified for funding in 2010 and 2013, but declined because it did not believe it could afford the grant matches.
    - According to Moser, River Road is exempt from additional funding offers because of pre-existing damage.
- The affected area of River Road is under the jurisdiction of the Federal Highway Administration. Roadways that are considered major collectors are not eligible for FEMA funds.

May 2013 June 2015

- Re -Opening this important historical section, part of the oldest Iowa land grant, near the start of the famous Mormon Pioneer Trail is extremely important.

Effigy Mount Coin Release

Effigy Mounds National Monument was honored as the 36th release of the United Stated Mint Beautiful Quarters Program. This coin joins a collection that is set to honor a total of 56 national parks and other sites. Fourth-generation Iowan Richard Masters was the designer of the quarter and received special recognition at the ceremony. Masters is an artist in the United States Mint Artistic Infusion Program. This event was attended by Commissioner Regan and Commissioner Pfeffer. The Iowa MRPC is extremely proud that one of its national interpretive centers was selected for this honor. (Appendix p. 150)

The 2015 Corridor Management Plan Library for the Iowa Great River Road

A comprehensive collection of data, research findings, reports, maps, and presentations which provide additional detail and support for the 2015 Corridor Management Plan of the Iowa Great River Road. Each document is referenced with a lettered icon and title.
Document files can be downloaded at www.iowadot.gov/iowasbyways/IAGRR-CMP.html and www.ddaforum.com/DocumentLibrary.aspx.

A — Iowa Great River Road Designated Route Update
Map atlases for the ten Iowa Great River Road counties illustrating the routing of the Byway.

B — Summary Report of Representative Intrinsic Qualities and Resources, Tabulation and Map Sets
Report, tabulations and map county atlases of the intrinsic resources of the Iowa Great River Road.

C — Condition of the Road Report
A review of the existing conditions associated with the Iowa Great Road using 14 key topics recommended by the Federal Highway Administration.

D — Iowa Great River Road Route Traffic Data and Safety Report
A tabular presentation of traffic data and safety indicators for segments of the Iowa Great River Road prepared by the Iowa Department of Transportation.

E — Iowa Great River Road Document Library
An extensive listing of a wide variety of reference documents pertaining to the Mississippi River as well as the National and Iowa Great River Road.

F — Report of Spring 2012 Stakeholder Meetings
A complete report of the production, results, and public direction provided during the Spring 2012 Stakeholder Meetings.

G — The 2013 Iowa Great River Road Visitor Survey
Summary report, detailed result tabulation, and survey instrument for the 2013 Iowa Great River Road Visitor Survey.

H — The 2013 Iowa Great River Road Resident Survey
Summary report, detailed result tabulation, and survey instrument for the 2013 Iowa Great River Road Resident Survey.

I — Report of Spring 2014 Stakeholder Meetings
A complete report of the production, results, and public direction provided during the Spring 2014 Stakeholder Meetings.

J — Iowa Mississippi River Parkway Commission Stakeholder List
A tabular presentation of the contact listing for the Iowa Mississippi River Parkway Commission current as of January 2015. (Available upon request to the Commission)

K — Core Management Directions, Actions, and Financial Considerations
Detailed background and descriptions of Actions and financial considerations supporting the Core Management Directions of the Iowa Great River Road.

L — Great River Road Interpretive Plan and Tool Kit
A comprehensive guide for themes and stories for interpreting the entire Great River Road.

Appendix

Iowa MRPC Commissioner Responsibilities 2016-2017

Attend all Quarterly and special State Business Meetings which included ten meetings.
Attend two National Commission Meetings (Natchez and Paducah).

Culture and Heritage Committee Work:

1. Visit all Interpretive Centers (I-Centers), conduct training session where needed
2. Provide the 10 State MRPC Maps and Iowa Tear Off Maps to the 16 I-Centers.
3. Communicate the importance of the I-Centers with our Chambers and CVBs to partner their promotions.

Condition of the Road and Signage

1. Communicate to local County Engineers and District Engineers on the condition of the road and the MRT bike trail condition.
2. 2017 will be the Year of Birding, Year of Trails including biking, hiking, and paddling; and Driving the Great River Road.
3. 2017 will see the completion of the replacement of the Great River Road Signage.

Communications

1. Regular communication with local Governmental entities and State officials, update them on activities of MRPC and partnering on projects for the greater economic good of our communities.
2. Newsletters to our Stakeholders and hold meetings with the Stakeholders.
3. Facebook updates regularly to show work and projects of the Great River Road.
4. Writing press releases to support and promote events and projects for the greater economic good of all along the Great River Road.

Website and Social Media

1. Iowa Great River Road website hosted by Travel Iowa. iowagreatriverroad.com
2. 10 State National Website: experiencemississippiriver.com
3. National Geographic Website: mississippiriver.natgeotourism.com
4. Update photos, itineraries for day trips, locate and add agri-tourism sites.
5. International Tourism with the Japanese: created Japanese apps and language translation.

Advertising

1. Ten State Map Update and reprint, update Iowa Tear Off Map and reprint, and deliver said materials to Interpretive Centers.
2. Promote and Distribute **Our Mississippi** Reference Material – Corps of Engineers. Gave to County Conservation Directors, Libraries, Schools, Interpretive Centers.
3. Purchasing ads in tourism guides, outdoor and travel magazines, radio, and Google remarketing.

Other Promotion:

1. Quad Cities Henry Farnam Dinner
2. Community Organizations, Lions Clubs, PEOs, Rotary, Kiwanis, Historical Societies, Booster Clubs, Chambers and Economic Development Groups, PEO Chapters, radio and T.V. stations.
3. Staffed the Iowa Byways Booth at Iowa State Fair for two days.

Funding:

1. Requesting increased funding for an administrative assistant or staff person.
2. Seek additional funding to promote The Great River Road National Scenic Byway.
3. Reinstate Scenic Byway Funding and National Scenic Byway Funding at the Federal level.
4. Approach Iowa Legislature for increased funding to the Iowa MRCP Commission for promotion of The Iowa Great River Road.
5. Letters of support were provided for the First Bridge Project in Davenport and the proposed new Mississippi River bridge in Lansing.
6. The Iowa Commission joined the National Scenic Byway Organization. The organization is working to have the National Scenic Byway money restored as a line item in the Federal Highway Budget. Members have visited with our US Senators and Representatives concerning this issue in Iowa.
7. Raise partnership funds to use to market the Iowa Great River Road; to assist Iowa with expenses for hosting the 2017 Annual meeting of the National Mississippi River Parkway Commission September 19 – 21, 2017; and to expand the economic development impact of GRR tourism in Iowa's ten counties along the Eastern Coast of Iowa thru Iowa Mississippi River Parkway Commission INC a 501 (c) (4).

Proposed Projects:

1. Develop Water Trails on Mississippi River and Tributaries located in the Corridor.
2. MRT (Mississippi River Trail) and request to join MRPC.
3. 2017 Birding and Biking Events.
4. Prepare to Host Fall 2017 MRPC National Meeting in Iowa.
5. Implementation of New Iowa Great River Road Signs.
6. Approach Iowa Legislature for increased funding of the Iowa MRCP Commission.
7. Implementation of the 2015 Corridor Management Plan for The Great River Road.
8. Planning for the 2018 Bicycle Ride along the Iowa Great River Road.
9. Development of look-out points along the Iowa Great River Road.
10. Improved signage along GRR for the interpretive centers.
11. New banners for our stands which were purchased in 2016.

TEXT FOR RADIO ADS:

THE IOWA MISSISSIPPI RIVER PARKWAY COMMISSION CHALLENGES THE ADVENTURE SEEKING TRAVELER TO EXPLORE IOWA'S EAST COAST NATIONAL SCENIC BY-WAY THE 'GREAT RIVER ROAD" AND VISIT ALL OF IOWA'S 16 NATIONAL INTREPRETATIVE CENTERS. IF YOU ARE LOOKING FOR HIKING OR BIKING TRAILS, BACKWATER EXCURSIONS AND STEAMBOAT PADDLE WHEELS, HISTORIC MUSEUMS AND WATER SPORTS, OR GREAT EATS AT THE MANY LOCALLY OWNED RESTAURANTS, THE GREAT RIVER ROAD HAS ALL THAT ADVENTURE, CULTURE AND MORE. PICKUP YOUR GREAT RIVER ROAD TRAVEL MAP AT ANY LOCAL MUSEUM AND

VERSION 1
LEARN THE HISTORY OF THE LUMBER INDUSTRY THAT MADE CLINTON, IOWA IN THE EARLY 1900'S, THE ECO TOURISM INTERPRETATIVE CENTER SOUTH OF CAMANCHE HAS THE LARGEST DISPLAY OF IOWA FISH, AND FOR RIVER HISTORY VISIT BUFFALO BILL'S MUSEUM IN LE CLAIRE, LOCATED 25 FEET FROM THE MIGHTY MISSISSIPPI AND MAQUOKETA'S HURSTVILLE INTERPRETIVE CENTER AND LIME KILNS. VISIT US ON LINE AT IOWAGREATRIVERROAD.COM OR EXPERIENCEMISSISSIPPIRIVER.COM AND ENTER THE BIKE THE GREAT RIVER ROAD SWEEPSTAKES TO WIN $250.00 AND MORE.

VERSION 2
VISIT THE GRIST MILL AT WILDCAT DEN STATE PARK, MUSCATINE'S HISTORY AND INDUSTRY CENTER OFFERS A GLIMPSE OF MUSCATINE'S RICH HISTORY INCLUDING THE BUTTON INDUSTRY AND IN LOUISA COUNTY THE HOPEWELLIAN MOUNDS AT TOOLESBORO VISITORS CENTER ARE AMONG THE BESTPRESERVED REMNANTS OF AN ANCIENT CULTURE THAT FLOURISED FROM 200 BC TO 400 AD. VISIT US ON LINE AT IOWAGREATRIVERROAD.COM OR EXPERIENCEMISSISSIPPIRIVER.COM AND ENTER THE BIKE THE GREAT RIVER ROAD SWEEPSTAKES TO WIN $250 AND MORE.

VERSION 3
SEE HOW HISTORY LIVES ON, BY WAY OF AUTHENTICALLY DRESSED HISTORIC INTERPRETERS AT OLD FORT MADISON, AN ACCURATE RECONSTRUCTION OF THE FIRST MILITARY GARRISON ON THE UPPER MISSISSIPPI FROM 1808-1813 AND THE GEORGE M. VERITY RIVERBOAT MUSEUM IN KEOKUK FEATURES THE VERITY, THE FIRST OF FOUR STEAMSHIPS BUILT IN 1927 FOR REVIVAL OF CARGO TRANSPORTATION ON THE MISSISSIPPI. TOUR THE ENGINE ROOM, SLEEPING QUARTERS AND GALLERY. VISIT US ON LINE AT IOWAGREATRIVERROAD.COM OR EXPERIENCEMISSISSIPPIRIVER.COM AND ENTER THE BIKE THE GREAT RIVER ROAD SWEEPSTAKES TO WIN $250.00 AND MORE

VERSION 4
EXPLORE EFFIGY MOUNDS NATIONAL MONUMENT AND HIKE THE NATIVE AMERICAN TRAILS TO FIRE POINT LOOKOUT. TOUR THE RESTORED BRIDGE AND MILL AT MOTOR MILL ALONG THE TURKEY RIVER NEAR ELKADER. WHILE IN GUTTENBERG STOP BY LOCK & DAM 10 AND VIEW THE AQUATIC FISH AND WILDLIFE DISPLAYS AT THE FISH HATCHERY & AQUARIUM AND THE MINES OF SPAIN AND E.B. LYONS INTERPRETIVE CENTER IN DUBUQUE. VISIT US ON LINE AT IOWAGREATRIVERROAD.COM OR EXPERIENCEMISSISSIPPIRIVER.COM AND ENTER THE BIKE THE GREAT RIVER ROAD SWEEPSTAKES TO WIN $250.00 AND MORE.

Great River Road

Jul 1, 2016 - Jun 30, 2017

Great River Road
2.57% Sessions

Sessions
Great River Road
44,132
% of Total: 2.57% (1,714,597)

Users
Great River Road
37,969
% of Total: 3.01% (1,262,371)

Sessions

New Users
Great River Road
28,549
% of Total: 2.29% (1,246,386)

Bounce Rate
Great River Road
58.27%
Avg for View: 56.04% (3.99%)

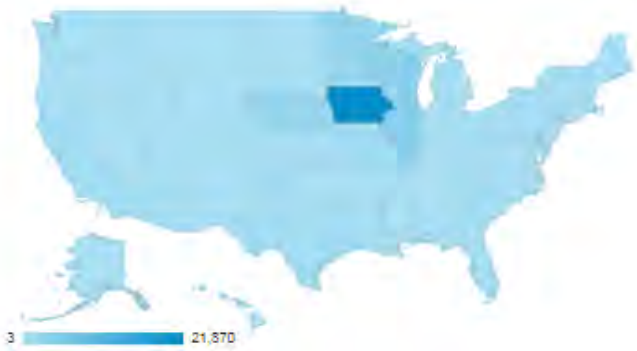
Avg. Session Duration
Great River Road
00:03:29
Avg for View: 00:02:12 (57.55%)

Pageviews
Great River Road
166,133
% of Total: 3.53% (4,705,821)

Pages / Session
Great River Road
3.76
Avg for View: 2.74 (37.16%)

Avg. Time on Page
Great River Road
00:01:15
Avg for View: 00:01:16 (-0.49%)

Sessions



Sessions By State

Region	Sessions
Iowa	21,870
Illinois	4,527
Wisconsin	3,967
Nebraska	2,441
Minnesota	2,392
Missouri	1,179
Texas	684
California	608
Florida	450
Kansas	409

Source/Medium

Source / Medium	Sessions
facebookmaddenmedia / social	22,829
google / organic	5,150
MaddenMedia / GoogleCPC	5,119
(direct) / (none)	2,609
MaddenMedia / BingCPC	1,908
bing / organic	822
distribion consumer all / email	670
m.facebook.com / referral	608
DMC / EMAIL	560
pinterest / banner	516

Great River Road
1.58% Sessions

Sessions

Great River Road

21,838

% of Total: **1.58% (1,379,26**

Users

Great River Road

18,833

% of Total: **1.82% (1,034,192**

New Users

Great River Road

15,025

% of Total: **1.47% (1,020,257**

Pageviews

Great River Road

122,190

% of Total: **2.93% (4,171,180)**

Pages / Session

Great River Road

5.60

Avg for View: **3.02 (85.02**

Avg. Session Duration

Great River Road

00:04:53

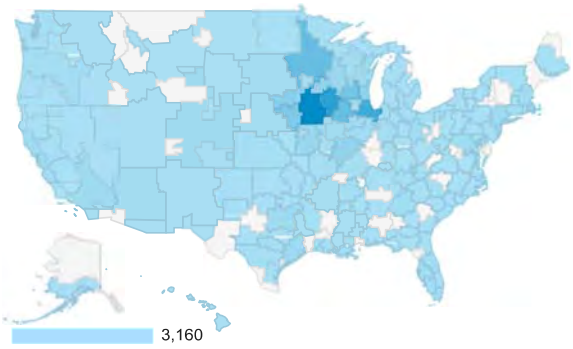
Avg for View: **00:02:23 (105.34%)**

Avg. Time on Page

Great River Roa00:01:04 Avg for View: **00:01:10 (-9.61%)**

Sessions

6



Bounce Rate

Great River Road

33.35%

Avg for View: **54.17% (-**

2014 Figures

How The Travel Impacts The Counties Along The Mississippi River

	County's in Iowa	County & Rank in State for Expenditure $$ Spent	Visitor Expenditures $$ in Millions & Per Capita	% Increase Over 2013	Payroll $ Millions	# Employed	State Tax Revenue $ Millions	Local Tax Revenue $ Millions	Population in 2013 & Rank in Population in State
Counties Along Mississippi River in the Great River Road Corridor	Scott	3	621.67 M 3,649 PC	3.89	95.42	5,100	31.61	9.34	170,385 (3)
	Dubuque	6	329.01 M 3,438 PC	3.07	50.58	2,830	14.72	4.28	95,697 (7)
	Des Moines	13	131.99 M 3,261 PC	5.52	22.60	1,030	5.23	1.82	40,480 (16)
	Clinton	14	117.33 M 2,423 PC	4.34	16.19	970	5.67	1.46	48,420 (11)
	Muscatine	18	80.25 M 1,873 PC	4.29	11.73	700	4.33	0.95	42,836 (14)
	Lee	21	50.93 M 1,708 PC	4.33	8.82	510	3.14	0.84	35,682 (19)
	Allamakee	**28**	**40.12M $2,832**	**2.84%**	**3.76**	**200**	**1.94**	**0.94**	**14,167 (57)**
	Clayton	32	33.25 M 1,870 PC	1.05	4.27	240	1.69	0.63	17,773 (39)
	Jackson	33	31.15 M 1,590 PC	3.93	4.05	230	1.76	0.62	19,587 (36)
	Louisa	67	14.23 M 1,261 PC	.70	1.72	100	0.97	0.34	11,282 (67)
	Total		**1,459,930 B**	**3.396%**	**219.4**	**12,910**	**71,060,000**	**21,220,000**	**496,309**
Counties Surrounding Allamakee County	Winneshiek	35	29.52		5.06	330	1.71	0.28	20,768 (30)
	Howard	95	4.67		.53	30	.26	0.05	9,449 (79)
	Fayette	57	17.72		1.76	90	.92	0.14	20,343 (34)
	Chickasaw	178	10.34		1.52	100	.63	0.11	12,264 (63)

Travel Expenditures = Revenues from the Transportation Retailers (gas stations), Hotel/Motel/Campgrounds and Restaurants and Grocery Stores.

40.12 Million / 14,167 = $2,832.00

(Visitor Expenditures $$ in millions & Per Capita) (Population) (Amount each man, woman, and child in Allamakee County would need to contribute to maintain this economic stimulus)

Comparison of Great River Road ByWay Impact to Iowa's Other ByWays

1 Loess Hills: A National Scenic By-Way and Iowa State By-Way
200 road miles from Sioux City to St. Joseph, MO
7 Iowa Counties (Plymouth, Woodbury, Monona, Harrison, Pottawattamie, Mill, Fremont)
Support Staff: Golden Hills Resources Conservation
2015 Visitor Expenditures: $684,710,000
Jobs: 6,170 Payroll: $116,720,000
State Tax Revenue: $41.24 million
Local Tax Revenue: $9.71 million

2 Delaware Crossing Scenic By-Way
36 road miles
1 Iowa County (Delaware) #80 per capita of visitor $$ spent
Support Staff: NE Iowa RC&D, Postville
2015 Visitor Expenditures: $8,580,000 (-4.72% down from 2014)
Jobs: 50 Payroll: $900,000
State Tax Revenue: $580,000
Local Tax Revenue: $90,000

3 Glacial Trail Scenic By-Way
35 mile loop
4 Iowa Counties (O'Brien 45; Cherokee 63; Clay 15; Buena Vista 34)
Support Staff: Golden Hills RC&D
2015 Visitor Expenditures: $170,550,000
Jobs: 1,210 Payroll: $31,070,000
State Tax Revenue: $7,420,000
Local Tax Revenue: $1,910,000

4 Grant Wood Scenic By-Way
75 road miles
2 Iowa Counties (Jones 47, Jackson 33)
Support Staff: NE Iowa RC&D
2015 Visitor Expenditures: $52,675,000
Jobs: 340 Payroll: $6,310,000
State Tax Revenue: $3,730,000
Local Tax Revenue: $800,000

5 Historic Hill Scenic By-Way
104 road miles
5 Iowa Counties (Lee 21; VanBuren 88; Davis 85; Wapello 17; Appanoose 58)
Support Staff: Pathfinders RC&D
2015 Visitor Expenditures: $177,280,000
Jobs: 1,360 Payroll: $24,200,000
State Tax Revenue: $11,580,000
Local Tax Revenue: $2,390,000

6 Iowa Valley Scenic By-Way
77 road miles
3 Iowa Counties (Benton 53; Tama 50; Iowa 26)
Support Staff: Iowa Valley RC&D
2015 Visitor Expenditures: $81,320,000 (down from 82,340,000 in 2014)
Jobs: 700 Payroll: $11,570,000
State Tax Revenue: $5,660,000
Local Tax Revenue: $1,000,000

7 River Bluffs Scenic By-Way
109 road miles
2 Iowa Counties (Clayton 32; Fayette 57)
Support Staff: NE Iowa RC&D
2015 Visitor Expenditures: $50,420,000 (down from $50,750,000 in 2014)
Jobs: 340 Payroll: $6,220,000
State Tax Revenue: $3,220,000
Local Tax Revenue: $800,000

8 Lincoln Scenic By-Way
460 road miles
13 Iowa Counties (Pottowattamie 7; Harrison 36; Crawford 48; Carroll 22; Greene 90; Boone 39; Story 10; Marshall 16; Tama 50; Benton 53; Linn 2; Cedar 43; Clinton 14)
Support Staff: Prairie Rivers of Iowa RC&D
2015 Visitor Expenditures: $1,680,500,000
Jobs: 14,330 Payroll: $272,180,000
State Tax Revenue: $97,850,000
Local Tax Revenue: $23,570,000

9 Driftless Area Scenic By-Way
100 road miles
1 Iowa County (Allamakee) #28 per capita of visitor $$ spent
Support Staff: NE Iowa RC&D, Postville
2015 Visitor Expenditures: $40,210,000 (increase of .21% over 2014)
Jobs: 200 Payroll: $3,910,000
State Tax Revenue: $2,420,000
Local Tax Revenue: $980,000

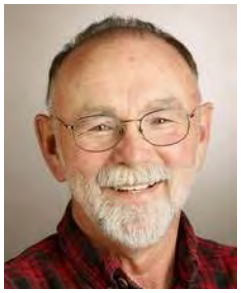
10 The Great River Road Scenic ByWay travels through Allamakee County and 10 states along the Mississippi River.
Support Staff: none paid
2015 Visitor Expenditures: $1,461,980,000
Jobs: 13,080 Payroll: $227.74 M
State Tax Revenue: $88,630,000
Local Tax Revenue: $22,260,000

Note: NE Iowa RC&D supports four of the State ByWays, totaling 320 road miles, and six counties.

Along Iowa's scenic byways, nature's fall splendor nears peak

Next few weekends will be time to see and enjoy the fall colors

Effigy Mounds



Orlan Love
The Gazette

More stories from Orlan

Oct 3, 2016 at 5:30 am | Print View

This is a good time to read about fall color. The next two weekends will be much better for actually seeing and enjoying it, according to Department of Natural Resources forester Bruce Blair.

“The fall foliage is spectacular in northeast Iowa every year. There, that’s my economic development speech,” said Blair, who manages the 8,900 acres of soon-to-be-colorful trees in the Yellow River State Forest in Allamakee County.

Blair said that “strong hints of color” have been appearing in individual trees and in such autumn “early birds” as sumac and Virginia creeper.

“It’s a little bit early yet, but we’re getting there. I think this season will be about average for color intensity, onset and duration,” he said.

The cool nights and sunny days that prevailed last week have been ideal for fostering the transition from green to red and gold, he said.

Those colors will be especially welcome at the end of a wet summer that has kept grass, leaves, crops and even weeds consistently green.

“Too much green. I’m tired of green,” said Blair, a connoisseur of fall color.

Blair said if he were limited to one day to enjoy fall color in northeast Iowa, he would choose Oct. 5 — or this Wednesday — which is typically at or close to the peak in Northern Iowa.

Peak colors progress from north to south, with best viewing in the central third of the state during the middle of October and in southern Iowa during the month’s latter half.

Blair said the Yellow River State Forest offers spectacular views from several roadside overlooks. But when he really wants to indulge, Blair said he drives along the Mississippi River.

The Great River Road National Scenic Byway, which parallels the river for 328 miles in Iowa, is hard to beat, he said.

The Great River Road, he said, features many species of trees, vertical relief that showcases lots of trees rather than the edge of a forest and a microclimate that encourages trees to retain their leaves longer.

The reflection of colorful trees on the river's surface can double viewers' pleasure, he said.

Not surprisingly, Edith Pfeffer, who chairs the Iowa Mississippi River Parkway Commission, emphatically seconds Blair's recommendation.

"Start up north and work your way south with the season. Anywhere along the way you will see wonderful sights," said Pfeffer of Clinton, who specifically mentioned the views from Mount Hosmer in Lansing, Effigy Mounds National Monument north of Marquette, Pikes Peak State Park south of McGregor, Bellevue State Park near Bellevue and Eagle Point Park in Clinton.

"Those are just high points. It's a beautiful drive anywhere you want to go," she said.

Fall color is also abundant along Iowa's nine state scenic byways, according to Mallory Marlatt, who coordinates the Grant Wood Scenic Byway in Jones County and the Delaware Crossing Scenic Byway in Delaware County.

Some of her favorite fall vantages, she said, include Goeken Park overlooking the Fayette County community of Eldorado, the drive into Clermont on Highway 18 from West Union, the north overlook in Bellevue State Park above Bellevue and Lock and Dam 12 and the drive along Highway 38 between Delhi and Hopkinton.

Jessica Rilling, executive director of Iowa Valley Resource Conservation and Development, said the Iowa Valley Scenic Byway offers many scenic views of the Iowa River valley.

Rilling said she looks forward each fall to driving the "Czech Trail" between Chelsea and Vining, Highway 151 from Amana to Homestead and along 220th Trail south of South Amana.

For more information on scenic byways, visit iowabyways.org.

Iowa travel

BY MARK YONTZ

IOWA SPRING BREAK ESCAPES

DISCOVER FUN FAMILY SPRING BREAK DESTINATIONS CLOSE TO HOME

Find history, entertainment and culture from Iowa's west to east "coasts."

For many Iowans, March is traditionally a great time to leave the state in search of more sunshine and a warmer climate. This is especially the case for families with kids who have an official break from their studies. Not surprisingly, these breaks are a popular, time-honored tradition given Iowa's normally long winters.

A lack of time and money, however, are often obstacles for many families when it comes to fully enjoying spring break. The good news is there are a lot of places to visit throughout the state if you find yourself Iowa-bound. Many of the things to see and do are inexpensive, if not free, which is great for budget-conscious families.

A fun, interactive way to learn more about the state's arts, history and cultural destinations is to use the Iowa Culture app. This free, mobile app allows you to explore more than 3,500 sites across all of the state's 99 counties, browse tour information and even utilize mapping tools to plan your trips.

If you are still unsure about where to start, the following ideas offer glimpses of Iowa's communities, history and natural beauty for free!

Iowa's West Coast: Dominated by the historic Missouri River, the west side of the state offers a number of attractions worthy of exploration. One is the **Union Pacific Railroad Museum,** which is located in downtown Council Bluffs in an architecturally historic building that once housed the Council Bluffs Carnegie Free Public Library.

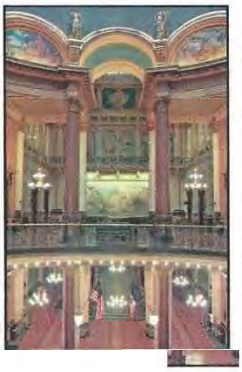
Today, the museum offers hands-on exhibits for visitors interested in exploring the history of the Union Pacific Railroad. Permanent exhibits at the museum include displays that celebrate the travel and destinations Americans have enjoyed thanks to rail passenger service; the building of the Transcontinental Railroad; and the life of President Abraham Lincoln, who signed the Pacific Railway Act, which led to the founding of the Union Pacific Railroad.

The **Western Historic Trails Center** is another option for people visiting Council Bluffs. The center features a host of exhibits, films, maps and more — all of which share the stories of early pioneers who passed through Iowa while traveling along the historic Lewis & Clark, Oregon, California and Mormon Trails.

Iowa's East Coast: Like the state's "west coast," the eastern border of Iowa is also dominated by a river that plays a key role in state history. Needless to say, the Mississippi River is a prominent, natural feature that is hard to overlook.

A good way to explore this famous waterway is to follow the **Great River Road National Scenic Byway**, a world-renowned route that stretches more than 3,000 miles along the entire length of the Mississippi River, from Lake Itasca in Minnesota to the Gulf of Mexico. Along the Iowa portion of the route lies a host of interesting communities, which are home to many different sites and attractions worth closer examination.

PHOTOS BY MARK YONTZ



Above: You will often find families walking among the art at the Pappajohn Sculpture Park in Des Moines' popular Western Gateway Park. Left: Free tours are offered at the Iowa State Capitol to learn about the building's history and architecture.

The RAGBRAI exhibit at the Iowa State Historical Building features memorabilia donated by cyclists who participated in the statewide ride.

Iowa's natural beauty is also on display all along the byway in places like **Pikes Peak State Park**, where scenic bluffs soar high above the river and offer impressive views of the surrounding land. Given this, be sure to find ways to enjoy Iowa's outdoor spaces, no matter the weather or whatever part of the state you plan to visit.

Everything in between: From border to border, there is much to see and do all across the state. Nonetheless, don't overlook Des Moines, as the capital city has a wide variety of options for visitors to choose from.

Free and open year-round, the **Iowa State Historical Building** is the state's main museum, and it features a collection of more than 80,000 objects, 1,500 of which are on display. Explore Iowa's rich, natural history and what life was like before settlers arrived and learn about Iowa's role in the Civil War and the more than 76,000 Iowans who served in the Union Army during the war. Look at the history of Iowa on the silver screen, from the early 1900s to today. And be sure to enjoy a great,

Continued on page 7

Giveaway

Promotion aims to bolster Great River Road, bike trails

Brent Holstein of Camanche rides his bike on the Mississippi River Trail along North Washington Boulevard in Camanche on Wednesday.

Rachael Keathg/Clinton Herald

BY JOHN ROHLF
jrohlf@clintonherald.com

CLINTON — The Mississippi River Parkway Commission is hosting a giveaway to promote the Great River Road and the activities that take place in com-

The Great River Road, established by Congress in 1938, is a road involving 10 states, including Iowa and Illinois. The road begins in Minnesota and goes to the Gulf of Mexico. The driving time to go from northern Minnesota to the Gulf of Mexico is approximately 36 hours.

The Mississippi River Parkway Commission has focused the last couple years on improvement of trails in the Clinton area. Work on bike lanes south of Camanche enables residents to ride their bicycles from Eagle the Eco-Tourism Center near Camanche and the Wapsipinicon River south of Folletts. There is also a Discovery Trail in Clinton and a Mississippi River Trail through Camanche.

The commission hopes the Great River Road in part will promote tourism and attractions, such as the trails, in communities.

"We just finished our management plan about two years ago and are working to bring people in the area and promote tourism," Iowa Mississippi Parkway Commission Chairwomen Edith Pfeffer said.

One way the Mississippi River Parkway Commission hopes to do that is by hosting the Bike the Great River Road Giveaway. The promotion is designed to help promote bik-ing as a recreational activity along the Great River Road. Anyone interested in entering the promotion needs to like the Great River Road Facebook page and provide information for an opportunity to win. One grand-prize winner will be selected at random to receive a Great River Road prize package that includes a $250 prepaid credit card, a jacket from the Great River Road store and a copy of the 10-state Great River Road map. Entries are accepted until July 28.

More information can be found at the Great River Road Facebook page at www.facebook.com/GreatRiverRoad.

The Fourteenth Annual Quad Cities

Henry Farnam Dinner

Celebrating the Quad Cities' Place in Baseball History

Dinner will highlight Q-C baseball history

DON DOXSIE
ddoxsie@qctimes.com

Baseball has a long tradition in the Quad-Cities, probably longer than most people realize.

The sport extends back to around the Civil War and probably before, and fans will be able to learn more about the game's early days both here and elsewhere at a special event Thursday night.

Shieber

Tom Shieber, who serves as the senior curator at the National Baseball Hall of Fame and Museum in Cooperstown, New York, will be one of the featured speakers at the Henry Farnam Dinner, scheduled for Thursday at St. Ambrose University's Rogalski Center. Tickets are on sale until 5 p.m. Monday through River Action.

There will be two other speakers at the event. Tim Rask, a Maquoketa native who is the head of the Iowa chapter of the Society for American Baseball Research, will speak about Modern Woodmen Park and minor league baseball in the Quad-Cities. Also, Quad-Cities River Bandits owner Dave Heller will give a presentation honoring Hall of Fame members who have ties to the area.

Shieber's presentation will include information about the first fair of the Rock Island County Agricultural Society in 1867.

"As part of that fair, you had your basic kind of fair things, whether it's showing off cows or artwork or whatever, they had a baseball tournament," Shieber said. "It's the first baseball tournament in the Quad-Cities so I'll be talking about that. It's the 150th anniversary, which is kind of a nice hook."

Schieber began a lifelong love of baseball and its history as a kid in his native St. Louis and served as an intern with The Sporting News for several summers in high school and college although he didn't immediately get into it as a profession.

He earned a degree in physics from Reed College and worked in astrophysics and solar physics at UCLA for 12 years. But in 1998 he was hired to oversee the Hall of Fame's relatively new website and gradually has worked his way up to being senior curator of a museum that annually attracts more than a quarter million visitors.

He also is overseeing a display on the rivalry between the Chicago Cubs and St. Louis Cardinals, which is scheduled to open March 24 at the Abraham Lincoln Presidential Library and Museum in Springfield.

Schieber said the display will include close to 100 Cubs and Cardinals artifacts, more than 60 of which are being loaned by the Hall of Fame. The Cubs and Cardinals also are contributing some items, as is the Chicago History Museum and a few individuals.

"It's going to be all about this great Midwest rivalry that has been going on for a long, long time," he said.

IF YOU GO

What: 2017 Henry Farnam Dinner

When: Thursday (cocktails at 5 p.m., dinner at 6:15, program at 7:30)

Where: Rogalski Center, St. Ambrose University, Davenport

Tickets: $40, available until 5 p.m. Monday through River Action, 822 E. River Dr., Davenport

Information: 563-322-2969

June 20, 2017

Tracy Troutner
Iowa Department of Transportation
NEPA Document Manager
Office of Location and Environment
800 Lincoln Way
Ames, IA 50010

RE: Mississippi River Bridge at Lansing, Iowa BRF-1009-9(73)—38-04

Dear Tracy:

On the 15th of May, 2017 you wrote to the Mississippi River Parkway Commission chair in Iowa, Edith Pfeffer on behalf of the Iowa Commission I want to thank you for keeping us in mind in regard to the placement and/or construction of the bridge at Lansing. At our meeting on the 19th of June I was assigned to communicate back with you in regard to this matter.

Our position at this time is that we think the construction of the bridge is extremely important and we support your efforts in doing this. We feel that the construction will be done in an appropriate manner both aesthetically and environmentally.

Please keep us in the loop.

Very truly yours,

Jay T. Schweitzer
Schweitzer & Wink
PO Box 112
222 Main St.
Columbus Junction, IA 52738
319-728-2219 Phone
319-728-8449 Fax
Louisa County Commissioner

CC: Edith Pfeffer
JTS:tt

Iowa Mississippi River Parkway Commission
Explore Iowa's Great River Road

Jane Reagan, Treasurer
Allamakee County

Vacant
Clayton County

John Goodman
Dubuque County

Vacant
Jackson County

Edith Pfeffer, Chair
Clinton County

Scott Tunnicliff
Scott County

Daniel Petersen, Secretary
Muscatine County

Jay Schweitzer
Louisa County

Lisa Walsh
Des Moines County

Martin Graber, Vice-Chair
Lee County

October 26, 2016

The Honorable Darrel Branhagen
1796 Lincoln Hwy Road
Decorah, IA 52101

Re: Invite to Iowa Mississippi River Parkway Commission Meeting
November 21, 2016.

Dear Representative Branhagen:

You are invited to join commissioners of the Iowa Mississippi River Parkway Commission for a Dutch Treat Lunch at noon and discussion at 1:00 P.M. regarding the Iowa Great River Road on Monday, November 21st, at the Café' Manna Java, 1st floor of Roshek Building, 700 Locust Street, Dubuque. The Commission meeting at 1:00 P.M. will be held in the McCarthy Center, located on 2nd floor of the Roshek Building.

The Iowa MRPC would like to share the data collected in the Corridor Management Plan for the Great River Road with you our State Representatives and State Senators who represent the ten counties along the Great River Road. We are asking for your assistance and help implementing the plan in the coming months. We want to share our progress in the last year.

We look forward to meeting with you and sharing our vision for The Great River Road in Iowa. Please responds with your attendance by Wednesday, November 16th to 563-243-7751 or 563-380-3635. Please leave a message if no one answers.

Yours very truly,

Edith Reiss Pfeffer, Chairperson
Iowa Mississippi River Parkway Commission
524 Mill Ridge Road, Clinton, IA 52732
Phone: 563-243-7751
Cell: 563-357-3681

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

COPY

DEPARTMENT OF THE TREASURY

Date: OCT 13 2009

IOWA MISSISSIPPI RIVER PARKWAY
COMMISSION INC
C/O MARIAN L MEYER AND JOHN E GOODMAN
24555 117TH ST
MAQUOKETA, IA 52060

Employer Identification Number:
26-2648581
DLN:
509272009
Contact Person:
MS. D. TOBLER ID# 75111
Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
DECEMBER 31
Form 990 Required:
NO
Effective Date of Exemption:
MAY 15, 2008
Contribution Deductibility:
NO

Dear Applicant:

We are pleased to inform you that upon review of your application for tax-exempt status we have determined that you are exempt from Federal income tax under section 501(c)(4) of the Internal Revenue Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Please see enclosed Publication 4221-NC, Compliance Guide for Tax-Exempt Organizations (Other than 501(c)(3) Public Charities and Private Foundations), for some helpful information about your responsibilities as an exempt organization.

Contributions to you are not deductible by donors under section 170(c)(2) of the Code.

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosure: Publication 4221-NC

Letter 948 (DO/CG)

Office Use:
Date Received:
By:

Mississippi River Parkway Commission Distinguished Service Award Nomination

State Commission: Iowa
Name of Honoree: Kirk Brandenberger, Executive Director, Keokuk Convention & Tourism Bureau,

Rationale: (Brief description of nominee's accomplishments. Use additional sheets if necessary)
This CVB director, Kirk Brandenberger, has developed a separate marketing piece in collaboration with a gentleman from Nauvoo, Illinois that is used by his agency as well as surrounding communities to encourage visitors and locals to travel the Great River Road in Iowa and Illinois. Titled "The Great River Historic Loop" it touches on Native American settlements, U.S. Military Forts, and Pioneer settlements throughout the area. Featured along the route are river towns Keokuk, Montrose, Fort Madison, Iowa and Nauvoo, Illinois which is a strong religious group travel destination.
The Great River Historic Loop is a fifty mile drive along some of the most scenic shoreline of the Mississippi River. Four historic areas are seen: First, Fort Madison, named for the fourth United States President, while he was serving as Secretary of State in 1808. A short distance down river is Montrose, part of the oldest Iowa land grant, near the start of the famous Mormon Pioneer Trail. The river city of Keokuk which was named for the Indian chief of the same name. Finally, the city of Nauvoo - the City Beautiful, a National Historic Landmark District that features over 30 restored sites and homes along with four visitors' centers and two historical museums that come together to tell the history of Nauvoo with its beautifully restored temple. From Fort Madison to Keokuk, you will drive along the extreme eastern edge of the "Louisiana Territory" purchased by Thomas Jefferson from France in 1803, doubling the size of the nation.
This is an exemplary sample of communities marketing and supporting the Great River Road.

Recommended by the Iowa Mississippi River Parkway Commission on this 15th day of May, 2017. Attested to by State Chair Edith Reiss Pfeffer.

Signature: Date: May 20, 2017
Nominations for Distinguished Service Award to the Mississippi River Parkway Commission must be received at the MRPC National Office by September 1, annually to be considered by the Nominating Committee.

(5) Montrose, included in the oldest land grant in the state of Iowa was the site of Fort Des Moines. It became a companion city to early Nauvoo and a "stake" (regional headquarters) of the Church of Jesus Christ of Latter-Day Saints. It was the home of many early "Mormon" leaders, including Brigham Young and Wilford Woodruff, who later became presidents of that church. The first exiles from Nauvoo landed in Montrose on a frigid February 4, 1846. Montrose had been the site of the first home for some of them, in the abandoned barracks of Fort Des Moines. This site is just east of the south end of River View Park.

The Latter-day Saint Prophet, Joseph Smith was reported to have spoken from the Masonic Hall, formerly located near the north end of the park, when he prophesied the Saints would eventually be forced to leave what was then the United States and settle in the Rocky Mountains in the West.

Visit the Hunold Heritage Center & Museum while in Montrose.

(6) Mormon Trail first encampment, at Sugar Creek. Those who wish a short, but historic side trip, will enjoy the site of the first encampment. From State Highway 218, take County Highway J72 west 5.3 miles to the Sugar Creek crossing. The 1846 encampment lies to the north.

(7) Keokuk, on the Mississippi was named for Indian Chief Keokuk, whose statue stands in Rand Park, 10 miles south of Montrose, along the river road. Located on the Civil War border between the North and South, Keokuk served as the swearing in point for Iowa soldiers. Keokuk also had five Civil War era hospitals and the first medical college in Iowa. From Rand Park, drive down Grand Avenue to Park Place and admire the old Victorian mansions which still grace the city. At Triangle Park, a new marker commemorates the encampment of 2,500 Mormon immigrants from Europe who, during the winter and spring of 1853, found employment building the streets of the city to finance their wagon trek west.

(8) The Keokuk National Cemetery at 18th & Ridge was one of the original twelve memorial cemeteries authorized by Congress for Civil War dead. Soldiers from both North and South are buried here. This was the first National Cemetery west of the Mississippi and still the only National Cemetery in Iowa. It is still an active cemetery.

(9) Lock 19 and the Keokuk Dam, built by private capital in 1913, raised the level of the Mississippi River 58 feet so river steamers could navigate beyond the Keokuk Rapids. The mile-long dam and accompanying electric power plant were the largest in the world at the time. An observation platform on the old bridge provides a good view of the locks, through which pass great river barges and their cargos on their journey to the sea.

(10) Nauvoo - the City of Joseph, a drive of 15.5 miles north along the Great River Road brings the traveler full-circle to the city of Nauvoo. Beautiful Nauvoo is a National Historic Landmark, with over 60 restored historic sites and 4 visitor centers that all come together to gracefully tell the story of Nauvoo through the stories and the writings of the past.

Once home to Joseph Smith and the Church of Jesus Christ of Latter-day Saints, Nauvoo is a place to take a step back in time; escape the present and discover the past with horse drawn wagon rides, guided walking tours, live entertainment, beautiful gardens, and hands on fun for all ages. Nauvoo is home to Illinois' Oldest Winery, the Nauvoo State Park, the Nauvoo Temple and so much more.

The Nauvoo Temple

The Great River Historic Loop

Fort Madison Tourism
811 Avenue E
Fort Madison, IA 52627
319-372-7700 X274
www.visitfortmadison.com
cityhall@fortmadison-ia.com

Keokuk Convention & Tourism Bureau
439 Main St
Keokuk, IA 52632
319-524-5599
www.keokukiowatourism.org
info@keokukiowatourism.org

Nauvoo Tourism Office
1295 Mulholland St
PO Box 500
Nauvoo, IL 62354
217-453-6648
877 NAUVOO-1
www.beautifulnauvoo.com
vacation@beautifulnauvoo.com

The Great River Historic Loop

is a fifty mile drive along some of the most scenic shorelines of the Mississippi River. Four historic areas are seen: First, Fort Madison, named for the fourth United States President, while he was serving as Secretary of State in 1808. A short distance down river is Montrose, part of the oldest Iowa land grant, near the start of the famous Mormon Pioneer Trail. The river city of Keokuk was named for the Indian chief of the same name.

Finally, the city of Nauvoo, with its beautiful restored temple. From Fort Madison to Keokuk, you will drive along the extreme eastern edge of the "Louisiana Territory" purchased by Thomas Jefferson from France in 1803, doubling the size of the nation.

Riverview Park - Fort Madison

(1) Fort Madison, 10.3 miles north of Nauvoo. The old fort was built in 1808 but was burned in 1813 as soldiers left after repeated Indian attacks. Soon after, the city became an important river and rail transportation center. You will cross the longest double decker swing span bridge in the world. It was built in 1927, has a 525 foot swing span and serves both trains and automobiles. Occasionally, a short delay occurs when river traffic requires the giant pivot to close the bridge. Near the west end of the river bridge, at 10th Street and Highway 61, is the North Lee County Historical Center and Museum. Next door is the Fort Madison Art Center. You will enjoy the late Victorian flavor of architecture exhibited by several homes and businesses. The Lee County Court House was built in 1841, is listed on the National Register of Historic Places and is the oldest Court House in continuous use in Iowa.

(2) The Iowa State Penitentiary, built in 1839, is one of the oldest prisons still operating west of the Mississippi River. A maximum security facility, it houses about 1,000 inmates and is listed on the National Register of Historic Places.

Rand Park - Keokuk

(3) Riverview Park, located adjacent to downtown, is the site of an authentic replica of the old fort built originally on the rugged edge of the Louisiana Territory. From the Park, your drive continues south along U.S. Highway 61.

(4) Start of the Mormon Trail, downriver 11.8 miles from the Fort Madison bridge and one mile north of Montrose is the peaceful Linger Longer Rest Area. Here is located a memorial pavilion with story panels reciting the history of Nauvoo, the Nineteenth Century Mormon city, tragically abandoned in 1846, but now restored. The beautiful Nauvoo Temple, reconstructed and dedicated in 2002, is clearly visible, as it was seen from here by the departing refugees. From this area the Mormon Trail went west through southern Iowa toward Council Bluffs (Omaha) and thence to the Great Basin in the Rocky Mountains.

Linger Longer Rest Area - Montrose

Iowa Mississippi River Parkway Commission
Explore Iowa's Great River Road

Jane Reagan, Treasurer
Allamakee County

Jenna Pollack
Clayton County

John Goodman
Dubuque County

Vacant
Jackson County

Edith Pfeffer, Chair
Clinton County

Scott Tunnicliff
Scott County

Daniel Petersen, Secretary
Muscatine County

Jay Schweitzer
Louisa County

Lisa Walsh
Des Moines County

Martin Graber, Vice-Chair
Lee County

June 28, 2017

To Who It May Concern:

The Iowa Commission of the Mississippi River Parkway Commission voted on February 13, 2017, to endorse the First Bridge project in Davenport, Iowa. First Bridge will add to the assets along the Iowa Great River Road Corridor.

An important piece of American history, First Bridge is chiefly a vital passage from Davenport's downtown cultural, residential and commercial district across US Highway 67 and a set of active railroad tracks to the intersection of the Mississippi River Trail (MRT) and the American Discovery Trail (ADT) in River Heritage Park. The bridge will convey commuters and other trail users daily from one side of the river to the other. It will also provide an unimpeded crossing for pedestrians and bicyclists.

Completion of First Bridge bicycle and pedestrian trail will be an added asset to the Iowa Great River Road and Great River Road National Scenic Byway which promotes the natural, cultural, historical, recreational and scenic properties in the Mississippi River Valley.

Yours very truly,

Edith Reiss Pfeffer, Chair
Iowa Mississippi River Parkway Commission

Great River Road Network of Interpretive Centers
Visit Checklist

State commissioner visits annually or bi-annually by making an appointment with the I.C. Director or other appropriate personnel.

The goal is to develop a stronger relationship between the Interpretive Centers (I.C.) and the MRPC.

During the visit, the commissioner will review the checklist and share new or ongoing information about the MRPC. These talking points should include benefits of being an I.C. (e.g., featured on website, printed maps, social media, itineraries and more.)

Comments

What other Interpretive Centers do you communicate with regarding Great River Road activities?

Mines of Spain

Genoa National Fish Hatchery

National Mississippi River Museum + Aquarium
Name of interpretive center

John E. Goodman
Visiting commissioner's name

7-25-2017
Date of visit

Name, title, email and telephone number of I.C. personnel interviewed
Wendy Scardino, Director of Marketing, 563-557-99

What are your regular hours?
Sum 9-6 | Fall 9-5 | Winter 10-5, closed Mon | Spring 10-5

What is your admission pricing? adult $16 senior 65+ $14
General admission - youth 3-17 $11

How many visitors do you see annually?
310,000

Does I.C. have a website?
Please provide the url link.
rivermuseum.com

Do you have a button on your website with the Great River Road logo and link to the experiencemississippiriver.com website?
Please provide url link to page where it is located. If not, when will you be adding logo and link? rivermuseum.com / initiative partnerships.
no logo but link is active

Does your I.C. have a Facebook page?
Please provide url link.
Facebook.com/rivermuseum

Do you carry GRR maps or rack cards for sale, distribution or on display? ☒ Yes ☐ No
believe so

Do you display a Great River Road banner or other signage? ☒ Yes ☐ No

Are your frontline personnel knowledgeable of the Great River Road? Do they receive any formal training? ☐ Yes ☒ No
if there is something specific to train them on, please let us know.

Do you have photos or video of your I.C. to share for promotional use? ☒ Yes ☐ No
Please send photos, video or other media to the National Office.
Please let us know what you would like

Commissioner's Signature

Wendy Scardino
I.C. Personnel Signature

ExperienceMississippiRiver.com
1-866-763-8310 | FAX: 1-608-242-8896

Mississippi River Parkway Commission
701 East Washington Avenue, Suite 202
Madison, WI 53703

Great River Road Network of Interpretive Centers
Visit Checklist

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Comments

Excited for Sept visit. Discord over signage + upset about hours email.

What other Interpretive Centers do you communicate with regarding Great River Road activities?

All IS, but mostly Pine Creek near Wisconsin and other mills.

Motor Mill Historic Site
Name of interpretive center

Jerna K. Pollock
Visiting commissioner's name

6/24/2017
Date of visit

Kiley Johansen, Motor Mill Intern
Name, title, email and telephone number of I.C. personnel interviewed

Sat. + Sun. Memorial Day – Labor Day
What are your regular hours?

Noon - 5pm
What is your admission pricing?

None, Donations welcome
How many visitors do you see annually?

www.motormill.org
Does I.C. have a website?
Please provide the url link.

1500
Do you have a button on your website with the Great River Road logo and link to the experiencemississippiriver.com website?
Please provide url link to page where it is located. If not, when will you be adding logo and link?

www.facebook.com/motormillsite
Does your I.C. have a Facebook page? @motormillsite
Please provide url link.

Do you carry GRR maps or rack cards for sale, distribution or on display? ☑ Yes ☐ No

Do you display a Great River Road banner or other signage? ☑ Yes ☐ No

Are your frontline personnel knowledgeable of the Great River Road? Do they receive any formal training? ☐ Yes ☐ No

Do you have photos or video of your I.C. to share for promotional use? ☑ Yes ☐ No
Please send photos, video or other media to the National Office.

Jerna K. Pollock
Commissioner's Signature

Kiley Johansen
I.C. Personnel Signature

ExperienceMississippiRiver.com
1-866-763-8310 | FAX: 1-608-242-8896

Mississippi River Parkway Commission
701 East Washington Avenue, Suite 202
Madison, WI 53703

Great River Road Network of Interpretive Centers
Visit Checklist

State commissioner visits annually or bi-annually by making an appointment with the I.C. Director or other appropriate personnel.

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Comments

I spoke w/ Guttenberg's Chamber/tourism Director next door. DNR relocated personnel due to funding.

What other Interpretive Centers do you communicate with regarding Great River Road activities?

Fed. information from county, USFWS DNR, and City of Guttenberg

Guttenberg Fish Hatchery
Name of interpretive center

Jenna K. Pollock
Visiting commissioner's name

6/20/2017
Date of visit

Emily Sodenwasser - Guttenberg Tourism
Name, title, email and telephone number of I.C. personnel interviewed

9AM - 3pm May - October
What are your regular hours?

none - Always open
What is your admission pricing?

None
How many visitors do you see annually?

~~Guest Register~~ Unknown - Guest Book

Does I.C. have a website?
Please provide the url link.

No

Do you have a button on your website with the Great River Road logo and link to the experiencemississippiriver.com website?
Please provide url link to page where it is located. If not, when will you be adding logo and link?

No

Does your I.C. have a Facebook page? No - DNR website
Please provide url link.

Do you carry GRR maps or rack cards for sale, distribution or on display? ☑ Yes ☐ No

Do you display a Great River Road banner or other signage? ☑ Yes ☐ No

Are your frontline personnel knowledgeable of the Great River Road? Do they receive any formal training? ☐ Yes ☑ No

Do you have photos or video of your I.C. to share for promotional use? ☑ Yes ☐ No
Please send photos, video or other media to the National Office.

Jenna K. Pollock
Commissioner's Signature

Emily Sodenwasser
I.C. Personnel Signature

ExperienceMississippiRiver.com
1-866-763-8310 | FAX: 1-608-242-8896

Mississippi River Parkway Commission
701 East Washington Avenue, Suite 202
Madison, WI 53703

Great River Road Network of Interpretive Centers
Visit Checklist

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Comments

Theme, Nature changing Prehistory fossils, history of Hurstville Town
#3 - marsh, prairie, & bees,
#11 history of lime motor,
Will have a paved bike path from Dubuque to Bellevue

What other Interpretive Centers do you communicate with regarding Great River Road activities?

Program with Eco Tourism Center and Mines of Spain, traveling exhibits from National Miss River Museum in Dubuque. We would be interested in traveling exhibit from another state.

Hurstville Interpretive Center
Name of interpretive center

Edith Reiss Pfeffer
Visiting commissioner's name

July 5, 2017
Date of visit

darylp@jacksonecb.com
Daryll Parker, executive director, 563-652-3783
Name, title, email and telephone number of I.C. personnel interviewed

M-F 9:00AM-4:00PM Sat & Sunday Noon to 5 p.m.
What are your regular hours?

free
What is your admission pricing?

10,000
How many visitors do you see annually?

jacksonecb.com
Does I.C. have a website?
Please provide the url link.

No - but will do
Do you have a button on your website with the Great River Road logo and link to the experiencemississippiriver.com website?
Please provide url link to page where it is located. If not, when will you be adding logo and link?

Yes
Does your I.C. have a Facebook page?
Please provide url link.

www.facebook.com/hurstvilleinterpretive center

Do you carry GRR maps or rack cards for sale, distribution or on display? ☒ Yes ☐ No

Do you display a Great River Road banner or other signage? ☒ Yes ☐ No

Are your frontline personnel knowledgeable of the Great River Road? Do they receive any formal training? ☒ Yes ☐ No

Do you have photos or video of your I.C. to share for promotional use? ☒ Yes ☐ No
Please send photos, video or other media to the National Office.

Edith Reiss Pfeffer
Commissioner's Signature

I.C. Personnel Signature

ExperienceMississippiRiver.com
1-866-763-8310 | FAX: 1-608-242-8896

Mississippi River Parkway Commission
701 East Washington Avenue, Suite 202
Madison, WI 53703

Great River Road Network of Interpretive Centers
Visit Checklist

State commissioner visits annually or bi-annually by making an appointment with the I.C. Director or other appropriate personnel.

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During the visit, the commissioner will review the checklist and share new or ongoing information about the MRPC. These talking points should include benefits of being an I.C. (e.g., featured on website, printed maps, social media, itineraries and more.)

Comments

Past month have 12 or more couples on retirement trips. Have not used National Geographic to get here. MRPC is doing something right. They are googling things to do on the Great River Road - Iowa side. Sending to Illinois visitors.

What other Interpretive Centers do you communicate with regarding Great River Road activities?

Eco-Tourism Center

Buffalo Cody Museum Lellaire

The Sawmill Museum
Name of interpretive center

Edith Reiss Pfeffer
Visiting commissioner's name

April 17, 2017
Date of visit

director@thesawmillmuseum
Matt Prabs Executive Director 563-242-0343
Name, title, email and telephone number of I.C. personnel interviewed

M-1-6pm T thru Sat - 10-6, Sunday 1-5pm
What are your regular hours?

$4.00 adults 12 years & up, children 4-12 $3.00
What is your admission pricing?

Paid visitors to museum $10,000, 18,000 total
How many visitors do you see annually?

www.sawmillmuseum.org
Does I.C. have a website?
Please provide the url link.

yes
Do you have a button on your website with the Great River Road logo and link to the experiencemississippiriver.com website?
Please provide url link to page where it is located. If not, when will you be adding logo and link?

facebook.com/sawmillmuseum
Does your I.C. have a Facebook page?
Please provide url link.

Do you carry GRR maps or rack cards for sale, distribution or on display? ☒ Yes ☐ No

Do you display a Great River Road banner or other signage? ☒ Yes ☐ No

Are your frontline personnel knowledgeable of the Great River Road? Do they receive any formal training? ☒ Yes ☐ No

Do you have photos or video of your I.C. to share for promotional use? ☒ Yes ☐ No
Please send photos, video or other media to the National Office.

Commissioner's Signature

Edith Reiss Pfeffer
I.C. Personnel Signature

ExperienceMississippiRiver.com
1-866-763-8310 | FAX: 1-608-242-8896

Mississippi River Parkway Commission
701 East Washington Avenue, Suite 202
Madison, WI 53703

Great River Road Network of Interpretive Centers
Visit Checklist

State commissioner visits annually or bi-annually by making an appointment with the I.C. Director or other appropriate personnel.

The goal is to develop a stronger relationship between the Interpretive Centers (I.C.) and the MRPC.

During the visit, the commissioner will review the checklist and share new or ongoing information about the MRPC. These talking points should include benefits of being an I.C. (e.g., featured on website, printed maps, social media, itineraries and more.)

Comments

feed to work on website - new person hired.
Sign on road - Hwy 67 needs improvement
looking @ new publicity vendors
Themes - Added 1, 2, 4 + 8

What other Interpretive Centers do you communicate with regarding Great River Road activities?

yes The Sawmill Museum in Clinton - Milling around Program with Saw mill & Windmill in Fulton, Ill - Naturalists presented @ Windmill, Nurstville doing an over night camp out for High School Seniors

Mississippi River Eco-Tourism Center
Name of interpretive center

Edith Reiss Pfeffer
Visiting commissioner's name

May 31 2017
Date of visit

563-847-7202 wwickham@clintoncounty-ia.gov
Walt Wickham, Director Clinton Co Conservation
Name, title, email and telephone number of I.C. personnel interviewed

7:00 AM to 8:00 P.M.
What are your regular hours?

no admission
What is your admission pricing?

unknown 10,000 approximately
How many visitors do you see annually?

mycountypacks.com/clinton county
Does I.C. have a website?
Please provide the url link.

can national office
Do you have a button on your website with the Great River Road logo and link to the experiencemississippiriver.com website?
Please provide url link to page where it is located. If not, when will you be adding logo and link?

facebook.com/clinton county conservation
Does your I.C. have a Facebook page?
Please provide url link.

Do you carry GRR maps or rack cards for sale, distribution or on display? ☒ Yes ☐ No

Do you display a Great River Road banner or other signage? ☒ Yes ☐ No

Are your frontline personnel knowledgeable of the Great River Road? Do they receive any formal training? ☒ Yes ☐ No

Do you have photos or video of your I.C. to share for promotional use? ☒ Yes ☐ No
Please send photos, video or other media to the National Office.

Edith Reiss Pfeffer
Commissioner's Signature

Walt Wickham
I.C. Personnel Signature

Great River Road Network of Interpretive Centers
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Comments

Please call Bob when you want to visit. Did so. 563-505-8028

What other Interpretive Centers do you communicate with regarding Great River Road activities?

Apart from local events such as the Henry Farmer dinner in Davenport, very little.

Buffalo Bill Museum
Name of interpretive center

Scott Tunnicliff
Visiting commissioner's name

June 5, 2017
Date of visit

Bob Schaefer Director
Name, title, email and telephone number of I.C. personnel interviewed

9-5 M-S Sunday 12-5
What are your regular hours?

$5 Adults, $4 seniors, youth $1, 6 and under free
What is your admission pricing?

25,000
How many visitors do you see annually?

www.BuffaloBillMuseumLeClaire.com
Does I.C. have a website?
Please provide the url link.

yes
Do you have a button on your website with the Great River Road logo and link to the experiencemississippiriver.com website?
Please provide url link to page where it is located. If not, when will you be adding logo and link?

yes
Does your I.C. have a Facebook page?
Please provide url link.

Do you carry GRR maps or rack cards for sale, distribution or on display? ☒ Yes ☐ No

Do you display a Great River Road banner or other signage? ☒ Yes ☐ No

Are your frontline personnel knowledgeable of the Great River Road? Do they receive any formal training? ☐ Yes ☒ No

Do you have photos or video of your I.C. to share for promotional use? ☐ Yes ☒ No
Please send photos, video or other media to the National Office.

Need more folding maps of 10-state Great River Road!

Much higher demand than GPS!

Commissioner's Signature

Robert Schaefer
I.C. Personnel Signature

Bob - 563 - 505 - 8028

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Mississippi River Parkway Commission
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Great River Road Network of Interpretive Centers
Visit Checklist

State commissioner visits annually or bi-annually by making an appointment with the I.C. Director or other appropriate personnel.

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During the visit, the commissioner will review the checklist and share new or ongoing information about the MRPC. These talking points should include benefits of being an I.C. (e.g., featured on website, printed maps, social media, itineraries and more.)

Comments

What other Interpretive Centers do you communicate with regarding Great River Road activities?

Putnam Museum & Science Center
Name of interpretive center

Scott Tunnicliff
Visiting commissioner's name

6/23/17
Date of visit

Drue Curry VP of Operations dcurry@putnam.org 563-336-7300
Name, title, email and telephone number of I.C. personnel interviewed

M-S 10am-5pm Sunday Noon-5pm
What are your regular hours?

Adult $8 / Senior $7 / Youth $7 / Military $7
What is your admission pricing?

150,000
How many visitors do you see annually?

www.putnam.org
Does I.C. have a website?
Please provide the url link.

Do you have a button on your website with the Great River Road logo and link to the experiencemississippiriver.com website?
Please provide url link to page where it is located. If not, when will you be adding logo and link?

Putnam Museum
Does your I.C. have a Facebook page?
Please provide url link.

Do you carry GRR maps or rack cards for sale, distribution or on display? ☒ Yes ☐ No

Do you display a Great River Road banner or other signage? ☒ Yes ☐ No

Are your frontline personnel knowledgeable of the Great River Road? Do they receive any formal training? ☒ Yes ☐ No

Do you have photos or video of your I.C. to share for promotional use? ☐ Yes ☐ No
Please send photos, video or other media to the National Office.

Scott D. Tunnicliff
Commissioner's Signature

Drue K. Curry
I.C. Personnel Signature

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Great River Road Network of Interpretive Centers
Visit Checklist

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The goal is to develop a stronger relationship between the Interpretive Centers (I.C.) and the MRPC.

During the visit, the commissioner will review the checklist and share new or ongoing information about the MRPC. These talking points should include benefits of being an I.C. (e.g., featured on website, printed maps, social media, itineraries and more.)

Comments

What other Interpretive Centers do you communicate with regarding Great River Road activities?

Buffalo Bill Museum in Le Claire

Putnam Museum in Davenport

Name of interpretive center: Nahant Marsh Education Center

Visiting commissioner's name: SCOTT D. TUNNICLIFF

Date of visit: APRIL 26, 2017

Name, title, email and telephone number of I.C. personnel interviewed: Brian Ritter, Exec. Director, nahantmarsh@eicc.edu, britter@eicc.edu, 563-336-3370

What are your regular hours? M-F 8:30am-4:30pm, Sat 9am-3pm

What is your admission pricing? no admission for visitors; donations welcome

How many visitors do you see annually? 13,478 (2015); over 17,800 in 2016

Does I.C. have a website? yes www.nahantmarsh.org
Please provide the url link.

Do you have a button on your website with the Great River Road logo and link to the experiencemississippiriver.com website? no (in process)
Please provide url link to page where it is located. If not, when will you be adding logo and link?

Does your I.C. have a Facebook page? yes NAHANTMARSHIOWA
Please provide url link.

Do you carry GRR maps or rack cards for sale, distribution or on display? ☑ Yes ☐ No

Do you display a Great River Road banner or other signage? ☑ Yes ☐ No

Are your frontline personnel knowledgeable of the Great River Road? Do they receive any formal training? will be part of staff training ☑ Yes ☐ No

Do you have photos or video of your I.C. to share for promotional use? ☑ Yes ☐ No
Please send photos, video or other media to the National Office.

Commissioner's Signature

I.C. Personnel Signature

Lindsey M. Kennedy, Marketing & Special Event Coordinator

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Great River Road Network of Interpretive Centers
Visit Checklist

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Comments

Visitors That are Traveling Miss River are always delighted To get Map

What other Interpretive Centers do you communicate with regarding Great River Road activities?

N/A

Muscatine History and Industry Center

Name of interpretive center

Dan Petersen, Muscatine Co., Iowa

Visiting commissioner's name

7-12-17

Date of visit

7/12/17 Terry Eagle, assistant Director

Name, title, email and telephone number of I.C. personnel interviewed

563-263-1052

What are your regular hours?

10-4 Tues - SAT

What is your admission pricing?

Donations

How many visitors do you see annually?

1,500

Does I.C. have a website?
Please provide the url link.

www.muscatinehistory.org

Do you have a button on your website with the Great River Road logo and link to the experiencemississippiriver.com website?
Please provide url link to page where it is located. If not, when will you be adding logo and link?

no

Does your I.C. have a Facebook page?
Please provide url link.

Do you carry GRR maps or rack cards for sale, distribution or on display? ☑ Yes ☐ No

Do you display a Great River Road banner or other signage? ☑ Yes ☐ No

Are your frontline personnel knowledgeable of the Great River Road? Do they receive any formal training? ☑ Yes ☐ No

Do you have photos or video of your I.C. to share for promotional use? ☐ Yes ☐ No
Please send photos, video or other media to the National Office.

Dan Petersen
Commissioner's Signature

I.C. Personnel Signature

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Great River Road Network of Interpretive Centers
Visit Checklist

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Comments

Still plans to speak at Annual Meeting for MRPC.
They have done numerous renovations to the Fort.

What other Interpretive Centers do you communicate with regarding Great River Road activities?

They do not interact, but do recommend.

Old Fort Madison
Name of interpretive center

Martin L. Graber
Visiting commissioner's name

07/15/2017
Date of visit

319-372-6318
Dr. Eugene Watkins, Site Manager
Name, title, email and telephone number of I.C. personnel interviewed

What are your regular hours?
9:00 am to 5:00 pm Wednesday - Sunday Closed M&T

What is your admission pricing?
$8.00 for Adults, $3.50 16 & under, 5 & under Free

How many visitors do you see annually?
4,000 per year 40 states thus far 14 Foreign countries 1/2 of Iowa Counties

Does I.C. have a website?
Please provide the url link.
www.visitfortmadison.com

Do you have a button on your website with the Great River Road logo and link to the experiencemississippiriver.com website?
Please provide url link to page where it is located. If not, when will you be adding logo and link?

www.facebook.com/experiencefortmadison
Does your I.C. have a Facebook page?
Please provide url link.

Do you carry GRR maps or rack cards for sale, distribution or on display? ☑ Yes ☐ No

Do you display a Great River Road banner or other signage? ☑ Yes ☐ No

Are your frontline personnel knowledgeable of the Great River Road? Do they receive any formal training? ☑ Yes ☐ No

Do you have photos or video of your I.C. to share for promotional use? ☑ Yes ☐ No
Please send photos, video or other media to the National Office.

Martin L. Graber
Commissioner's Signature

Eugene D. Watkins
I.C. Personnel Signature

Great River Road Network of Interpretive Centers
Visit Checklist

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Comments

Great group of volunteers!

What other Interpretive Centers do you communicate with regarding Great River Road activities?

Do recommend others, but not a lot of contact.

George M. Verity Riverboat Museum
Name of interpretive center

Martin L. Graber
Visiting commissioner's name

07/14/2017
Date of visit

John Farrell, Manager, 319-520-6633
Name, title, email and telephone number of I.C. personnel interviewed

9:00 Am to 5:00 pm, 7 days per week, April to October
What are your regular hours?

$4.00 Adults, $3.00 Seniors, $2.00 Ages 8-18, 7 & up Free
What is your admission pricing?

3,000 per year
How many visitors do you see annually?

No, use Keokuk Tourism
Does I.C. have a website?
Please provide the url link.

www.KeokukIowaTourism.org

Do you have a button on your website with the Great River Road logo and link to the experiencemississippiriver.com website?
Please provide url link to page where it is located. If not, when will you be adding logo and link?

use Keokuk Tourism.
Does your I.C. have a Facebook page?
Please provide url link.

Do you carry GRR maps or rack cards for sale, distribution or on display? ☑ Yes ☐ No

Do you display a Great River Road banner or other signage? ☑ Yes ☐ No

Are your frontline personnel knowledgeable of the Great River Road? Do they receive any formal training? ☑ Yes ☐ No

Do you have photos or video of your I.C. to share for promotional use? ☑ Yes ☐ No
Please send photos, video or other media to the National Office.

Martin L. Graber
Commissioner's Signature

I.C. Personnel Signature

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Madison, WI 53703

Great River Road Network of Interpretive Centers
Visit Checklist

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Comments

What other Interpretive Centers do you communicate with regarding Great River Road activities?

E.B. Lyons Interpretive Center
Name of interpretive center

N/A
Visiting commissioner's name

N/A
Date of visit

N/A 7-10-2017
Name, title, email and telephone number of I.C. personnel interviewed

Winter Hours: M-F, 10-3 / closed weekends
What are your regular hours?

Summer Hours: Sat/Sun: 12-3pm / M-F: 10-3 / closed Wednesday
I.C.
What is your admission pricing?

Free Admission ($0)

Park Hours: Daily 4am-10:30pm

How many visitors do you see annually?

N/A
Does I.C. have a website?
Please provide the url link.

www.minesofspain.org
Do you have a button on your website with the Great River Road logo and link to the experiencemississippiriver.com website? → NO.
Please provide url link to page where it is located. If not, when will you be adding logo and link?

Does your I.C. have a Facebook page? Yes.
Please provide url link.
www.facebook.com/minesofspain/

Do you carry GRR maps or rack cards for sale, distribution or on display? ☒ Yes ☐ No

Do you display a Great River Road banner or other signage? ☒ Yes ☐ No

Are your frontline personnel knowledgeable of the Great River Road? Do they receive any formal training? ☐ Yes ☒ No

Do you have photos or video of your I.C. to share for promotional use? ☐ Yes ☒ No
Please send photos, video or other media to the National Office.

Commissioner's Signature

I.C. Personnel Signature

Great River Road Network of Interpretive Centers
Visit Checklist

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Comments

What other Interpretive Centers do you communicate with regarding Great River Road activities?

Name of interpretive center: Toolesboro Mounds & Museum, NHL

Visiting commissioner's name: Jay Schweitzer

Date of visit:

Name, title, email and telephone number of I.C. personnel interviewed: Katie Hammond, Director 563-260-4764

What are your regular hours? W-Sun 12:30-4:30 daily Labor Day - Memo Day

What is your admission pricing? Free

How many visitors do you see annually? 700 - 1000

Does I.C. have a website? Not really - LouisaCountyConservation.org

Please provide the url link. yes - above website click areas/Toolesboro

Do you have a button on your website with the Great River Road logo and link to the experiencemississippiriver.com website? ☐ Yes ☒ No

Please provide url link to page where it is located. If not, when will you be adding logo and link? louisacountyconservation.org/index.php?option=com_content view=article id=1 itemid=50

Does your I.C. have a Facebook page? ☐ Yes ☒ No

Please provide url link.

Do you carry GRR maps or rack cards for sale, distribution or on display? - Actually I think they are coming

Do you display a Great River Road banner or other signage? ☒ Yes ☐ No

Are your frontline personnel knowledgeable of the Great River Road? Do they receive any formal training? ☒ Yes ☐ No

Do you have photos or video of your I.C. to share for promotional use? ☒ Yes ☐ No

Please send photos, video or other media to the National Office.

Commissioner's Signature

I.C. Personnel Signature

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Great River Road Network of Interpretive Centers
Visit Checklist

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Comments

Open Weekends only in May, Sept & Oct.

What other Interpretive Centers do you communicate with regarding Great River Road activities?

Facebook:
Iowa Department of Natural Resources
Pine Creek Grist Mill

Wild Cat Den State Park
Name of interpretive center

Dan Peterson
Visiting commissioner's name

7-10-17
Date of visit

Gwen Prentice Park Ranger
Name, title, email and telephone number of I.C. personnel interviewed

What are your regular hours?
Wed - Sunday 12:30 - 4:30 Memorial Day Weekend Labor Day Weekend.

What is your admission pricing?
Free

How many visitors do you see annually?
10,000

Does I.C. have a website? Iowa DNR.gov
Please provide the url link.
pinecreekgristmill.com

Do you have a button on your website with the Great River Road logo and link to the experiencemississippiriver.com website?
Please provide url link to page where it is located. If not, when will you be adding logo and link?
no

Does your I.C. have a Facebook page?
Please provide url link.

Do you carry GRR maps or rack cards for sale, distribution or on display? ☐ Yes ☑ No

Do you display a Great River Road banner or other signage? ☑ Yes ☐ No

Are your frontline personnel knowledgeable of the Great River Road? Do they receive any formal training? ☐ Yes ☑ No

Do you have photos or video of your I.C. to share for promotional use? ☑ Yes ☐ No
Please send photos, video or other media to the National Office.
On Pine Creek's website.

Dan Peterson, Muscatine County, Iowa
Commissioner's Signature

Gwen Prentice
I.C. Personnel Signature

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Comments

Albert Lebeau - Direct Supervisor of employee interviewed
Superint Jim Nepstad

What other Interpretive Centers do you communicate with regarding Great River Road activities?

Have 150 Brochures left for 2017.

Don't communicate with others or self promote outside of NPS other than our brochure.

Effigy Mounds National Monument
Name of interpretive center

Jane M. Regan
Visiting commissioner's name

June 25. 2017
Date of visit

Name, title, email and telephone number of I.C. personnel interviewed

8:00 AM - 6:00 PM 7 days a week
What are your regular hours?

No fee
What is your admission pricing?

80,000
How many visitors do you see annually? or www.nps.gov/effigymounds

www.nps.gov/efmo/index.htm
Does I.C. have a website?
Please provide the url link.

No
Do you have a button on your website with the Great River Road logo and link to the experiencemississippiriver.com website?
Please provide url link to page where it is located. If not, when will you be adding logo and link?

effigymounds
Does your I.C. have a Facebook page?
Please provide url link.

Do you carry GRR maps or rack cards for sale, distribution or on display? ☒ Yes ☐ No

Do you display a Great River Road banner or other signage? ☐ Yes ☒ No

Are your frontline personnel knowledgeable of the Great River Road? Do they receive any formal training? ☐ Yes ☒ No

Do you have photos or video of your I.C. to share for promotional use? ☐ Yes ☒ No
Please send photos, video or other media to the National Office.

Jane M. Regan 6-25-17
Commissioner's Signature

6-25-17
I.C. Personnel Signature

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My observation of Effigy Mounds.

I provided this Center with the jump drives that were provided immediately after the became available for the Centers. At that time the staff was appreciative and eager to use it. It did not appear they used it at all. Staff interviewed that day said they know little about the YRC. I don't get any desire that they'd attend other meetings with other I. Centers in future because they are the "National Parks Service" & they do No step promoting outside of NPS.

Jim Nepstad is the Superintendent and should have a one on one sit down to be encourage to be a mentor and promoter to the other National I. Centers. I feel our NO has been very remiss in not including more events for I. Centers as Iowa is trying to do in Sept. 2017. These folks don't know they are affiliated with the and they quickly due to this National Monument has stopped that changes with the, mind change. Perhaps we step up efforts for more involvement with MRPC or we drop them as one of our National I. Centers.

Respectfully,
Jane M Regan

2017 MRPC Annual Meeting

Agri -tainment Iowa Style

DRAFT AGENDA

Tuesday, September 19

3:00-5:00pm | Registration (Hotel lobby) | Board of Directors Meeting (20 people hollow square) at HOTEL

Offering continuous shuttle service from hotel to visitor center and from Mount Hosmer overlook to visitor center. - NE Iowa Transit Service (15 person shuttles)- Jane to connect with Kurt/Monica

5:30-8:00pm | Welcome Reception - Driftless Area Education and Visitors Center

(IA-MRPC Hosts) - with IA interpretive centers on display (tables in lower level)

Local foods/drinks through the three floors and possibly on outdoor patio (weather permitting) NO to follow up with interpretive centers once registration is ready. Also invite MN, WI and IL interpretive centers to participate. Organize a separate meeting for interpretive center.

Wednesday, September 20

8:00-9:00am | Committee Chairs Meeting (8 people hollow square) at HOTEL

New Member Orientation General Session (classroom)

8:45am – Noon | Community Center

General Session (classroom)

Community Center - Susanne to call city regarding clarification on set up/ clean up of tables, chairs, garbage, etc.
8:45-9:15am Welcome/ Introductions/ National Business
(Edith - IA-MRPC State Chair, Karl - MRPC Pilot, Shawna Lode- IA Tourism, possibly legislators?)
9:15-10:00am Driftless video and presentation – Tim Jacobson
10:00-10:45am Terri Goodman & Deron Muehring - Bee Branch Watershed
10:45-11:00am Break
11:00-11:20am Dr. Eugene Watkins (Fort Madison and War of 1812)
11:20-11:40am Peter Spero – Drone Footage
11:40am to 12:45pm - Box Lunch (By the Spoonful, McGregor)

Community Center. I assume we'll use the same set up and eat classroom style, rather than banquet.
12:00-12:15pm Welcome from area mayors
12:15-12:45pm Lunch Speaker - Rev. Terry Landsgaard - Emma BigBear
12:45-1:15pm Break. Return to hotel to change/freshen up for remainder of day.

Bus Rental
1:15-130pm Load bus (1:30pm departure from hotel)
1:30-5:00pm - Touring NE Iowa

1:35pm Arrive at Effigy Mounds (show 15 minute video, walk path, etc.)
2:35pm Load bus (depart 2:45pm)

**Army Corp Backwater Project. Drive to landing. Pool 8. (Dependent on drive time.)

Travel Hwy 76 scenic drive
3:45pm Arrive WW Dairy (milk and cheese tours)
** Peaks Orchard (Dependent on drive time.)
4:40pm Load bus (depart 4:50pm)

5:00pm Arrive Empty Nest Winery

5:00-9:00pm - Dinner at Empty Nest Winery
5:00-5:45pm Social/ wine tastings
5:45-6:40pm Dinner
6:40-7:00pm Ag Sec. Bill Northey
7:00-8:00pm VJ Smith (hosted by IA-MRPC)
8:05 pm Board bus and depart (depart 8:15)
8:40pm Arrive at hotel

Thursday, September 21

8:00-10:30am

Technical Committee Meetings

Hotel and Community Center

10:30-10:45am Break

10:45am-12:15pm
General Session - Reports - States (30min), technical committees (15min), nominating committee (10min), national office (10min), MRCC (12min), NACTTI (13min)

12:15-12:45pm Break. Return to hotel to change/freshen up for remainder of day.

12:45-1:00pm Load bus (1:00pm departure from hotel)

1:05pm Arrive at Sucker Shack for lunch fish fry

1:05-2:05pm lunch

Option A: Boat ride in back water (first 49 people) rain or shine

Option B: Motor Mill Historic Site

2:05pm Half of group boards bus to Motor Mill Historic Site/ Half of group take backwater excursion (Bus departs 2:15pm)

2:25pm Arrive at Pikes Peak State Park

2:55pm Load bus (Depart 3:05pm)

3:40pm Arrive Motor Mill

4:25pm Load bus (Depart 4:35pm)

5:20pm Arrive at Sucker Shack to pick up other group (Bus departs 5:30pm)

5:35pm Return to hotel

6:45-8:30pm Dinner, Awards and Barbershop Quartet/ Three Lads & Dad??

(Maggie's Diner or Marquette Café)

IOWA MRPC FY 2016 - 2018 FY BUDGET

State Fiscal Year 2016		BUDGET RECORD			MRPC
Item	Description	Iowa DOT	Amount	Amount	LOCAL
		Annual Budget	Paid to Date	Remaining	
1	MRPC Annual Dues	$15,000.00	$15,000.00	$0.00	
2	Annual Meeting NOLA	$4,600.00	$6,914.65	-$2,314.65	
3	Semi-Annual Meeting, La Crosse	$4,500.00	$3,456.36	$1,043.64	
4	Travel/meals in state	$2,215.00	$1,987.12	$227.88	
5	Iowa Byways Foundation	$500.00	$500.00	$0.00	
6	Eastern Iowa Tourism Dues	$135.00	$135.00	$0.00	
7	Administration	$300.00	$129.63	$170.37	
8	Marketing	$12,750.00	$10,448.63	$2,301.37	
TOTAL		**$40,000.00**	**$38,571.39**	$1,428.61	

State Fiscal Year 2017		BUDGET RECORD			MRPC
					LOCAL
Item	Description	Iowa DOT Annual Budget	Amount Paid to Date	Amount Remaining	
1	10 State MRPC Annual Dues	$15,000.00	$15,000.00	$0.00	
2	Travel to Annual Mtg-Natchez, MS	$6,900.00	$7,025.89	-$125.89	
3	Travel to Semi-Annual Mtg-KY	$4,500.00	$5,304.31	-$804.31	
4	Iowa MRPC Mtgs-travel/meals	$2,215.00	$2,010.31	$204.69	
5	Iowa Byways Foundation Membership	$500.00	$0.00	$500.00	
6	Eastern Iowa Tourism Dues	$135.00	$135.00	$0.00	
7	Administration	$300.00	$6.50	$293.50	
8	Marketing (advertising, newsletter, guides)	$10,450.00	$9,802.30	$647.70	
9	National Scenic Byways Foundation	$0.00	$150.00	-$150.00	
TOTAL		**$40,000.00**	**$39,530.29**	**$465.69**	

State Fiscal Year 2018		BUDGET DRAFT			MRPC
Item	Description	Iowa DOT	Amount	Amount	LOCAL
		Annual Budget	Paid to Date	Remaining	
1	MRPC Annual Dues	$15,000.00			
2	Annual Meeting Commissioners	$4,500.00			
3	Semi-Annual Meeting	$4,500.00			
4	Travel/meals in state	$2,215.00			
5	Iowa Byways Foundation	$500.00			
6	Eastern Iowa Tourism Dues	$135.00			
7	Administration	$300.00			
8	Marketing (buys committed)	$6,495.00			
9	CMP Communications and Marketing	$3,955.00			
10	Annual Meeting Hosting	$2,400.00			
TOTAL		**$40,000.00**			

IOWA MRPC FY 2016 - 2018 FY BUDGET

	Marketing
$2,650.00	1/2 page ad Travel Iowa
$3,500.00	Midwest Living
$495.00	ECIA 1/4 page ad
$624.08	Pop up Banners
$400.00	Iowa State Fair Booth
$231.22	State fair travel
$456.00	KROS
$846.00	ENNES (Several stations)
$300.00	KROS
$300.00	iHeart MEDIA
$9,802.30	**Total**

Mississippi River Parkway Commission "Bike the Great River Road Giveaway" social media/online toolkit

Overview

The Mississippi River Parkway Commission's Bike the Great River Road Giveaway is a simple sweepstakes designed to help promote biking as a recreational activity along the Great River Road.

The giveaway runs from June 12 through July 28, 2017.

To enter, fans have to like the Great River Road Facebook page (www.facebook.com/GreatRiverRoad) and provide basic contact information for a chance to win. One grand-prize winner will be selected at random to receive a Great River Road prize package that includes a $250 prepaid credit card, a jacket from the Great River Road store (http://business.landsend.com/store/shopthegreatriverroad/) and a copy of the 10-state Great River Road map.

During the promotion period, we will highlight biking events and trails throughout the Great River Road states on our social media channels (Facebook, Pinterest) and blogs.

We're asking for help promoting the giveaway (and biking overall) in the Great River Road states, and we have included some tools you can use to help us get the word out.

On your website

Add the button/logo provided to your website if possible (button will link to promo landing page)

In your e-newsletters

Sample e-newsletter content

Win a biking getaway this spring!

Explore the Great River Road on two wheels to find gorgeous Mississippi River scenery, great biking trails and more! Enter the Bike the Great River Road Giveaway, and you could win $250 in spending money, Great River Road merchandise and more. | LINK: promo landing page

On Facebook

Sample Facebook posts

Enter the Bike the Great River Road Giveaway, and you could win $250 (and more) to launch your own cycling adventure along the scenic Great River Road. | LINK: promo landing page

Explore the heart of America on two wheels this summer! Enter the Bike the Great River Road Giveaway, and you could win $250 and some Great River Road merchandise to launch your own cycling adventure! | LINK: promo landing page

On Twitter

Sample Twitter posts

Explore the #MississippiRiver on two wheels with the Bike the #GreatRiverRoad Giveaway! You could win $250 and more! | Link to promo landing page

Summer is a great time to explore the #MississippiRiver on your bike. Enter the Bike the #GreatRiverRoad Giveaway & you could win $250! Link to promo landing page

MISSISSIPPI RIVER PARKWAY COMMISSION

2016 ANNUAL MARKETING REPORT

January-December, 2016

ADMIN

Fulfillments

- 10,073 maps sent in 2016
  - 152 phone and email requests (includes bulk orders requested by interpretive centers and other businesses).
  - 9,921 online requests

Phone Calls

- Responded to more than 530 phone inquiries
- Researched and returned voicemails

PRINT

Map

- Updates
  - Created contact list (members, DOT, tourism and interpretive centers)
  - Collected and organized updates from contact list
- Interpretive Centers

- Updated ICs information (compared to current information)
- Added new ICs

- Copy
  - Refresh copy
- Design
  - Created draft 1 map based on updates provided
  - Created webpage for review
    - Uploaded new map files
    - Created feedback form
    - Created feedback page
  - Organized feedback
  - Created draft 2 map based on feedback
  - Update webpage for review
  - Collected final feedback
  - Made final changes to map
- Web
  - Updated new pdf map and cover files on website

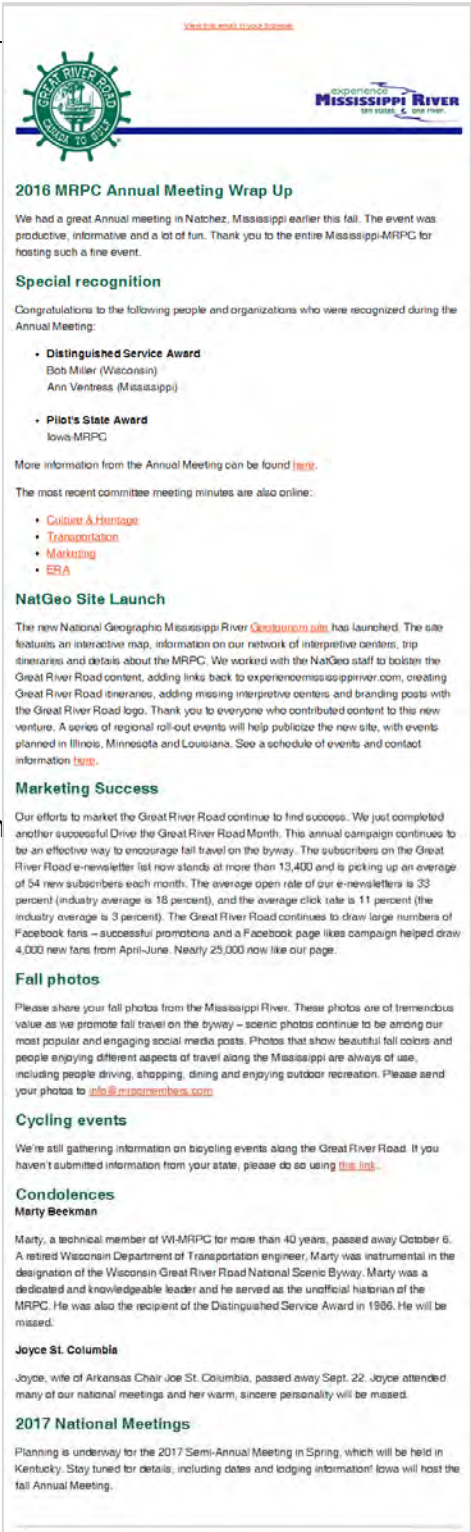
E-NEWSLETTERS

Subscribers – Tourism list

- Average open rate: 32% (industry average: 18%)
- Average click rate: 11% (industry average: 3%)

MRPC Members E-newsletters

- 11 E-newsletters sent to MRPC Members list in 2016
  - 3/3 – announcing Semi-Annual Meeting details, hotel options, registration information and agenda
  - 3/29 – Semi-Annual Meeting early bird reminder, hotel deadline, up-to-date mrpcmembers.com site, event submission, year of birding, birding giveaway, marketing successes, save the date Annual Meeting and GRR fun fact.
  - 4/8 – early bird registration reminder and event submission reminder
  - 5/17 – announce save the date for Annual Meeting, hotel info, Semi-Annual wrap-up, event submission, photos & videos submission, birding giveaway update, nomination deadlines and GRR social media
  - 6/14 – toolkit for Drive the Great River Road Month
  - 6/30 – spread the word about new biking promotion
  - 7/27 – early bird registration for Annual Meeting, hotel info, nomination deadlines, biking giveaway, Drive the Great River Road Month
  - 8/22 – Annual Meeting reminder, nomination deadline (final reminder), DGRR
  - 10/18 – wrap up of Annual Meeting, special recognition, NatGeo site launch, marketing success, fall photo requests, cycling events, condolences, 2017 National Meetings
  - 11/22 – announcement of Semi-Annual Meeting 2017 and sustain the GRR
  - 12/7 – end of year giving



View this email in your browser

experience MISSISSIPPI RIVER ten states. one river.

2016 MRPC Annual Meeting Wrap Up

We had a great Annual meeting in Natchez, Mississippi earlier this fall. The event was productive, informative and a lot of fun. Thank you to the entire Mississippi-MRPC for hosting such a fine event.

Special recognition

Congratulations to the following people and organizations who were recognized during the Annual Meeting:

- **Distinguished Service Award**
  Bob Miller (Wisconsin)
  Ann Ventress (Mississippi)
- **Pilot's State Award**
  Iowa-MRPC

More information from the Annual Meeting can be found here.

The most recent committee meeting minutes are also online:

- Culture & Heritage
- Transportation
- Marketing
- ERA

NatGeo Site Launch

The new National Geographic Mississippi River Geotourism site has launched. The site features an interactive map, information on our network of interpretive centers, trip itineraries and details about the MRPC. We worked with the NatGeo staff to bolster the Great River Road content, adding links back to experiencemississippiriver.com, creating Great River Road itineraries, adding missing interpretive centers and branding posts with the Great River Road logo. Thank you to everyone who contributed content to this new venture. A series of regional roll-out events will help publicize the new site, with events planned in Illinois, Minnesota and Louisiana. See a schedule of events and contact information here.

Marketing Success

Our efforts to market the Great River Road continue to find success. We just completed another successful Drive the Great River Road Month. This annual campaign continues to be an effective way to encourage fall travel on the byway. The subscribers on the Great River Road e-newsletter list now stands at more than 13,400 and is picking up an average of 54 new subscribers each month. The average open rate of our e-newsletters is 33 percent (industry average is 18 percent), and the average click rate is 11 percent (the industry average is 3 percent). The Great River Road continues to draw large numbers of Facebook fans – successful promotions and a Facebook page likes campaign helped draw 4,000 new fans from April-June. Nearly 25,000 now like our page.

Fall photos

Please share your fall photos from the Mississippi River. These photos are of tremendous value as we promote fall travel on the byway – scenic photos continue to be among our most popular and engaging social media posts. Photos that show beautiful fall colors and people enjoying different aspects of travel along the Mississippi are always of use, including people driving, shopping, dining and enjoying outdoor recreation. Please send your photos to info@mrpcmembers.com

Cycling events

We're still gathering information on bicycling events along the Great River Road. If you haven't submitted information from your state, please do so using this link.

Condolences

Marty Beekman

Marty, a technical member of WI-MRPC for more than 40 years, passed away October 6. A retired Wisconsin Department of Transportation engineer, Marty was instrumental in the designation of the Wisconsin Great River Road National Scenic Byway. Marty was a dedicated and knowledgeable leader and he served as the unofficial historian of the MRPC. He was also the recipient of the Distinguished Service Award in 1986. He will be missed.

Joyce St. Columbia

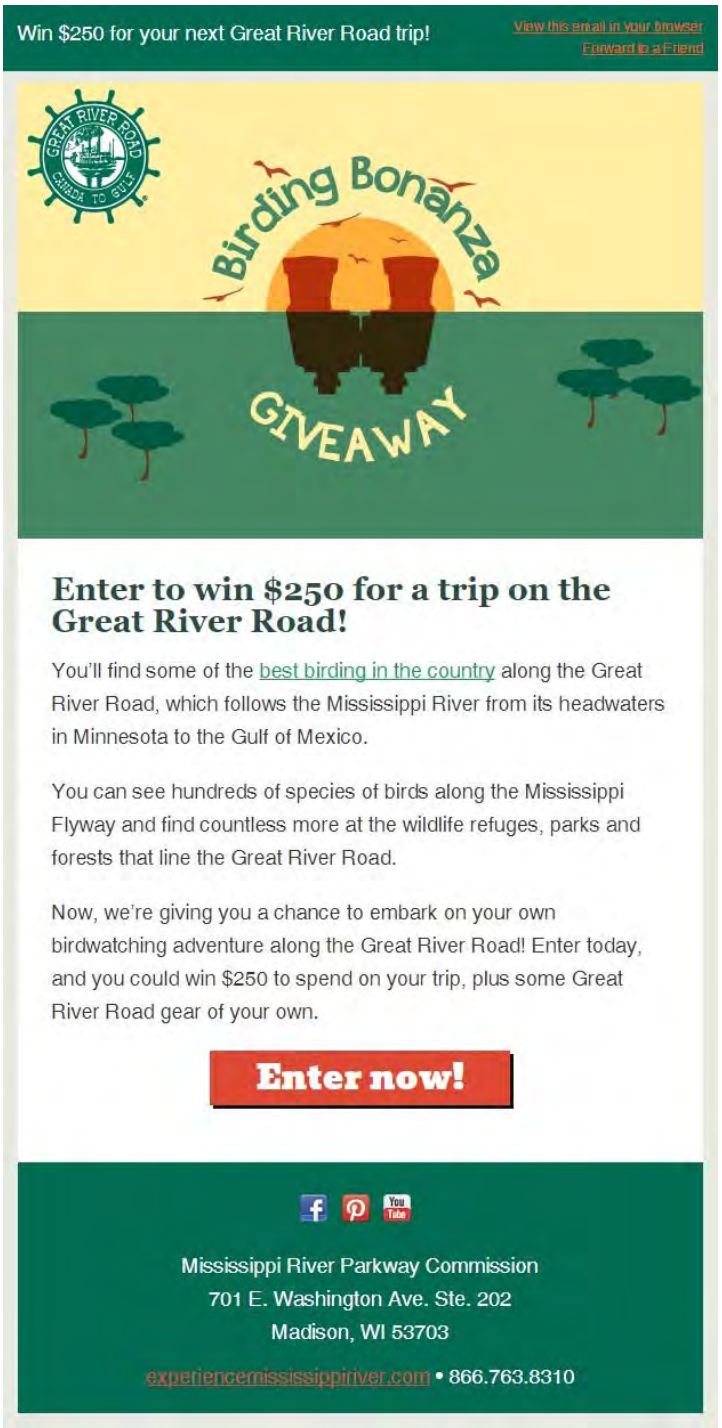
Joyce, wife of Arkansas Chair Joe St. Columbia, passed away Sept. 22. Joyce attended many of our national meetings and her warm, sincere personality will be missed.

2017 National Meetings

Planning is underway for the 2017 Semi-Annual Meeting in Spring, which will be held in Kentucky. Stay tuned for details, including dates and lodging information! Iowa will host the fall Annual Meeting.

Experience Mississippi River Tourism E-newsletters

- 3 enewsletters sent to the tourism list announcing promotions in 2016
  - 3/21 – announced Birding Bonanza Giveaway
    - Sent to 10,153 subscribers
    - 34% open rate (industry average 18%)
    - 11% click-through rate (industry average 3%)
  - 7/7 – announced Bike the Great River Road Giveaway
    - Sent to 11,626 subscribers
    - 29% open rate
    - 7% click-through rate
  - 9/1 – announced Drive the Great River Road Month
    - Sent to 14,986 subscribers
    - 32% open rate
    - 12% click-through rate



SOCIAL MEDIA

2016 Facebook Fan Growth

Facebook posts

- We posted to the Great River Road Facebook page 166 times in 2016

Top 5 Facebook posts

- 9/9/16 ("Photo Friday! The unique Black Hawk Bridge in Lansing, Iowa, was completed in 1931 and spans the Mississippi River between Iowa and Wisconsin" w/photo): 35,060 people reached, 1,878 reactions, 165 comments, 233 shares, 2,013 post clicks
- 11/4/16 ("A beautiful story about the headwaters of the mighty Mississippi" w/link to USA Today article): 25,562 people reached, 811 reactions, 101 comments, 229 shares, 1,598 post clicks
- 9/1/16 ("It's September, so you know that that means: it's Drive the Great River Road Month! We're encouraging folks to explore the nation's oldest and longest National Scenic Byway all September long. Plus, we're giving away $500 in our Drive the Great River Road Month Sweepstakes!" w/link to website): 23,213 people reached, 794 reactions, 37 comments, 207 shares, 1,253 post clicks*
- 4/20/16 ("Happy 125th birthday to the park that houses the headwaters of the mighty Mississippi River!" w/shared post about Itasca State Park): 17,084 people reached, 521 reactions, 38 comments, 989 post clicks
- 11/19/16 ("There's a lot to learn about the Mississippi River and the Great River Road…" w/link to blog on experiencemississippiriver.com): 16,558 people reached, 515 reactions, 18 comments, 142 shares, 793 post clicks

*post was promoted with Facebook advertising

Pinterest

- Followers added 2016: +230 (+53%)
- Pins added 2016: 208

Blogs

- Wrote monthly blog posts and shared on Facebook
    - Top 5 birds to see on the Great River Road
    - Golfing the Great River Road
    - Must-see birding on the Great River Roa
    - Find fresh flavor on the Great River Roa
    - Bike the Great River Road this summer
    - Your Twin Cities adventure, by bike
    - Exploring the Mississippi River Wine County
    - 6 things you might not know about the Great River Road
    - Welcome to Drive the Great River Road Month
    - Haunts of the Great River Road
    - Great River Road fun facts
    - National treasures on the Great River Ro

Top 5 birds to see on the Great River Road

With warm spring temperatures come the flocks of migratory birds, flying north along the Mississippi River. The Mississippi Flyway is the migration route followed by 40% of all waterfowl and shorebirds in North America. Wildlife refuges, state forests, federal forests and parks protect the crucial habitat and food sources for these birds.

Photo: Tom Jenkins

Grab a pair of binoculars, because you won't believe the variety of fowl that nests along the Mississippi. Here are a few of our favorites, and where you can find them:

1. Bald eagle. Watch our nation's bird soar over the pines and lakes along the Mississippi. Nearly every state from Arkansas to Minnesota boasts superb bald eagle viewing. The conditions of the Mississippi are simply plentiful. If you want to learn more about the majestic bird, the National Eagle Center in Wabasha, Minnesota is a regional favorite for group visits. Climb into an eagle's nest, meet the resident raptors, or join a guided field tour to see the birds the in wild. Further south, at the Mississippi River Visitor Center in Rock Island, Illinois, you'll find a bald eagle hot spot. This location is best in late winter and very early spring, when the eagles gather near the open water to feed.

Takeaways

- We more than doubled our fan numbers in 2016, thanks to a successful Facebook advertising campaign and three successful promotions. We should easily surpass 30,000 fans in early 2017 and will continue to use our Facebook advertising to gain fans, as well as to boost interaction for some of our posts.
- We saw a fair amount of variety in our most popular posts in 2016, ranging from photos to blog posts on our website to magazine/newspaper articles about various locations on the Great River Road. We also in 2016 started some new social media features like Interpretive Center Tuesdays that cast a light on some of the other things to see and do along the Great River Road.
- The two new themed promotions (biking and birding) in 2016 allowed us to take a deeper dive into some of the recreational activities along the Great River Road and highlight some areas and attractions that might not get as much play during the rest of the year, when we're focusing on more "general interest" travel.

PROMOTIONS

Birding Bonanza Giveaway Overview

- Run dates: 3/21-5/31
- Overview: Launched in conjunction with the Year of Birding, this giveaway was designed to raise awareness of the plentiful birding options along the Great River Road
- Prize: $250 prepaid credit card, Great River Road jacket (from online store), copy of "Roadtrip with a Raindrop" by Gayle Harper, Great River Road map
- Entries: 1,234
- Fans added: 3,136
- E-newsletter subscribers added: 895
- Pageviews: 5,786

Takeaways

- We were able to achieve both of our main goals of the promotion: to raise awareness of birding options along the Great River Road and to increase fan numbers (we increased our fan base by more than 3,000 fans during the promotion period) and interactions (we saw an increase of more than 150% in engagements compared to the same period in 2015) on the Great River Road Facebook page.
- This was our first niche promotion with the Great River Road in a number of years; previous giveaways were associated with the more general Drive the Great River Road Month promotion in September. The niche targeting of this promotion resulted in fewer entries (1,234 in the birding promo v. 2,132 in the general Drive the Great River Road Month Sweepstakes in September 2015), but that's to be expected with a more specifically targeted promotion (and 1,200+ entries is still an impressive number).
- It was also nice to see that several states and destinations helped promote the giveaway. In our entry forms, we had several dozen people cite mentions of the contest by tourism organizations in Iowa and Minnesota, as well as author Gayle Harper, who wrote the book we included in our prize package.

Bike the Great River Road Giveaway

- Run dates: 6/6-7/31/16
- Overview: Summer promotion designed to highlight biking trails/events along the Great River Road
- Prize: $250 prepaid credit card, Great River Road jacket (from online store), Great River Road map
- Entries: 1,144
- Fans added: 3,412
- E-newsletter subscribers added: 3,208
- Pageviews: 5,663

Takeaways

- The number of e-newsletter signups grew by an impressive 28% during the promotion – people who are interested in the Great River Road and open to receiving additional information. We will take advantage of this warm market in the future with more regular e-newsletters encouraging travel.
- We asked entrants what kind of biking events and activities they were interested in along the Great

River Road and while the vast majority responded with "casual rides," a substantial number indicated an interested in guided bike tours along the byway. Thought should be given to providing this as an offering in bike-friendly communities along the road.

- Judging by the success of the promotion, biking opportunities along the Great River Road should be incorporated more regularly into the marketing materials (social media, e-newsletters, etc.).

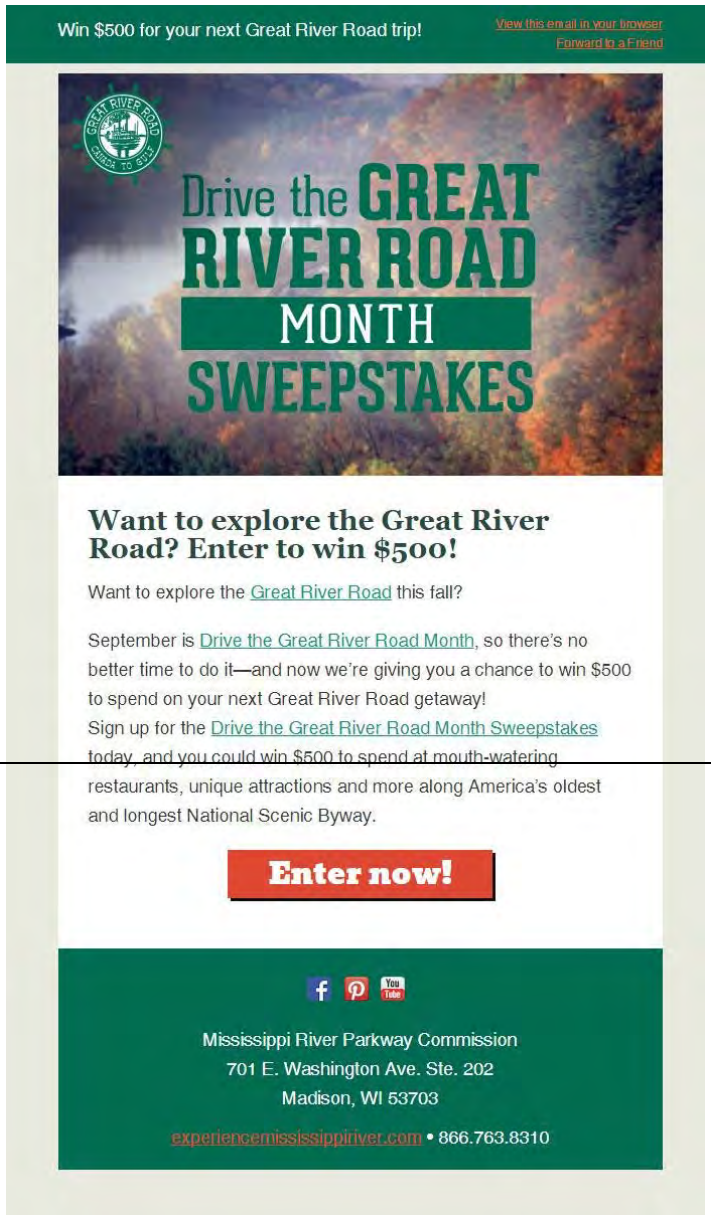
Drive The Great River Road Sweepstakes

- Run dates: 9/1-9/30/16
- Overview: Fall sweepstakes tied to our annual promotion encouraging visitors to drive the Great River Road; focus on fall color as well as fall activities, with a general focus on the GRR itself
- Prize: $500
- Entries: 1,799
- Fans added: 1,282
- E-newsletter subscribers added: 604

- Pageviews: 7,607

Takeaways

- The Great River Road Facebook page gained almost 1,300 new fans during the promotion, with a total of nearly 1,800 entries. This indicates an influx of new fans, rather than only reaching current ones.
- The promotion gathered approximately 600 new e-newsletter signups – a large pool of new potential travelers to market to moving forward.
- The e-newsletter was, by far, the most popular method people listed for learning about the contest. Incorporation of regular e-newsletters would be a great way to reach this warm market and encourage them to travel the Great River Road.



Promotions summary

- Our three promotions (two of which were new):
  - Received more than 4,000 combined entries
  - Added more than 7,500 fans to our Facebook page
  - Added 4,500 people to our e- newsletter list
- Our annual Drive the Great River Road Month Sweepstakes received the most entries (1,799)

of the three contests and has proven to be very successful each of the last three years, receiving a significant amount of entries every time. This is a good showcase to highlight some of the attractions, cities and more along the Great River Road, and the $500 prize (meant to encourage fans to spend the money on their next Great River Road trip) draws significant interest.

- The other two promotions – Birding Bonanza and Bike the Great River Road—were themed promotions we had not run before, but both were very successful, registering more than 1,100 entries in each.

While these promotions reached more of a niche audience (that's especially the case with Birding Bonanza), they allowed us to highlight different recreational aspects along the Great River Road and should continue to prove fruitful in the future.

PR / PUBLICITY

Press releases written and distributed at launch and conclusion of each promotion.

- A press release announcing the launch of the Birding Bonanza Giveaway was sent to media in all 10 Great River Road states the week of 3/22.
    - Picked up by River Cities' Reader
- A press release announcing the launch of the Bike the Great River Road Giveaway was sent to the same media list the week of 6/6.
- A press release announcing the launch of the Drive the Great River Road Sweepstakes was sent to the same media list on 9/1.
    - Picked up by:
        - Marion Evening Times (Arkansas) (http://www.theeveningtimes.com/site/2016/09/05/fall-in-love-with-the-mississippi-river-drive-the-great-river-road-month-returns/)
        - Wilton-Durant Advocate News (Iowa) (http://www.northscottpress.com/wdadvocatenews/news/briefs/article_c0ecec30-75eb-11e6-9898-936f1f8ee300.html)
        - Hastings Star Gazette (Minnesota) (http://www.hastingsstargazette.com/news/4125172-september-drive-great-river-road-month)
        - La Crosse Tribune (Wisconsin) (http://lacrossetribune.com/drive-the-great-river-road- month-returns/article_561faec5-9888-573d-a52f-a69ffa2b141c.html)
        - Other articles:
        - http://www.usatoday.com/story/travel/destinations/2016/12/07/great-river-road/95082468
        - http://www.jsonline.com/story/travel/wisconsin/day-out/2016/11/04/tundra-swans-mississippi-river-autumn-fall/93134636
        - http://www.usatoday.com/story/travel/destinations/2016/11/04/mississippi-river-source-headwaters/93241254
        - https://www.thrillist.com/travel/nation/the-most-beautiful-building-in-every-state (mentions some attractions along Great River Road)
        - http://www.telegraph.co.uk/travel/destinations/north-america/united-states/mississippi/articles/The-Mississippi-Trip-of-a-Lifetime

Other pickups:

- http://www.usatoday.com/story/travel/destinations/2016/12/07/great-river-road/95082468
- http://www.jsonline.com/story/travel/wisconsin/day-out/2016/11/04/tundra-swans- mississippi-river-autumn-fall/93134636
- http://www.usatoday.com/story/travel/destinations/2016/11/04/mississippi-river-source- headwaters/93241254
- https://www.thrillist.com/travel/nation/the-most-beautiful-building-in-every-state (mentions some attractions along Great River Road)
- http://www.telegraph.co.uk/travel/destinations/north-america/united- states/mississippi/articles/The-Mississippi-Trip-of-a-Lifetime

Promotion Toolkits

- We created toolkits and posted online for members to use to help promote the giveaways.
- Toolkits included:
  - Sample News Release
  - Social Media Tips
  - Story Ideas/Sample Itineraries
  - Sweepstakes Summary
  - Talking Points
  - Graphics and links

Additional efforts

- Provided photos/info for Travel Channel blog post: http://www.travelchannel.com/roam- blog/adventure/10-don-t-miss-scenic-drives
- Worked with Gary Garth of USAToday.com for story ideas/photos about the Great River Road trip from headwaters to Illinois (story: http://www.usatoday.com/story/travel/destinations/2016/12/07/great- river-road/95082468)
- Responded to requests for information from Edgewood College in Madison, True North Travel Agency in Minnesota
- Worked with editor of Southern Travel+ Lifestyles magazine to provide story ideas/images for article in May/June 2017 issue

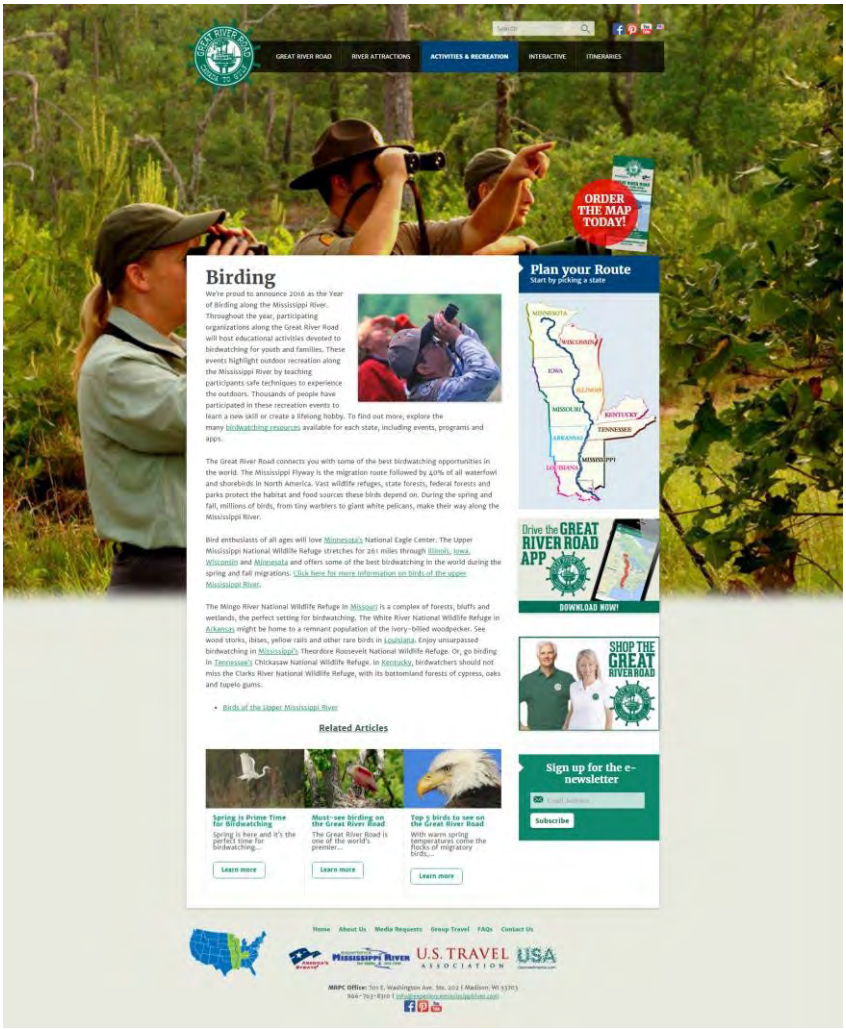
Logo usage

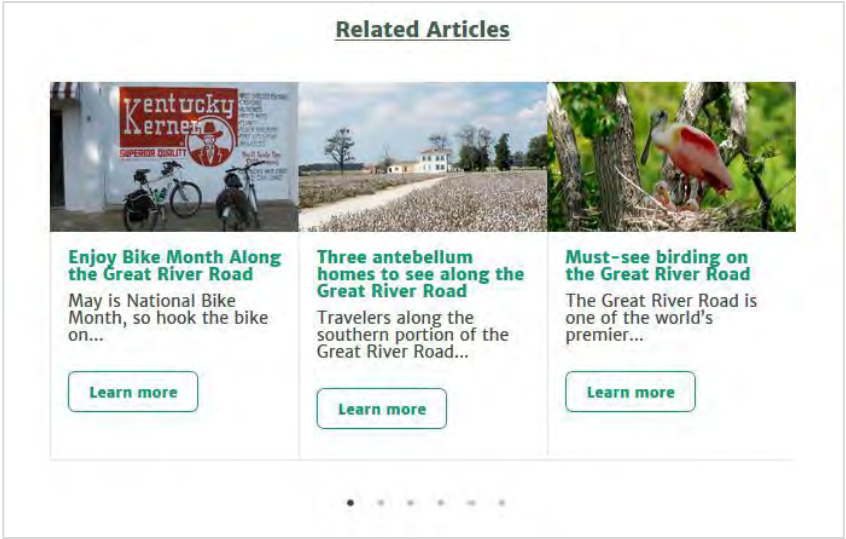
- Continued to review/approve logo usage
- Provided proper logo files for use

WEB MAINTENANCE

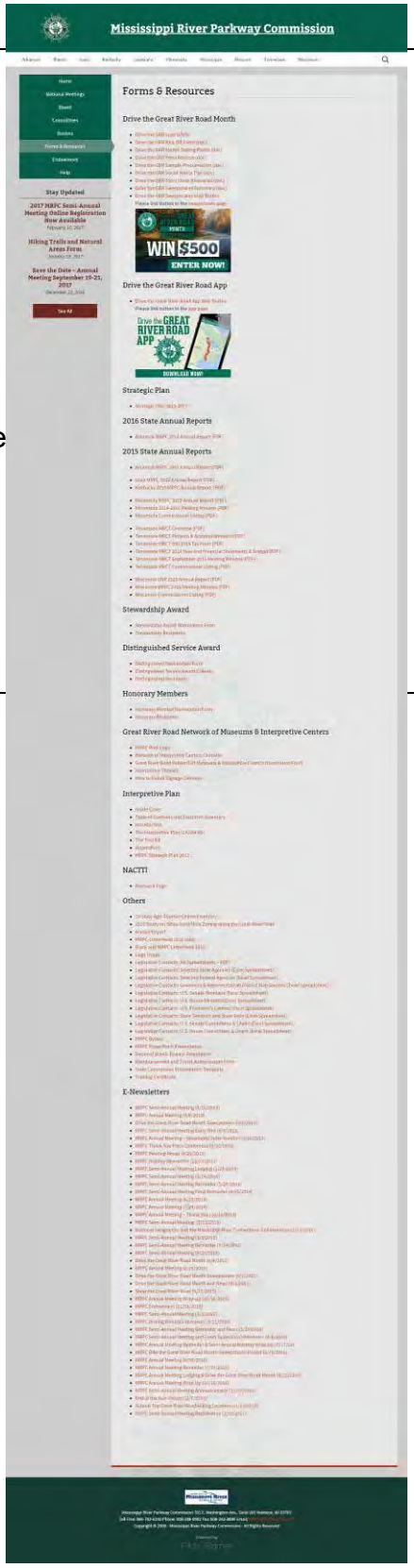
Ongoing web checks & maintenance (experiencemississippiriver.com)

- Monthly website checks
  - Tested and updated links as necessary
  - Checked copy and photos, ensured content was current
  - Removed expired packages
- Year of Birding
  - Updated the birding page with MRCC's information on 2016 the Year of Birding
  - Collected and uploaded birding brochures to page
- Related Articles
  - Coded for related articles to appear on interior pages
  - Updated 47 articles/posts with proper categories and appear on the following pages:
    - About the Great River Road
    - Drive the Great River Road Month
    - Itineraries
    - All state pages
    - Auto & motorcycle tours
    - Biking
    - Birding
    - Hiking
    - Sports & gaming





MRPCmembers.com



- Maintained rosters
  - Update commissioner/staff information as we received updates
- Wrote posts to keep group informed
- Updated resources page for group to have access to all public documents
  - Minutes, agendas, awards, meeting info, etc.
- Created online survey forms for board use with National Office evaluation
- Created online form to submit bicycling specific events and eve

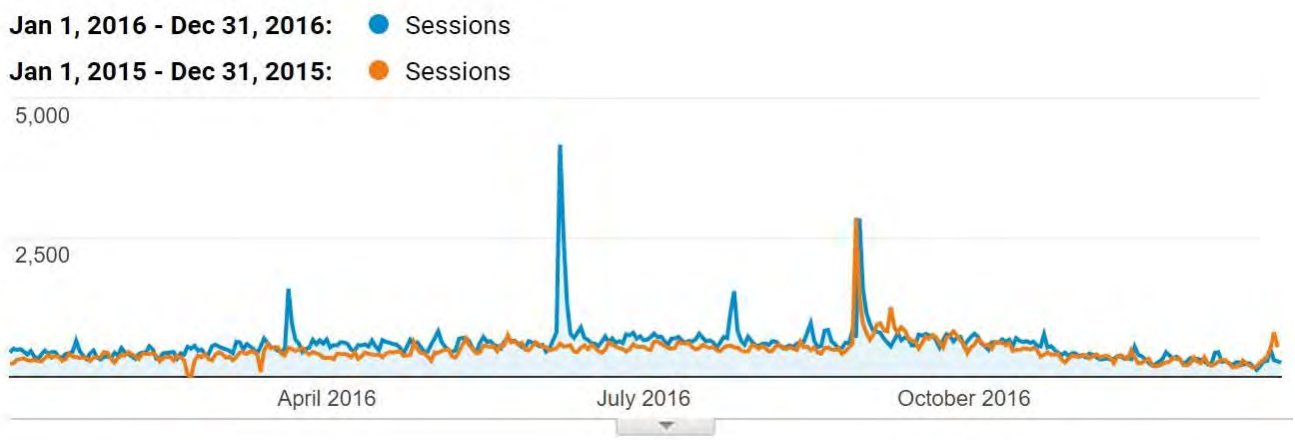
MOBILE APP

Drive the Great River Road App

- Total number of downloads as of 12/31/16
  - 3,152 Apple
  - 1,954 Android
  - 5,106 total downloads

WEB STATS

Visits



QUICK OVERVIEW COMPARED TO 2015 STATS		
Sessions	**Users**	**Pageviews**
209,688 vs 169,712	172,582 vs 138,912	481,542 vs 419,241
24% increase	24% increase	15% increase

- Web site visits continue to grow. In 2016, visits increased by 24% (from 169,712 to 209,688)
  - Note the spikes in website visits around April, June/July and September correspond with the duration of the promotions we ran this year
- Facebook continues to be the number one referring site (mainly mobile facebook referral - up by 23% from 2015)
- River attractions page continues to be the most viewed page behind the homepage at 49,029 pageviews
- Organic traffic (visits received from search engine results) brought over 130,657 visits. That's 62% of 2016 sessions. This means our site holds great content where our pages are appearing in people's search results.

Mobile visits

- Mobile visits surpassed desktop visits in 2016.
  - 53% of sessions were mobile visits (mobile and tablet)
  - 47% of sessions were desktop visits
- Growth in mobile visits from last year increased by 71%, desktop visits increased only by 10%
  - This shows our audience is accessing our site more frequently via mobile devices

MEETINGS

Semi-Annual & Annual National Meetings

- Semi-Annual Meeting
  - April 27-29, 2016
- Annual Meeting
  - September 14-16, 2016
- Collection and processed
  - Sate reports
  - Award Nominations
  - Interpretive Center Site Visits
- Meeting set-up)
  - Booking
  - Speakers
  - Pricing
  - Trips
- Registration
  - Set pricing

Mississippi River Parkway Commission
Semi-Annual Meeting
La Crosse, WI | April 27-29, 2016

Join us in La Crosse!
The next MRPC Semi-Annual meeting will take place in La Crosse, WI, from April 27-29. The meeting will feature a full agenda, including sessions on developing tourism on the Great River Road, the success of agritourism on the Great River Road, a Geo-tourism update and more. We'll meet and stay right in the heart of beautiful downtown La Crosse, a thriving river town located on the banks of the Mississippi River. Be sure to attend this year's semi-annual meeting. Register today!

Agenda *(Subject to Change)*

Wednesday, April 27
4pm **Board of Directors Meeting**
5-7pm **Registration**
8-10pm **Hospitality Suite**

Thursday, April 28
Breakfast - on your own
7-9am **Registration**
8-8:30am **New Member Orientation**
8-8:30am **Committee Chairs Meeting**
8:45-11:50am **General Session**
- Welcome: Sherry Quamme, WI-MRPC Chair
- Introductions: Karl Samp, MRPC Pilot
- La Crosse Welcome: Sen. Jennifer Shilling
- Greetings from a WIGRR Commissioner: Sen. Kathleen Vinehout
- Developing Tourism on the Great River Road as an Economic Driver: Patrick Reinsma, WI Department of Tourism
- Roadtrip with a Raindrop: The story of traveling the GRRNSB, Gayle Harper
- WI Interpretive Centers: Potosi Brewery & Museum, Great River Road Visitor & Learning Center, Stonefield State Historic Site and Villa Louis
- Mississippi River Cities & Towns Initiative Update, Tim Kabat, La Crosse Mayor

Noon-1:15pm **Lunch**
Agritourism along the Great River Road "Organically Speaking": Hans Eisenbeis, Organic Valley
1:30-4pm **Technical Committee Meetings**
4-4:30pm **Roundtable discussion on Funding and Support Opportunities for Byways**
4:30-6pm **Welcome to Wisconsin Tastings and Samplings**
Dinner - on your own

Courtesy of La Crosse Area CVB

Registration

Register at mrpcmembers.com

Delegates (all sessions & meals included):
$185 - Early Bird - by April 12
$225 - After April 12

Spouses/Guest of Delegate:
$95 - Early Bird - by April 12
$120 - After April 12

One Day (Day of sessions and meals included):
$100

Remember—April 12 is the deadline for early-bird pricing.

Cancellation Policy

Cancellations made on or prior to Tuesday, April 12, will receive a full registration fee refund minus a $20 processing fee.

Cancellations made after Friday, April 12, will **not** be eligible for a refund.

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experiencemississippiriver.com • 1-800-763-8310 • FAX: 1-608-242-8850

- Create registration form (hard copy and electronically)
- Print and mail form out to members
- Email registration information
- Collect payments

- Meeting Prep
  - Finalize roster
  - Create and print agenda, meeting minutes and other related materials
  - Organize and sort unique folders per committee
    - Print, label and customize

Mississippi River Parkway Commission
Annual Meeting
Natchez, MS | September 14-16, 2016

Bridge at sunset over Mississippi River
Courtesy of Natchez Visitor Center

Join us in Natchez!

The 2016 MRPC Annual Meeting will be held September 14-16 in beautiful and historic Natchez, Mississippi, which is celebrating its 300th anniversary this year. The meeting has a full agenda that includes mobile sessions where we'll travel the Mississippi Great River Road by bus while experiencing the history and heritage of the area. The meeting also features speakers from throughout Mississippi, highlighting a variety of topics regarding transportation, history, environment and tourism. Be sure to attend this year's annual meeting. Register today!

Agenda *(Subject to change)*

Wednesday, September 14

4pm — **Board of Directors Meeting** *(Hotel)*

4-6pm — **Registration** *(Hotel)*

6-9pm — **Welcome Reception**
Greetings from local and state dignitaries at Rip Rap, the antebellum home of Brenda & Richard Edgin
(Reception Attire)

Thursday, September 15

8am-1:45pm — **Mobile Session** *(via bus)*
Attendees will explore firsthand the Mississippi Great River Road (GRR) while experiencing the history and heritage of the area. This session provides the opportunity to learn how local attractions complement the GRR and gain knowledge of the visitors' experience

Registration

Register at mrpcmembers.com

Delegates (all sessions & meals included):
$175 – Early Bird – by September 1
$210 – After September 1

Spouses/Guest of Delegate:
$120 – Early Bird – by September 1
$155 – After September 1

One Day (Day of sessions and meals included):
$100

Remember—September 1 is the deadline for early-bird pricing.

Cancellation Policy

Cancellations made on or prior to Thursday, September 1, will receive a full registration fee refund minus a $20 processing fee.

Cancellations made after Thursday, September 1, will **not** be eligible for a refund.

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MRC JATA SEMINAR

Tokyo, September 22-26

- Delegates:
  - Lyn Pilch, Doug Bourgeois, Zach Holifield, Yuko Miyamoto, Lisa Catron, Chefs Cody and Sam Carroll, Kevin Kelly, Jan Kemmerling, Roger Carmack, John Haas and Naomi Hattori
- Oudoor Adventure and More Presentation
  - Participants:
    - Minnesota, Mall of America, Illinois, Illinois Great River Road, Arkansas, Houmas House, Louisiana, Memphis, Mississippi
  - Collected photos and bullet points
  - Researched and wrote bullets points
  - Created PowerPoint
  - Submitted PowerPoint for translation
  - Wrote powerpoint summary/profile sheet, sent for translation, printed and distributed
- State summary
  - Wrote powerpoint summary
  - Sent for translation
  - Printed copies
- Chef's bullets
  - Wrote chef's notes covering agriculture and ingredients found in the 10 states along the Mississippi River
- Flyers
  - Printed and distributed app flyers

FAM TOURS

Spring Tour – March 2016

- Dates: March 16-23, 2016
- States: Louisiana, Mississippi, Arkansas
- Participants:
    - Mr. SATOSHI KURAMOTO, editor-in-chief, Joho Center Publishing Co., Ltd.
    - Ms. CIEL, editor/writer, “Discover the World Spa & Hotel”
    - Ms. MAKIKO YAMAMOTO, editor, JunoJapan
    - Ms. KEIKO SATO, freelance editor/writer
    - Ms. CHIE USUI, translator/escort, Connect Worldwide
    - Mr. ALAN HAMARI, driver/escort, Mississippi River Country
- Theme: girls’ getaway
- Destinations visited:
    - Louisiana
        - Gonzales
        - Darrow
        - New Orleans
    - Mississippi
        - Gulfport
        - Biloxi
        - Long Beach
        - Ocean Springs
        - Pass Christian
        - Ridgeland
        - Cleveland
    - Arkansas
        - Hot Springs National Park
        - Benton
        - Little Rock

Fall Tour – October 2016

- Dates: October 20-27, 2016
- States: Missouri, Arkansas, Kentucky
- Participants:
    - Ms. MICHIKO ONO, imedia
    - Mr. KO NOTOMI, The Sankei Shimbun
    - Mr. YUJI MATSUNAGA, Yahoo News/Huffington Post Japan
    - Ms. MAKIKO YAMAMOTO, Adventure King
    - Ms. CHIE USUI, translator/escort, Connect Worldwide
    - Mr. ALAN HAMARI, driver/escort, Mississippi River Country
- Theme: outdoor recreation
- Destinations visited:
    - Missouri
        - St. Charles
        - Kimmswick
        - Bonne Terre
        - Belleview
        - Lesterville
        - Arcadia
        - Pilot Knob
        - Eminence
    - Arkansas
        - Mountain View
        - Lakeview
    - Kentucky
        - Gilbertsville
        - Calvert City
        - Cadiz
        - Hopkinsville
        - Pembroke
        - Erlanger

MARKETING RESEARCH

- Media rates for advertising consideration
  - Obtained Marketing Committee members recommended publications for ad placement
  - Contacted publications for media rates
  - Organized presentation on publications, rate cards and demographic reach
  - Researched and presented multi-state bicycle races as organizational examples

MRCC (MISSISSIPPI RIVER CONNECTIONS COLLABORATIVE)

NatGeo Tourism Site (mississippiriver.natgeotourism.com)

- We worked with National Geographic to populate this new site (mississippiriver.natgeotourism.com) with information that promotes the Great River Road. Pilch & Barnet branded individual posts, added important content about the byway and created content for each state byway on the route.
  - Surveyed site content to identify missing interpretive centers; sent list to state partners to ensure a complete listing
  - Created "Trip plans" by reworking content from itineraries from experiencemississippiriver.com itineraries
  - Manually added Great River Road logo and experiencemississippiriver.com link to each interpretive center posting
  - Worked with NatGeo staff to add links to interpretive center listing page
  - Wrote and posted information about the Mississippi River Parkway Commission
  - Created posts for individual state byways that feature highlights for travelers
  - Provided edits and quote to MRCC official press release

Year of Birding

- Year of birding is a series of events hosted by partner organizations along the Mississippi River. The events aim to bring people out to experience the beautiful sights and sounds of birding on the river.
- To help MRCC's efforts in promoting the Year of Birding, we spruced up our birding content, shared and mentioned the YofB when it fit.
  - Updated birding page with MRCC Year of Birding content and uploaded birding brochures
  - Utilized Birding Bonanza Giveaway to promote birding options and the 2016 Year of Birding along the Great River Road
  - Wrote and shared posts on birding hotspots on Facebook
  - Included mention on Year of Birding 2016 in enewsletter to members - 3/29

NATIONAL ADVISORY COMMITTEE ON TRAVEL & TOURISM (NACTTI)

- Completed Fast Act Tourism Infrastructure Committee nomination application of Diana Threadgill in collaboration with MN-MRPC and Board of Directors.

FINANCIAL

- Filed annual tax paperwork
- Monthly reconciliation
- Provided paperwork and assistance to internal and external auditors for TN-DOT

LANDS END

Great River Road online store

- The orders completed by Pilch & Barnet were for the Great River Road Birding Bonanza Giveaway and Bike the Great River Road Sweepstakes. Both promotion prize packages included a men's/women's Great River Road jacket.

BUSINESS OUTFITTERS
BY LANDS' END

Statement Date: 02/06/17

INVOICED 01/01/2016 - 01/24/2017									$177.45	$39.80	$15.23	$232.48
	NT	ST#	AME	CT NAME	D DT				SUBTOTAL			
2016		2084	ske	Loey	lay-16		12-May-16		$77.00	$9.95	$6.08	$93.03
2016		5500	arnet	YN	Jul-16		20-Jul-16		$38.49	$9.95	$3.03	$51.47
2016		5500	arnet	YN	Aug-16		29-Aug-16		$38.49	$9.95	$4.48	$52.92
2016		5198	Winery LLC	N,	ep-16		16-Sep-16		$23.47	$9.95	$1.64	$35.06

IOWA MISSISSIPPI RIVER PARKWAY COMMISSION

Planning Meeting Report

Prepared by Terry Poe Buschkamp

CMSM CTP

Tuesday, July 7, 2015
Le Claire Public Library
Participants included:

- Jane Regan - Allamakee County
- Edith Pfeffer - Clinton County
- Lori Wallace - Clayton County
- Debra Jochims - Des Moines County
- John Goodmann - Dubuque County
- Larry Kruse - Lee County
- Dan Petersen - Muscatine County
- Scott Tunnicliff - Scott County
- Mary Stahlhut, Iowa Byways Program Manager, Iowa DOT

Terry Poe Buschkamp, Iowa Economic Development Authority / Main Street Iowa Promotion Specialist facilitated the session.

An overview of the process was provided, and it was explained that we would be spending the next three hours thinking strategically on where the Commission will be focusing their efforts in the next year.

The attendees proposed that the desired outcome for the afternoon was to think strategically about priorities, and the implementation steps required to achieve three - four of those priorities in the next 12 months. The group affirmed that this is where we were going to focus our attention.

Comments on the 2015 Corridor Management Plan

Session attendees were asked to share their thoughts about the 2015 Corridor Management Plan that was presented to the Commission by the consultants earlier in the day. Comments included:

- It helps us think about the future
- Defines the roles and responsibilities of the Commission members
- Indicates we need to involve partners
- Shows we have a lot of work to do (need administration and money)

Review of the Mission of the Mississippi River Parkway Commission

It was noted that the Commission does not currently use a mission statement to focus, direct, motivate and unify the work of the group. For the purposes of our discussion, it was agreed that we would use the duties of the commission that are found on the State of Iowa web page:

"The Mississippi River Planning Commission is responsible for the continued development, preservation, and promotion of the byway and its amenities."

Review of the Mississippi River Parkway Commission Achievements

Session attendees were asked to work independently to list work that they have done in the past year to promote the mission of the Commission. Individuals were asked to share their activities for the last 12 months. These accomplishments were noted on flip chart paper (in no particular order):

- Developed, edited, approved and rolled out the new 2015 Corridor Management Plan
- Contacted local stakeholders to encourage attendance at the Corridor Managements Plan meetings
- Helped orchestrate Corridor Managements Plan sessions and rollout at venues across the region
- Monitored local projects (new $.5M Interpretive Center in Allamakee County and potential new facility in Louisa County)
- Contacted and met with staff at the Interpretive Centers in local counties to help them understand the relationship their relationship with the commission
- Provided support and oversight for the Interpretive Centers (conducted evaluation for National Mississippi River Parkway Commission)
- Distributed information (maps, flash drives with information) to Interpretive Centers in Iowa and neighboring states, local tourism offices, and numerous tourist attractions
- Delivered new signs and inspected existing signage at local Interpretive Center for location and prominence
- Participated in the Iowa Scenic Byway collaboration meetings, either in person or via conference call
- Served on National Mississippi River Parkway Commission committees
- Made public presentations to numerous local groups
- Welcomed representatives from the National Park Service
- Served as Mississippi River ambassadors for Convention and Visitors Bureaus in the local communities
- Hosted Transportation Day at the Iowa State Capitol
- Staffed booth at the Iowa State Fair
- Exhibited at the Tourism Night event for State Legislators
- Became familiar with route by driving the Great River Road
- Recruited new Commission members
- Attended/made arrangements for Commission meetings
- Communicated with other Commission members
- Communicated with local leaders, stakeholders and partners
- Prepared annual report of the Mississippi River Parkway Commission for elected officials, partners and stakeholders
- Requested new graphic to create passport templates for the Interpretive Centers
- Redesigned and printed the Iowa Great River Road map tear sheet
- Created new business cards to identify Commission members
- Worked on the development of new Great River Road signage project
- Implemented National Scenic Byway Projects
- Developed GPS mapping of significant sites in the region

Determination of Mississippi River Parkway Commission Priorities

Buschkamp introduced a series of four questions that were designed to be reflective of the four areas for elevated effectiveness that were identified in the Corridor Management Plan:

- Level 1: Existing Level of Appropriation
- Level 2: Effective Administration and Communications
- Level 3: Effective Promotion and Interpretation
- Level 4: Facilitator for Capital Investment

Taking one question at a time, attendees worked individually, then shared their responses with the group using the “Magic Wall” (a lightweight magnetic receptive panel mounted on the wall) as a tool to help organize the ideas.

When all of the project ideas had been posted, attendees were asked to indicate their first four top choices, and four second choices.
The following raw data includes a priority ranking that was achieved by assigning 2 points to each of the 1st choice responses to the questions that were posed, and 1 point for each of the 2nd choices.

Question #1

"What can we do in the next 12 months to increase the level of appropriation and funding for the MRPC?"

 Request AGAIN increased allocation from the state via the Iowa DOT **(7)**
 Legislative meeting this fall **(7)**
 Meeting with House and Senate Transportation Committees **(6)**
 Establish advocacy talking points for money for the MRPC **(6)**
 Request support from local subdivisions City or County **(5)**
 Impress on local governments the value of tourism to them **(5)**
 Work with Legislators for more funding to Iowa MRPC that is earmarked for marketing **(3)**
 Try fundraising efforts as a group **(3)**
 Meet with Governor **(3)**
 Start a "Friends Group" [who can host] bake sales **(2)**
 Apply for a grant from IEDA's Iowa Tourism Office **(2)**
 Appeal to others via a LETTER from the MRPC for donations for an administrator **(2)**
 Determine and identify legislative audience **(2)**
 Find a farmer to [donate the proceeds from] the grain in one bin
 Identify a program to promote the Iowa Great River Road brand with a "buy-in" program with locals [cooperative travel guide supported by the sale of advertisements]
 Fund or find a feasibility/assessment analysis to target sources MPO/RPA or Pro
 Find an Iowa DOT commissioner with good looking legs to convince DOT to increase allocation to commission (sic)
 Develop a plan for spending
 Consider the use of social media to raise awareness and money from millennials [crowd funding]
 Sell Great River Road logo [merchandise] pacifiers and headband bonkers (sic)

Question#2

"What can we do in the next 12 months to improve the administration and increase awareness of the MRPC?"

 Present the Corridor Management Plan to local authorities - City and County – at public meetings **(10)**
 Make sure Commissioners attend all state meetings and a minimum of one national meeting annually **(4)**
 Help new members get going [assign mentors] **(3)**
 Set achievable goals **(2)**
 Commissioners do what Corridor Management Plan suggests at the end of the plan (local tasks, communication, etc.) **(2)**
 Set routine stakeholder events/webinar with [tourism organizations] **(2)**
 Visit EICA's RPA/MPO [East Central Intergovernmental Association Regional Planning Affiliation or Metropolitan Planning Organization] **(1)**
 Set 2016 priorities and publish them **(1)**
 [Make available/post on the website] a one-page roster of Commissioner's phone numbers, e-mail, addresses. Include DOT contacts **(1)**
 Draft proposed legislation

 Meet with Iowa DOT Commission and present plan
 Lobby Senators and Representatives
 Attend local government meetings on a regular basis
 Meet more often or have working committees do priority tasks
 Meet locally and regularly at the county level
 More local presentations
 Write monthly newspaper articles
 Use the Great River Road brand to communicate with locals this winter
 [Install] signage
 [Install] banners in every Interpretive Center in Iowa
 Challenge local to improve signage. Make a checklist for them.
 [Provide] Great River Road vinyl clings [with the new graphic identity to businesses]
 Use the new business cards
 All members participate
 Hire a staff person for the Mississippi River Parkway Commission

Question#3
"What can we do in the next 12 months to achieve increased visitation and travel party expenditures in the Iowa Great River Road communities?
 Create an ad campaign (Jane's) challenging folks to visit each of the Interpretive Centers **(4)**
 [Offer to provide interviews on local] radio and television shows (like Fran Reiley) **(4)**
 Secure sponsorships to fund a bike trip along the Iowa Great River Road **(3)**
 Develop and implement a marketing plan **(2)**
 Lobby county/engineers to complete the Mississippi River Trail **(2)**
 Unite the Great River Road counties with a "Drive the Great River Road" promotion (product / postcard / placemat) **(1)**
 Partner with local tourism organization **(1)**
 Do an online survey of stakeholders to choose a #1 promotion action **(1)**
 [Encourage] corridor towns/cities to promote their festivals on the Iowa Great River Road website **(1)**
 Regularly post Facebook messages, encouraging desired partners to join/like
 Advertise / brand that we are the gateway to the Mississippi River
 Use an ad campaign to steer folks to our website – increase our brand identity
 Advertising
 Promote the Iowa Great River Road to Iowans!
 Have local businesses advertise that they are located on the Great River Road
 Encourage local businesses to participate in the national geo-tourism project
 Group promotions
 A "Geocaching" trip
 Have a Great River Road [scavenger] hunt
 Organize activities like fishing, boat rides
 Bring more groups/tourism (bike and bicycle) to the area
 [Print] new placemats for September
 Coupon sharing from other river "companies" [cooperative marketing]
 [Create/sell] cheap souvenirs
 [Encourage] Mississippi River Parkway Commission website to open up an events tab so festival can be posted

Question#4

"What can we do in the next 12 months to establish funding for programs associated with the Core Management Directions?"

 Ask local governments for money **(2)**

 Promote the existing Great River Road Foundation and contributions to it so stakeholders can apply for grant funding for their projects

Creation of Timeline to Implement Commission Priorities

The top priority in each of the focus areas was selected for our discussion, and attendees were asked to indicate what actions would need to be taken to implement the projects in the next 12 months and identify their willingness to follow through with the action items on the list. Following is a rough timeline for four projects:

Project #1: Request increased allocation from the state via the Iowa DOT *(by October 215)*

 July 2015: - Executive team determine needs/Identify a Plan (Edith, Jane)
- Compile a list of actions performed by the Commission in the last 12 months (Terry/done!)
- Discuss MRPC CMP progress with Craig and Stu / provide last year's request (Mary)
 August 2015: - Present the CMP to the Iowa DOT board at their August meeting
- Research when/how specific to marketing and administration assistance to create a plan that the DOT can assess and approve/check timetable and last year's presentation (John)
- Talk to Craig Paulsen and Todd Bowman re the timeliness of a request for 2016 (Edith)
- Attend meeting in Burlington (Deb)
 Sept 2015: - Write a script for the presentation (include all Commissioners attending) (Edith)
- Create a power point presentation (Edith, Mary)
- Prepare hand out materials (Marketing Plan, CMP) for DOT (Edith, Mary)
 October 2015: - Request time on the October 13 Iowa DOT board meeting the agenda (Edith)
- Make presentation to Iowa DOT board at their meeting in Decorah (Scott, Dan)

Project #2: Present the Corridor Management Plan to local authorities - City and County – at public meetings

 August 2015: - Create a template for a proclamation re the Great River Road and provide to the

Commissioners for personalization (Edith)
- Create a summary and Power point for Commissioners to use for presentations to local

City/County elected officials (John)
- Burn info to flash drives and provide to Commissioners/learn how to use a projector (Edith)
- Request time on the Allamakee Board of Supervisors agenda/ascertain that they have the equipment needed/secure handouts and present CMP (Jane)
- Request time on Clinton County Board of Supervisors as well as City Councils in Clinton and Camanche agendas/ascertain that they have the equipment needed/secure handouts and present CMP (Edith)
- Request time on Scott County Board of Supervisors agenda/ascertain that they have the equipment needed/secure handouts and present CMP (Scott)
 Sept 2015: - Request time on Dubuque County Board of Supervisors agenda/ascertain that they have the equipment needed/secure handouts and present CMP (John)
 October 2015: - Request time on city councils' agendas in Harpers Ferry, Lansing and Waukon/ascertain that they have the equipment needed/secure handouts and present the CMP (Jane)
- Request time on Lee County Board of Supervisors agenda/ascertain that they have the equipment needed/secure handouts and present CMP (Larry)

- Request time on City Councils and Board of Supervisors Clayton County agendas/ascertain that they have the equipment needed/secure handouts and present CMP (Lori)
- Request time on Burlington City Council and Dubuque County Board of Supervisors agendas/ascertain that they have the equipment needed/secure handouts and present CMP (Deb)
- Request time on City Council agendas in Davenport, Bettendorf, LeClaire and Riverdale, ascertain that they have the equipment needed/secure handouts and present CMP (Scott)
 Nov 2015: - Request time on City Councils agendas in Danville, Middleton, West Burlington and Mediapolis/ascertain that they have the equipment needed/secure handouts and present the CMP with the new Commissioner from Des Moines County (Deb)
- Request time on Muscatine County Conservation Board and City Council agenda in Muscatine/ascertain that they have the equipment needed/secure handouts and present the CMP with the new Commissioner from Muscatine County (Dan)

Project #3: Create an ad campaign challenging folks to visit each of the Interpretive Centers
 July 2015: - Secure proclamation for National office and provide to each County Commissioner to include in their presentations on the CMP to local officials (Jane)
 August 2015 - Make personal contact with local tourism bureau to provide information on driving the Great River Road in September (ALL COMMISSIONERS)
- Post a “Call to Action” to drive the Great River Road in September on Facebook page, Travel Iowa and via Constant Contact to all stakeholders (Mary)
- Contact local television station (i.e. Fran Reiley) to offer to provide an interview about driving the Great River Road in September (Edith, Dan, Scott)
- Contact local television station (KWWL and KCRG) to offer to provide an interview about driving the Great River Road in September (Jane)
 September - Contact local television station (Channel 6) to offer to provide an interview about driving the Great River Road in September (Lori)
- Deliver handouts about driving the Great River Road to local restaurants (Lori)

Project #4: Ask local governments for money
 July - Have discussions with the UERPC RPOs (i.e. Rachelle Howe) and ask for ideas on how to fund an administrative position (Jane)
 September - Provide new Great River Road signage/branding material for Commissioner’s use with marketing plan and financial requests determined at August meeting (Mary)
 November - Develop a list of potential individual donors in my county (Edith)
- Use marketing plan to demonstrate need for cash from local authorities and Interpretive Centers (John)
 December - Use marketing plan to appeal to County Supervisors and possibly City Council to demonstrate need for cash from their budgeting process (Dan)
- Use marketing plan to appeal to County Supervisors to demonstrate need for cash from their budgeting process (Scott)
 January - Will go to local governments to provide documentation ask for money (Jane)

Session Wrap Up

At the close of the session, Terry thanked the attendees for their active participation, and stated that within two weeks she will provide a session report for Mary to distribute to the Mississippi River Parkway Commission members.

Summary

It is evident that with the new Corridor Management Plan, excitement is building and many ideas have emerged. During the planning meeting, it was apparent that there is surplus of proposals, and scarcity of time and manpower to accomplish the long list of projects and activities.
With a fresh perspective on its mission and an appreciation of what has been accomplished, the Mississippi River Parkway Commission should use the information in this report to move forward in a direction based on the desires of the Commission members.

Recommendations for Next Steps

 Add the duties of the Commission (your mission), a list of accomplishments and roster of names/contact information for Commissioners to your website.

 Move forward with the implementation steps for the four priority projects that are outlined in this report.

 At your August Commission meeting, review all of the proposed initiatives listed in this report to determine additional projects that could be added to the program of work for the coming year, and what should be moved to a later date (long range/next year's plan) or dropped. Thoughtfully take into account your budget/time restraints before adding any of the projects that were not identified as priorities.

 Add implementation steps to the additional priorities that the Commission has selected for inclusion on your program of work. Appoint a Champion for each project who will create detailed action plans and assign responsibilities. Be sure to include every step necessary to complete the activity, a timetable, and the name of the person responsible. If you can't find an individual who will accept responsibility for an activity, it shouldn't be on the action plan.

Feel free to contact me if you have any questions.
Terry Poe Buschkamp I 515.725.3075 I terry.buschkamp@iowa.gov.

This is our Strategic Plan for the development of the Great River Road Corridor Management Plan.

Marketing Workshop- Shawna Lode- Facilitator August 2015

Preparation Questions were sent to commissioners in advance:

1. Who is the target audience?
    a. Primary:
    b. Secondary: (if applicable)
2. What is the target market?
3. What are the goals?
4. How will they be measured?
5. What is the desired action? Click? To web? Too social? Like? Call?
6. What is the message?
7. How is it best delivered? Advertising? Social media? Blog? Media relations?
8. What is the budget?

Who is the primary target audience?
Boomer Leisure travelers (women 55-65 largest demographic)
Where are the travelers drawn from?
Regional draw: from the West I-29 through Des Moines and East into Illinois to Chicago.
Other target areas? Minneapolis, Probably not south into Missouri

Goals: What do you want people to do in response to the ad?
Action step... link to GRR web site and Phone for product

- www.IowaGreatRiverRoad.com
- 800- 345-IOWA for print mailings. (Travel Iowa and DOT coordinate.)

Message: What are you selling?
The river, Midwest welcome/ nice people, History (US move west and ancient), Outdoor, the river, scenery, communities with unique culture, recreation, National byway, 3rd most popular global destination

Draft summary of message:
The Iowa GRR is the world's third most sought after river destination. This nationally recognized (designated) scenic byway is home to charming riverfront communities rooted in history, with abundant wildlife encounters, and recreation.

What is the best delivery method for this message?
Discussion: Print, online, billboards, radio/TV?
Magazines with related content, web, billboards, targeted radio/TV

Travel Iowa Partnership Program

Wait listed:

- Preservation Magazine $900
- Minneapolis Star Tribune $600

Ready

Travel Iowa- Web site	Remarketing reminders guaranteed 50,000 impressions- and 1,000 clicks Jan - March	$ 1,000
Casey's General Store	Out of Home - 10 gas pump- toppers. you choose the stores (April- June)	$ 2,650
Iowa Travel Guide	½ page ad	$ 1,350
Iowa Outdoors	DNR Magazine ad	$ 225
Eastern Iowa Tourism	¼ page once a year	$ 495
Midwest Living Magazine		$ 3,450
"O" Oprah magazine		$ 2,300

Other discussion:

- The GRR has seasons outside the prime Iowa tourism primary target ad dates. March – May. Early Spring Eagle watching around March and a fall push for GRR is appropriate.
- Reserve balance of marketing funds for graphic development and Fall promotion.
- Consider motorcycle community promotions.
- Jane: local radio "103.5" program buy. $103.50 ad cost and tag words. Trivia about GRR on the air all week with a Friday prize of $103.50.

Other Opportunities

Constant Contact
MRPC will soon have access to the GRR CMP Constant Contact account. DOT can manage the renewal from the MRPC budget, but using it will be up to MRPC. Newsletters can be distributed through this and stakeholder contacts from the CMP need to be maintained.

Face Book https://www.facebook.com/IowaGreatRiverRoad?ref=aymt_homepage_panel
MRPC also has a GRR Facebook page but management is not in place and postings have been rare. A valid FB presence requires regular postings.
The last three posts are:

- DOT New web page for the 2015CMP,
- Newsletter release on CMP from Constant Contact,
- Notice about the new Iowa Great River Road byway signs coming in 2016. The last

post before that was May 2014.

This is our Strategic Marketing Plan thru 2019 when we will again evaluate.

Mississippi River Connections Collaborative

NEWS RELEASE

For Immediate Release:
March 14, 2017
Release No.: 17-01

Contact:
Roxane Krutsinger (314) 331-8624
Roxane.B.Krutsinger@usace.army.mil

"Year of"...Trails on the Mississippi River

St. Louis, MO- The Mississippi River Connections Collaborative (MRCC) is celebrating the Year of Trails on the Mississippi River! Each year, the MRCC invites local businesses, non-profit groups, and government agencies from the 10 states that border the Mississippi River to create events in their communities that highlight the variety of ways that people recreate along the River. The Year of Trails 2017 features the many types of trails that provide spectacular views of the mighty Mississippi including hiking, walking, biking, running, and paddling trails.

The mission of the Year of Trails is to offer at least 100 hiking, biking, running, or paddling events for youth and families that utilize trails along the Mississippi River. Each event will visitors with the chance to experience the sights and sounds of the river as it changes throughout the year. Many of the events will incorporate an educational component about responsible land use and highlight the vital role that volunteerism plays in maintaining trails on Public Lands.

There will be events hosted in all 10 states that border the Mississippi River! To find an event near you, visit our calendar of events at www.facebook.com/MississippiYearOf/. To have your event listed on the Year of Trails calendar, contact Roxane Krutsinger at MRCCYearof@gmail.com. Eligible events will be sent Year of Hiking swag to give away at your event!

2017 Year of Trails along the Mississippi River
A Series of Events by the Mississippi River Connections Collaborative

-end-

Mississippi River Connections Collaborative
POC: Roxane Krutsinger (314) 331-8624
Mississippiriver.natgeotourism.com

Register Your Event

What is the Year of Trails?

The Year of Trails (YOT2017) is a series of events hosted by partner organizations along the Mississippi River, including local businesses, non-profit groups and government agencies. These events will bring residents and visitors out to experience the sights and sounds of the river as it changes throughout the year.

Our Goal: Connect people with the Mississippi River through hiking, biking, running, and paddling trails and to highlight the importance of community involvement in trail maintenance.

The Objectives:

*Offer at least 100 hiking, biking, running, or paddling activities and events for youth and families that utilize trails along the Mississippi River.

*Incorporate an educational component about responsible land use into each Year of Trails 2017 event.

*Promote volunteerism and highlight the vital role that it plays in maintaining trails on Public Lands.

Agency/Organization

Contact Name

Title

Street Address

Street Address Line 2

City

State

Zip Code

Phone Number

Email Address

Description of event

Tell Us About Your Event -

Below are some additional questions that will help us measure success.

Ages Served

- ○ Children
- ○ Families
- ○ Adults
- ○ Seniors
- ○ Organized Group e.g. school, church, senior, etc.

Year of Trails

Objective Met

- ☐ Hike
- ☐ Leave no Trace or Land Ethics program/class
- ☐ Volunteer
- ☐ Bike
- ☐ Run
- ☐ Paddle

Email your completed form to: MRCCYearOf@gmail.com

Submitting your attendance numbers: Following your event please provide your attendance information to the YOT Committee. Include attendance numbers, ages, served, type of event and any other information that will assist in preparing our year end report.

LOCAL

Trail work comes to an end

Bettendorf marks completion of riverfront attraction

DEIRDRE COX BAKER
dbaker@qctimes.com

The newest bike path section in Bettendorf is so popular with bicyclists, officials said it was a challenge have lines painted along the path, separated several yards from U.S. 67 on the east edge of the city.

The segment represents Bettendorf's last section of the Mississippi Riverfront Trail, and it was celebrated on Tuesday with a ribbon-cutting event.

Bettendorf Mayor Bob Gallagher talked about the "connectivity" that exists between Bettendorf and communities up and down the Mississippi River.

Currently, cyclists can travel from Princeton, Iowa, to Concord Street in west Davenport. Some of the trail is separated from U.S. 67, some of it is in the form of four-foot-wide shoulders along the highway.

From start to finish, the Mississippi River Trail stretches more than 3,000 miles of on-road bike lanes and pedestrian and bicycle paths from the river's headwaters in Itasca, Minnesota, to the Gulf of Mexico.

Bettendorf's portion on Tuesday featured a new bridge over Crow Creek and cost $670,000. It was designed by Bryce Johnson of J&M Civil Design, Bettendorf, and built by Valley Construction, Rock Island.

Johnson described the site as somewhat challenging, as it involved a ditch and a creek and was along a busy highway.

The permitting process, with the Iowa Department of Transportation, the Iowa Department of Natural Resources and other government bodies was more complex, but it ended with a steel-and-concrete bridge that is placed high over the creek.

These bike trails add to the overall health of the Quad-Cities and are attractive to tourists, the Bettendorf mayor said.

Decker Ploehn, Bettendorf city administrator, is with the Quad City Health Initiative and Be Healthy Quad-Cities. The trail project is a collaborative effort to promote overall health in the community, he said.

The trail transitions to the highway shoulders east of 62r Street Court, according to Steve Grimes, director of the Better dorf Parks and Recreation Department.

Talks are going on now with Le Claire and the Bi-State Regional Commission, Denise Bulat

DEIRDRE BAKER, QUAD-CITY TIMES

A new bridge is part of the last portion of the Mississippi River Trail in Bettendorf. It is a steel-and-concrete bridge over Crow Creek and adjacent to U.S. 67.

Trail

From A5

said, while sitting on her bicycle on the new trail portion. A separate trail from the highway will wind through LeClaire, and ultimately, Princeton as well.

But Bulat, an avid bicyclist in addition to being executive director of the Bi-State Regional Commission, said the wide shoulders on U.S. 67 are a "huge improvement" on the route, overall.

Bettendorf now has 13 miles of separated trails, two miles of bike lanes along a roadway and 12 miles of recreation trails along greenways and the Mississippi River.

In addition to the separate trail celebrated in Bettendorf on Tuesday, a trail along Forest Grove Road from Utica Ridge Road to International Drive is to be completed this year. There also are bike lanes that will be built along Forest Grove Road.

IOWA LIFE

OUTDOORS

7 NATURAL WONDERS OF IOWA

MISSY KEENAN SPECIAL TO THE REGISTER

ABOUT 93 PERCENT OF IOWA'S LANDSCAPE IS DEVOTED TO FARMLAND. WHILE A VAST EXPANSE OF CORN AND SOYBEAN FIELDS CAN BE BEAUTIFUL IN ITS OWN RIGHT, SOMETIMES YOU MIGHT CRAVE SOME VARIATION. LOOKING FOR A CHANGE OF SCENERY THIS SPRING? CHECK OUT THESE SEVEN NATURAL WONDERS OF IOWA, ALL OF THEM JUST A SHORT DRIVE AWAY:

Pikes Peak State Park

Location: McGregor

The skinny: Pikes Peak near McGregor has 11¼ miles of trails and a campsite with 70 spots, but the park is best known for stunning, sweeping views of the Mississippi River.

Quotable: While on a motorcycle trip to eastern Iowa last summer, Brooke Hundling stopped at Pikes Peak with her husband and friends to take in the view. "It is for sure the best view of the Mississippi," Hundling said. "You can see for miles and miles. It's hard to believe there is still that much land and water that isn't developed and is just left as nature. It really is beautiful."

While you're there: Hike through bluffs and valleys and explore limestone walls featuring fossil remains. Pass by Bridal Veil Falls and take a picnic lunch to Point Ann with its breathtaking views. Just 13 miles north, check out Effigy Mounds National Monument in Harpers Ferry. Hundreds of years ago, Native

Dunning Springs Park

Location: Decorah, in northeast Iowa

The skinny: Within the city limits of Decorah, Dunning Springs Park features a breathtaking 200-foot waterfall.

Quotable: Scott Timm and his family live in Fairfield but are moving to Decorah this summer in part for the beautiful scenery and outdoor recreation opportunities abundant in northeast Iowa. "Dunning Springs Park is a must-see for families visiting the area," Timm said. "The waterfalls are very accessible and close to the parking area. The trail leads only about five minutes uphill to where the spring water just roars out of the hillside."

While you're there: Dunning Springs Park offers hiking, picnicking, and stunning views. Also visit the Decorah Ice Cave just a few miles away. Kept cold by a glacier deep below, the cave has ice on the walls even in July and August. Bring flashlights. When you're done exploring, try a couple of samples at Decorah's popular breweries — Toppling Goliath and Pulpit Rock.

Maquoketa Caves State Park

Location: Maquoketa, in eastern Iowa

The skinny: Maquoketa Caves State Park is arguably our most unique state park, featuring more caves than any other Iowa state park, a trail system linking the caves, limestone formations and rugged bluffs.

Quotable: "Our kids love caving and exploring," said Fairfield's Scott Timm. "There are miles of trails leading to self-guided caves ... You will get muddy, and flashlights are a must. Their park rangers and the visitors' center are particularly helpful." "So many people mistakenly believe our state is completely flat," said Krista Jacob of Des Moines. "But you really see our state's geographical diversity at Maquoketa Caves. The caves are a nice contrast to the terrain of central Iowa, and they are surrounded by the beautiful rolling hills depicted in some of Grant Wood's paintings. We met other campers who had traveled long distances to bird watch because apparently there is quite an array of birds there."

While you're there: Hike the trails and explore the caves of all sizes and shapes. Some caves are large enough to feature lighted walkways, while others you'll have to crawl into with a flashlight.

The Quad City Times | Sunday, July 9, 2017

Nahant Marsh celebrates Moth Week

In cooperation with the Scott County Master Gardeners, Nahant Marsh, 4220 Wapello Ave., Davenport, will celebrate National Moth Week on Saturday, July 29, at 8 p.m., followed by black-lighting at 9 p.m., concluding by midnight.

Light snacks and beverages will be provided. Advanced registration is recommended. There is no fee for the program, but donations are welcomed. Call 563-336-3374 or register at www.nahantmarsh.org/event/moth/.

The national celebration begins with a presentation by Moni Hayne. Moni is the author of the e-book, "Garden Insect Pests: Pictures for Identifying and Organic Controls" and is an expert in the field of entomology. After the presentation, participants will observe how black-lighting is used to document and identify moths.

Nahant Marsh is a 265-acre nature preserve nestled in southwest Davenport. The largest urban wetland on the upper Mississippi River, it is part of a 513-acre wetland complex comprised of several habitats including, marshes, open water, vernal ponds, tall-grass prairie, sand prairie, and bottom-land woods.

Nahant has three miles of hiking trails and boardwalks; a bird blind, dock, and raised platforms for wildlife viewing and photography; two shelters for picnicking and an education center that offers various programs, education animals, and interpretation of the site.

The Nahant Marsh Education Center is open Monday through Friday from 8:30 a.m. to 4:30 p.m. and Saturday from 9 a.m. to 3 p.m. Preserve trails are open daily from sunrise to sunset.

Iowa Mississippi River Parkway Commission, Inc.

Supporting Iowa's Great River Road

January 10, 2017

Dear:

The Mississippi River Parkway Commission (MRPC) is a multistate organization that works collectively to preserve, promote, and enhance the scenic, historic and recreational resources of the Mississippi River; to foster the economic growth of the corridor; and to develop the national, scenic and historic parkway known as the Great River Road. As part of the MRPC, the Iowa MRPC focuses on the same mission objectives for Iowa's portion of the National Scenic Byway, the Iowa Great River Road, and the Mississippi River Valley.

The Iowa MRPC is comprised of ten non-compensated commissioners who work to promote Iowa's Great River Road on behalf of the ten Iowa Counties the road runs through and the approximately 500,000 Iowans who live in those counties. During Fiscal Year 2015, we completed the 2015 Corridor Management Plan (CMP) and presented it to the local officials and members of the Iowa State Legislature. The 2015 CMP offers ten points about the IOWA Great River Road and the challenges the Iowa MRPC faces. For example, it describes the 341-mile route through Iowa's 10 eastern counties along the Mississippi River and the more than 500 sites which provide the authentic qualities of scenery, nature, history, archaeology, culture, and recreation. Most importantly, it confirms that the current unjustifiable low legislative financial support for the Iowa MRPC limits its ability to make any real accomplishments towards meeting its statutory responsibilities.

Governor Branstad and Iowa Legislators, (29 representatives and senators represent the ten counties along the road) have encouraged the MRPC to seek partnership funds to use to market the Iowa Great River Road; to assist Iowa with expenses for hosting the 2017 Annual Meeting of the National Mississippi River Parkway Commission September 19 – 21, 2017; and to expand the economic development impact of GRR tourism in Iowa's ten counties along the east coast.

The IA MRPC cannot continue to promote the Great River Road without contributions from you our partner and stakeholder. Please consider a donation in the amount of $500.00 to support the commission's work promoting the Iowa Great River Road. For your convenience, a donor sheet is enclosed. All donations are greatly appreciated.

Any questions regarding this request may be directed to the current serving Iowa MRPC chairperson, Edith Reiss Pfeffer, 563-243-7751 or edithrpfeffer@gmail.com.

Respectively,

John Goodmann, Iowa MRPC Inc. Chair

Edith Reiss Pfeffer, Clinton County Representative

John Goodmann
Chair
Dubuque County

Scott Tunnicliff
Vice Chair
Scott County

Lisa Walsh
Secretary
Des Moines County

Jane Regan
Treasurer
Allamakee County

Edith Pfeffer
Clinton County

Daniel Petersen
Muscatine County

Jay Schweitzer
Louisa County

Martin Graber
Lee County

Vacant
Clayton County

Vacant
Jackson County

Iowa Mississippi River Parkway Commission, Inc. is a 501 (c) (4) accepting tax deductible contributions to support the Iowa Great River Road and the work of the Iowa Mississippi River Parkway Commission

Iowa Mississippi River Parkway Commission, Inc.

Supporting Iowa's Great River Road

To: Jane Regan, Treasurer
Iowa Mississippi River Parkway Commission, Inc.
P. O. Box 34
Harpers Ferry, Iowa 52146

Enclosed is my/our partnership contribution to the Iowa Mississippi River Parkway Commission, Inc. to market the Iowa Great River Road; to assist Iowa with expenses for hosting the 2017 Annual Meeting of the National Mississippi River Parkway Commission September 19 – 21, 2017; and to expand the economic development impact of GRR Tourism in Iowa's ten counties in the amount of $_____. Please make checks payable to **Iowa Mississippi River Parkway Commission, Inc.**

_____$2500.00 _____$1500.00 _____$1000.00 _____$750.00

_____$500.00 _____$250.00 _____$150.00 _____ $100.00

_____ other

_____
Name

_____
Business Name

_____
Address

_____
City/Town

_____
State Zip

_____
Phone

_____
Email

The Iowa Mississippi River Parkway, Inc., is a 501 (c) (4) Tax-Exempt Organization. Contributions to our organization are not deductible to donors under section 170 (c) (2) of the Code. Businesses that make donations to a 501 (c) (4) might be able to take a deduction as a business expense, such as an advertising expense, depending on the nature of the donation

John Goodmann
Chair
Dubuque County

Scott Tunnicliff
Vice Chair
Scott County

Lisa Walsh
Secretary
Des Moines County

Jane Regan
Treasurer
Allamakee County

Edith Pfeffer
Clinton County

Daniel Petersen,
Muscatine County

Jay Schweitzer
Louisa County

Martin Graber
Lee County

Vacant
Clayton County

Vacant
Jackson County

Iowa Mississippi River Parkway Commission, Inc is a 501 (c) (4) tax-exempt organization accepting contributions to support the Iowa Great River Road and the work of the Iowa Mississippi River Parkway Commission

Effigy Mounds Mint Coin

Des Moines Register
Sat, Feb 4, 2017

WHAT IOWANS ARE TALKING ABOUT

SPECIAL TO THE REGISTER

The Effigy Mounds National Monument will be honored with a quarter planned to launch next week.

Minted coin will honor monument in Iowa

THE DES MOINES REGISTER

The Effigy Mounds National Monument will be honored with a quarter planned to launch next week.

The United States Mint said in a press release Friday that the prehistoric mounds, which are located in Harpers Ferry, will be featured on the 36th release of its Beautiful Quarters Program, a 12-year initiative. It joins a collection that is set to honor a total of 56 national parks and other sites.

There will be a ceremony celebrating the reveal of the coin at 10 a.m. Tuesday at Allamakee Community School District High School Gym in Waukon. $10 rolls of newly-minted Effigy Mounds National Monument quarters will be available for exchange following the event, the release said.

Fourth-generation Iowan Richard Masters is the designer of the quarter, and the release said he'll receive "special recognition" at the ceremony Tuesday. Masters is an artist in the United States Mint Artistic Infusion Program, and has designed coins and medals for more than 10 years.

There will also be a coin forum from 5:30 to 6:30 p.m. on Monday at the Effigy Mounds National Monument Visitor Center. It's an opportunity for the public to learn more about upcoming United States Mint coin programs and initiatives and express their views about future coinage, the release said.

Office Use:
Date Received: _____
By: _____

Mississippi River Parkway Commission
Honorary Membership Nomination

State Commission: IOWA MISSISSIPPI RIVER PARKWAY COMMISSION

Name of Honoree: JANE REGAN, ALLAMAKEE COUNTY IOWA COMMISSIONER

Rationale: (Brief description of nominee's accomplishments. Use additional sheets if necessary)

Allamakee County MRPC Commissioner Jane Regan has faithfully served the Iowa MRPC for the last six years. During this time, she has served on the Marketing Committee where she served the last four years as chair. She has prepared ads for Travel Iowa and Eastern Iowa Tourism travel guides. In addition, she has purchased billboards and prepared and purchased ads for radio. Her first assignment was working on the Iowa website, the prior commission had purchased from a local vendor; trying to learn the system, inputting data and finally, determining it was impossible to use this web-site. She encouraged the commission to moved forward and connect with Travel Iowa to manage our new website. She requested yearly, quarterly, and finally monthly reports so we may follow who is using the website. She has spent hours analyzing the results and the impact on Northeast Iowa tourism. Finally, she represented the Iowa MRPC as we have worked to set-up the National Geographic website. In addition, she provides thoughtful insight at commission meetings. She has served on the National MRPC Marketing Committee for six years sharing her business knowledge. When the Clayton County MRPC position was vacant, Jane again stepped up and represented both counties. She has also appeared before many groups in her county telling the story of the Great River Road including county supervisors, conservation board, and other public interest groups. During the last six years, she has also served as Treasure of the Iowa Mississippi River Parkway, Inc., Iowa's 501(c)(4). Her last community project was serving as co-chairman of the fund-raising committee for the Driftless Area Education and Visitor Center for the Allamakee County Conservation Foundation. Serving as a commissioner, heightened Commissioner Regan's interest in seeing the 2012 National Scenic Byway Grant used to promote the Driftless Area in Northeast Iowa by the completion of the Driftless Area Education and Visitor Center building project which is completely paid for. Finally, she has been an invaluable resource as the State of Iowa MRP Commission has planned this 2017 Annual MRPC meeting in her home county.

It is with great pride the Iowa Mississippi River Parkway Commission nominates Jane Regan for Honorary Membership on the Mississippi River Parkway Commission.

Recommended by the Iowa Mississippi River Parkway Commission on this 17th day of July 2017.

Attested to by State Chair Edith Reiss Pfeffer.

Signature: Edith Reiss Pfeffer

Date: July 17, 2017

Nominations for Honorary Membership to the Mississippi River Parkway Commission must be received at the MRPC National Office by September 1, annually to be considered by the Nominating Committee.

Office Use:
Date Received: _____
By: _____

Mississippi River Parkway Commission
Honorary Membership Nomination

State Commission: IOWA MISSISSIPPI RIVER PARKWAY COMMISSION

Name of Honoree: SCOTT TUNNICLIFF

Rationale: (Brief description of nominee's accomplishments. Use additional sheets if necessary)

Scott County Iowa MRPC Commissioner Scott Tunnicliff has served for the last three years as a member of the Iowa Commission. While serving on the Iowa MRPC, Scott has been a member of the Culture and Heritage Committee sharing his expertise in this area at the State and National level. (Note: He is the Director for the Hill Top Campus Village, A Main Street Community in the City of Davenport.) Scott has made yearly visits to the three interpretive centers in Scott County providing them with the ten state MRPC Map, the Iowa tear sheet map and the Iowa Byways booklet, and keeping these center advised of our activities and promotions. He has trained several staffs. Commissioner Tunnicliff participated in promoting the Great River Road at events in Scott County by staffing booths at the Farmam Dinner and the The Great Race while conversing with visitors about the Great River Road in the Quad Cities. Scott has made requests for funding for the Iowa Mississippi River Parkway Commission, Inc., our 501(c)(4) tax exempt organization. He has been highly successful raising funds from several Scott County cities. Commissioner Tunnicliff has met with city councils, board of supervisors, By-State Regional Planning and interpretive centers staffs training them about the Great River Road. He has collaborated with Kathy Wine and River Action, INC. to achieve funding for the First Bridge Project in downtown Davenport. In addition, he has been involved in the completion of the Mississippi River Trail (MRT) in Bettendorf and Riverdale, Iowa. Finally, he has worked with Brian Ritter, Director of NaHant Marsh Education Center to unprove signage along the Great River Road (Hwy 22) and Interstate 280 for NaHant Marsh Education Center, a MRPC National Interpretive Center.

It is with great pride the Iowa Mississippi River Parkway Commission nominates Scott Tunnicliff for Honorary Membership on the Mississippi River Parkway Commission.

Recommended by the Iowa Mississippi River Parkway Commission on this 17th day of July, 2017.

Attested to by Iowa State Chair Edith Reiss Pfeffer.

Signature: Edith Reiss Pfeffer

Date: July 17, 2017

Nominations for Honorary Membership to the Mississippi River Parkway Commission must be received at the MRPC National Office by September 1, annually to be considered by the Nominating Committee.