Iowa
Mississippi River Parkway Commission

2018-2019 Annual Report
September 2019

MARTIN GRABER, Chair
Iowa Mississippi River Parkway Commission

2018-2019
Iowa Mississippi River Parkway Commission

Explore Iowa's Great River Road

Jim Janett
Allamakee County

Jenna Pollock
Clayton County

John Goodmann
Dubuque County

Vacant
Jackson County

Clyde Bradley
Clinton County

Ann Geiger, Secretary
Scott County

Vacant
Muscatine County

Jay Schweitzer
Louisa County, Treasurer

Lisa Walsh
Des Moines County, Vice Chair

Martin Graber, Chair
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.

Iowa Commissioners' General Activities

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

The National MRPC Annual meeting was hosted by West Memphis, Arkansas in October 2018. In April 2019, the semi-annual meeting was held in Clarksdale, Mississippi, and each meeting was attended by half the Commissioners.

Commissioners visit the eighteen Interpretive Centers and focus particularly on their respective Centers within their individual counties and provide materials for distribution and review the activities of each center and address any concerns.

The Iowa MRPC met on six separate occasions in the past year. July 16, 2018 at the Community Center in Princeton, Iowa; October 15, 2018 at the National Button Museum at the History and Industry Center in Muscatine; November 30, 2018 was a called meeting by phone; February 26, 2019 at the Heritage Center Museum in Burlington, Iowa; April 22, 2019 at the City Hall in Bellevue, Iowa, and July 15, 2019 at the Sawmill Museum in Clinton. Minutes of these meetings are included as a part of this report.

Individually commissioners have been telling the Great River Road story in their individual counties. In addition many commissioners meet with their elected officials and local citizens in addition to a formal annual meeting.

IOWA MRPC BUDGET

The FY-2019 budget for the Iowa MRPC was approved by the Iowa DOT for $40,000.00. The budget includes 2019 National MRPC dues, Iowa Byways Foundation Membership, Eastern Iowa Tourism Dues, Marketing expenses, MRPC conferences and Iowa Commission meetings and travel expenses, and Administrative expenses. Reporting under budget this year because of vacant positions on the Commission which would have increased budget usage.

Fiscal Year Budget

Item	Description	Iowa DOT	Amount	Balance
1	MRPC Annual Dues	$15,000	$15,000.00	$0.00
2	Annual Meeting- East Memphis, Arkansas	$4,600.00	$4,012.24	$587.76
3	Semi-Annual Meeting, Clarksdale, Mississippi	$4,500.00	$3,233.64	$1,266.36
4	Travel/meals in-state	$2,215.00	$1,322.83	$892.17
5	Iowa Byways Foundation	$500.00	$250.00	$250.00
6	Iowa Eastern Tourism Dues	$135.00		$135.00
7	Administration	$300.00	$14.00	$287.00
8	Marketing	$12,600.00	$5,741.25	$6,858.75
9	National Byways Foundation	$150.00		$150.00
Total		$40,000	$29,572.96	$10,427.04

ADVOCATING ACTIVITIES

Marketing

The Commission is continuing to focus on raising awareness of the Road and to catch the attention in different ways than have been used before.

Passports are available at the Interpretive Centers for visitors to take and focus on visiting centers of which they may not have been aware. They have been shown to very popular with visitors.

The Commission is currently reviewing how to engage motorcyclists and is preparing to work with local businesses to create interest and traffic.

Previously used marketing has been used again. Radio ads in various markets highlighting the Interpretive Centers – area specific – were done in June and July. This resulted in a large increases in on-line traffic, which has shown longer times spent than is usual for on-line visitors. The national office is again sponsoring on-road activities.

The foundation portion of the Iowa MRPC – Mississippi River Parkway Commission Foundation, Inc. printed a passport for motorcyclists. Each page has been purchased by a business along the Road, and in addition to an advertising fee, they have provided a gift card. T

Great River Road Interpretive Centers

Iowa has 18 Interpretive Centers, which is more than any other state. Each Center is supplied with Great River Road tear sheets, Iowa Byways Travel Guide, the MRPC National Maps and a new banner. The banners were re-designed, have QR Codes to be cell phone friendly, and seem to elicit a positive response. Each Interpretive Center is encouraged to list their center and weekly activities on our new Iowa Tourism website – ww.iowatourism.com/greatriverroad. The Interpretive Centers are also encouraged to list events on experiencemississippiriver.com.

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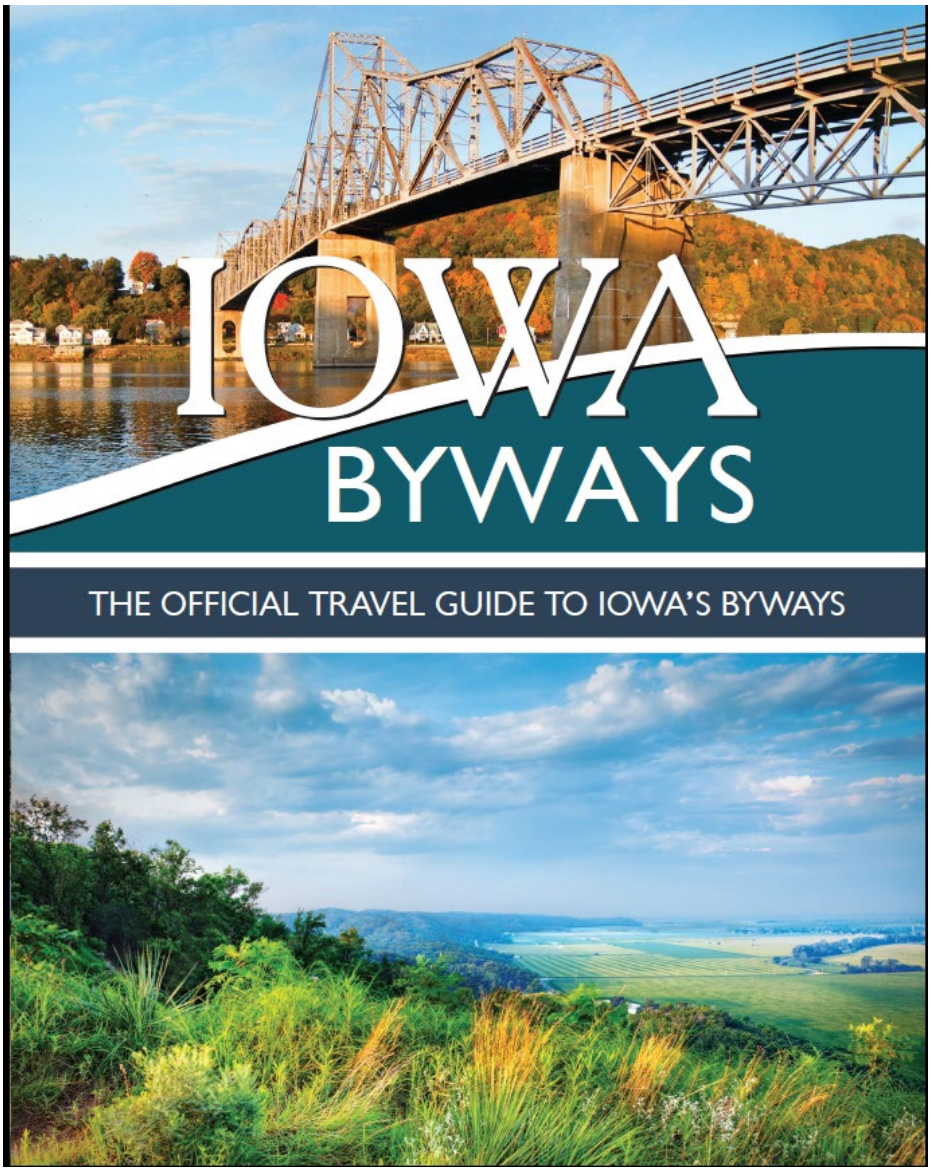
Iowa Byways Travel Guide

The Iowa MRPC in cooperation with Iowa's other designated byways and the Iowa Department of Transportation is featured in the high quality travel guide showcasing the Iowa Great River Road in four pages and the other ten designated Iowa scenic byways. This visitor friendly guide invites travelers to extend their Iowa visits and experience more of Iowa's nearby attractions that 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.



Iowa Great River Road National Scenic ByWay

INTERPRETIVE CENTERS

To plan your trip and find more information visit us at:
https://iowagreatriverroad.com/
To order free materials and see more Iowa Byways visit us at:
www.iowabyways.org
or call Iowa DOT 515.239.1664

IOWA BYWAYS

GREAT RIVER ROAD IOWA

NATIONAL SCENIC BYWAY

THE ROAD

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 the oldest Bridge in Iowa and is listed on the National Register of Historic Places. It is now showing its age. Burlington stopped letting vehicles travel across Cascade Bridge in 2008, and eliminated 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. As of this date, the bridge has not been replaced and no funding is available to the City of Burlington.

Early this year local citizens met in an attempt to determine the future of the bridge. Lisa Walsh, Des Moines County Commissioner, has played an active part in those discussions, and Martin Graber, MRPC Chair, has attended via telephone. In August, Terri McCullough, National Pilot, joined the discussion. The Commission is involved in future discussions to lend interest at a national level to the ongoing discussion regarding the bridge.

Bellevue

This past year the Commission was made aware of the Young Museum in Bellevue. Mr. Young and his wife left their house, and funds for maintenance, to preserve its contents. At one point the City of Bellevue wanted to demolish the house because the funding ran out, but citizens rallied to save it, and it was given to them to preserve. In this house is the paperwork for the development of the Great River Road as a national byway. The legal documents are signed by the governors of the states at the time it was approved by Congress in 1938. Also included are maps and letters sent back and forth to Washington D.C. Within a year the precursor of what is now the Mississippi River Parkway Commission was formed, and the documents for that are also included.

The Commission is in support of activities surrounding any preservation of these documents and is actively working to help where possible and looking to a future where all citizens will be able to see the remarkable contents of this house.

Iowa Interpretive Centers

Driftless Area Education & Visitor Center
Lansing, Iowa

Effigy Mounds National Monument
Harpers Ferry, Iowa

Motor Mill Historic Site
Elkader, Iowa

Guttenberg Fish Hatchery
Guttenberg, Iowa

National Mississippi River Museum and Aquarium & National Rivers Hall of Fame
Dubuque, Iowa

E.B. Lyons Interpretive Center/Mines of Spain Recreation Area
Dubuque, Iowa

Hurstville Interpretive Center
Maquoketa, Iowa

Heritage Center Museum
Burlington, Iowa

The Sawmill Museum
Clinton, Iowa

Mississippi River Eco Tourism Center
Camanche, Iowa

Buffalo Bill Museum & River Pilots Pier
LeClaire, Iowa

Putnam Museum of History & Natural Science
Davenport, Iowa

Nahant Marsh Education Center
Davenport, Iowa

Pine Creek Grist Mill
Muscatine, Iowa

Toolsboro Mounds & Museum
Wapello, Iowa

Old Fort Madison
Ft. Madison, Iowa

George M. Verity Riverboat Museum
Keokuk, Iowa

ADDENDUM

At the time of printing, the national committee assignments have not been made due to the anticipation of three new commission members.

Commission

COMMISSIONERS	COMMITTEES	CONTACT INFORMATION	TERM
ALLAMAKEE COUNTY Jim Janett Allamakee County Conservation 1944 Columbus Rd Lansing, IA 52151		accb.director@gmail.com PH: 563-538-0402 Cell: 563.-569712	06/30/2021
CLAYTON COUNTY Jenna Kristine Pollock 23929 Aspen Avenue Volga, IA 52077	**Nat'l Culture & Heritage** **Iowa Byways Committee**	jpollock@claytoncountyia.gov Ph: 563-380-7808 Cell: 563-880-1457	06/30/2021
CLINTON COUNTY Clyde Bradley 1655 Garrett Avenue Clinton, IA 42732		patty-bradley@hotmail.com Ph: 563-242-1233	06/30/2019
DES MOINES COUNTY Lisa T. Walsh 6172 Nikonha Place Burlington, IA 52601	lwalsh@mybd.com (work) Use cell & this email	lwalsh6172@gmail.com Ph: 319-752-0912 Cell: 319-850-1950	06/30/2019
DUBUQUE COUNTY John A. Goodmann 1306 Tomahawk Drive Dubuque, IA 52003		jgoodmann@real-good.com Work: 563-559-4350 Cell: 563-599-4350	06/30/2019
JACKSON COUNTY Vacant			
LEE COUNTY Martin L. Graber 2163 North Fork Drive Fort Madison, IA 52627	**Iowa MRPC Chair**	col_graber@yahoo.com Ph: 319-372-1896 (work Cell: 319-470-5522	06/30/2019
LOUISA COUNTY Jay Schweitzer P.O. Box 112 Columbus Junction, IA 52738	**Iowa MRPC Treasurer**	Jayts@yahoo.com Work: 319-728-2219 Home: 319-728-3180	06/30/2021
MUSCATINE COUNTY Vacant			
SCOTT COUNTY Ann Geiger 226 N. River Dr, Box 226 Princeton, IA 52768	**Iowa MRPC Secretary**	geiger@mchsi.com Ph: 563-289-3267 Cell: 563-508-3945	

MRPC TECHNICAL SUPPORT

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Department of Natural Resources Margo Underwood 609 S. Shore Drive Clear Lake, IA 50428	**Iowa MRPC Advisory** **Nat'l Enviro, Rec & Ag**	Margo.Underwood@dnr.iowa.gov Ph: 641-420-3896
Department of Natural Resources **Parks**		Randy.Schultz@dnr.iowa.gov
Economic Development Authority LuAnn Reinders East Grand office Park 200 East Grand Avenue Des Moines, IA 50309	**Iowa MRPC Advisory** **Nat'l Marketing**	Luannreinders@iowaEDA.com Ph: 515-725-3090
US Army Corps of Engineers Ron Deiss Clock Tower Bldg, Box 2003 Rock Island, IL 60204	**Iowa MRPC Advisory** **Nat'l Enviro, Rec**	Ronald.w.deiss@usace.army.mil Ph: 309-794-5185
Iowa DOT Office of **Systems Planning** Deb Arp	**Policy and Agency** **Support** **Grant Team Leader**	debra.arp@iowadot.us Ph: 515-239-1681
Craig Markley	**Office Director**	craig.markley@iowadot.us 515-239-1027
Peggy Riecken	**Secretary/Claims**	peggy.riecken@iowadot.us Ph: 515-239-1664
National MRPC Suzanne Thiede-Branet 222 State St., Ste 400 Madison, WI 53703	**Consultant Leadership** **Executive Director**	MPRC@pilchbarnet.cm susanne@pilchbarnet.com
Lyn Pilch 222 State St., Ste 400	**Marketing + Mississippi** **River Country**	lyn@pilchbarnet.com

2018-2019 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:
http://www.iowadot.gov/iowasbyways/mississippi_river.htm

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

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

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

Commissioners:
Martin Graber, Lisa Walsh, Barb Besch, Jay Schweitzer, Clyde Bradley, Ann Meeker, and Ann Geiger
Tech Members:
Mary Stahlhut, Iowa DOT Byways Program, Craig Marley, DOT Office of Systems Planning
Others:
Jane Regan, Foundation Treasurer, LuAnn Reinders, Iowa Tourism Office, Merideth Ecklund Muscatine Journal, Veda Baker, host from the Museum

Welcome and introductions

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

Minutes

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

Treasurer's report

Commission reviewed the budget. Motion to approve the budget by Meeker and seconded by Schweitzer. Motion carried.

Iowa MRPC duties and procedures

Craig Marley, Iowa DOT Office of Systems Planning

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

Interpretive Center Reports:

Muscatine History and Industry Center

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

Committee Reports

Marketing Committee

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

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

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

Stahlhut asked if the Commission if it wanted the DOT to print the annual reports. The Commission requested 35 copies for the Commissioners and the ICenters. There is no economic impact included in the report because it was not available at that time. Baker said she can give that information, by county, to the Commission. Bradley said the information is valuable giving presentations and requesting donations. Geiger suggested publishing an insert for the report and it would then be available for other presentations if it cannot be received before the report is published. The Commission agreed with that solution.

National Marketing Committee report. Estimated 2,000 responses, and estimating and 2,500 entries for flavors contest. Instagram is @greatriverroad. Working on certificate for those who travel entire great river road.

Transportation – Nothing.

Environment, Recreation, Heritage – Nothing.

Chairman's Report

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

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

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

Discussion

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

Future meeting schedule
January 21, Burlington ICenter

Meeting adjourned
Ann Geiger
Secretary

Iowa Mississippi River Parkway Commission
Conference call through the Iowa Department of Transportation
November 30, 2018
Called Meeting Minutes

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

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

Commissioners:
Martin Graber, Lisa Walsh, Barb Besch, Jenna Pollock, Ann Meeker, and Ann Geiger
Tech Members:
Mary Stahlhut, Iowa DOT Byways Program, Craig Marley, DOT Office of Systems Planning

Motion to approve buying a one-half page advertisement in the annual Iowa Travel Guide for $2,650 using the previous art work as submitted for 2018. Moved to approve by Jenna Pollock and seconded by Lisa Walsh.

Geiger said she would appreciate a change in the practice of short notice before, or changes immediately after an action for the Commission. Besch asked if the ad really will draw people, say from Chicago, to the river and suggests the Commission look into revising the ad for next year. Meeker said she thought it is difficult to advertise something along a road, but some of the pictures could be changed.
Walsh said we need to get ahead of the situation and not to make decisions at the last minute. She said she would like greater notification for actions. She also said she thinks some of the pictures and graphic needs to be changed. Motion approved.

January Meeting

Walsh discussed the January meeting in Burlington and the potential for inclement weather and how the commission feels about continuing. The normal Monday meeting would be changed to Tuesday, January 22.

Geiger asked Commissioners to use the passport to get approximate printing costs for the Motorcycle Passport project.

Meeting adjourned

Ann Geiger
Secretary

Iowa Mississippi River Parkway Commission
Tuesday, February 26. 2019
The Heritage Museum
501 North Fourth Street
Burlington, Iowa

MRPC Call to order
Vice Chair Lisa Walsh called the meeting to order

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

Commissioners:
Those present were: Barbara Besch, Jay Schweitzer, Jenna Pollack, and Ann Geiger
Technical Advisors:
Craig Markley, DOT Office of Systems Planning
Others Present:
LuAnn Reinders, Iowa Tourism Office

Approval of Minutes

On motion by Schweitzer, with a second by Pollock, the minutes of the October 15, 2018 and November 30, 2018 were approved.

Review and approval of Treasurer's report

The Commission reviewed the Treasurer's Report. Commission asked to have the Treasurer's Report reviewed by the DOT for non-incurred charges. Pollock's reservation for the West Memphis conference was paid and she did not attend. It was canceled in time. On motion by Pollock, with a second by Schweitzer, the report was accepted and approved upon review and adjustment by DOT.

Budget

Geiger spoke, on Graber's behalf, of the interest those attending the October national meeting had in the "Entering Great River Road Territory" signs which Kentucky had done. The Commission thought Iowa would need about 10. Markley said the DOT would look into size, material, regulations, etc. and bring the information to the next meeting.

Discussion regarding payment to the National annual membership request for $15,000. Pollock said she would prefer to use the funds for some administrative assistance for the Commission. Besch encouraged the Commission to send the membership one more year and discuss it again next year. On motion by Besch, with a second by Schweitzer, the Commission approved the payment. Motion approved with Pollock opposed.

Pollock asked if Graber would contact Pilch and Barnett and ask for an accounting of what our $15,000 is being used for specifically for Iowa and request a copy of its contract. Besch said the National Marketing Committee said it is going to try to encourage more of the non-paying states to contribute. Besch said the MRPC is continuing to look for a major sponsor for the GRR.

Besch presented the shipping bill for maps for the ICenter's from last fall. Schweitzer moved, with a second by Pollock, to pay for the shipping of maps in the amount of $294.00. Motion carried.

The Commission was reminded to submit their expense forms for the April semi-annual meeting in Mississippi.

Interpretive Center Reports: None

Marketing Committee

Geiger brought up discussion for an LED sign for the Mississippi River EcoTourism Center in Camanche. The entrance appears to be the entry to a gravel company, and even when driving down the entry road, there are no signs until one arrives in front of the center itself. There is a camping business which is located before the ICenter and those are the signs which the public sees. Pollock said the County owned interpretive center and any signage should be discussed at that level. Consensus was that it is not the MRPC would not pursue at this time.

Geiger presented former information sheet requested by the ICenters. She discussed the issue with Stahlhut and agreed to update it and send it on to the DOT for distribution. Reindeer's is reviewing the addresses and phone numbers of the welcome centers listed on the sheet and will get back to Geiger with any corrections. Geiger updated the verbiage and added the two new ICenters, and asked the DOT to update the map since she does not have that capability.

By consensus the Commission approved the sheet and Geiger will send it to the DOT to complete. Geiger said she will be glad to accept the shipment for distribution.

National Marketing Committee meeting. The Commission discussed the request for 100 maps for the Fantasy RV tour out of Las Vegas. Commission agreed to send 100 passports to the tour group in lieu of maps. The DOT will send the passports. Reindeers said the Iowa Tourism Bureau will send them 100 Iowa Travel Guides.

Besch said a limited number of 10-state maps for each state will be printed by the National office and sent for distribution. Besch will have them sent to Geiger. The National wants to have agri-tourism attractions identified to put online to websites. The states need to list the ICenters on agri-tourism sites and vice-versa. This year there will be three promotions – food in May, drive the Great River Road in Sept. and a follow the paddlewheel promotion.

National Transportation report

Rod Slater, who spoke at the National Meeting encouraged MRPC peopled to come to Washington to lobby the legislature to get funding for the GRR. Walsh recalled
that he said Washington legislators were unaware of the Road and its importance to the middle of the country and how the river was viewed by the rest of the world. Walsh reiterated the importance of places to stop and touch the river.

Environment, Recreation, Heritage - Nothing

Chairman's Report *None*

Ex-Official Member Reports
Markley briefly referred to the MRPC 2019 guidance document. He said, based on requests by the Commission, in the future, the MRPC agendas should be sent to the technical partners by Commission. Geiger said she would list that as part of the secretary's duties.

Discussion *None*

Future meeting schedule

The next meeting will be held April 22nd. The location is yet to be determined.

Ann Geiger
Secretary

Mississippi River Parkway Commission
Monday, April 22, 2019
City Hall106 North 3rd Street
Bellevue, Iowa

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

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

Commissioners:
Those present were: Lisa Walsh, Jay Schweitzer, Jenna Pollock, Barb Besch, John Goodmann, and Ann Geiger
Technical Advisors:
Mary Stahlhut
Others Present:
Laura McCool, Russel Kalussen, Belleview Parkway Commission; Rosemary Rolley, Larry Ambrose, Jacobson Co. Cemetery Commission; Gail Walsh

Welcome and introductions

Graber welcomed everyone and had the guests introduce themselves.

Approval of Minutes
Schweitzer moved to approve the minutes of the February 26, 2019 meeting. Pollock seconded the motion, with corrections, and the minutes were approved.

Review and approval of Treasurer's report
Besch moved to approve the treasurer's report. Schweitzer seconded the motion and it was approved

Budget
A discussion was held regarding the final work plans and cost estimates which are to be submitted by April 30 to Stahlhut. All general reimbursements for travel and for the semi-annual meeting need to be submitted as soon as possible. A reminder that all requests for reimbursement must be sent prior to June 30, 2019.

National and State Committee Reports

National Marketing Committee is still looking for single source funding. Pilch and Barnett is developing a list of companies and has asked for the states to make contacts if possible.

New road maps have been updated and will be sent to Geiger for distribution. The full commission and DOT was made aware that the maps which were distributed last fall were not updated with the two new ICenters. Besch said she notified Pilch and Barnett of the changes and they were not completed.

Relay for Voices program has completed its meetings for communities up and down the river and will begin its tour soon. The Parkway Commission gave them $5,000 to use for events.

Iowa Marketing Committee: Discussed Travel Iowa media buys for next fiscal year. Eastern Iowa Tourism Assn is $135 includes ads in booklet and EDA. Their dues are for next year. Would come out of next year's budget.

Discussed radio ads for summer. Besch said there was a huge jump in website inquiries last year during the time the ads ran. Schweitzer moved to approve 7-8 radio station ads for May, June, July and August. Seconded by Goodmann and approved.

Regan told the commission advertisements in River Travel Media out of Wisconsin are available for activities. Right now there is no cost for the information which ends May 15.

Discussion of ad for Economic Development Department for state: Should have new pictures for ad and costs approximately $2,500. Do pictures and discuss at next meeting. Look at Partners and we can see who and how much. Have spot on website. Schweitzer moved to reserve ad for next year. Walsh seconded the motion and it carried.

A booth at the Iowa State Fair was discussed. It would be a one day, all day commitment under the grandstand. Pollock volunteered to coordinate volunteers. Pollock moved to approve a $200 fee. Besch seconded the motion and it carried.

National Transportation Committee: A very small group of technical representatives attended the semi-annual meeting because of budget cutbacks. Need to reevaluate meetings to get more substance technically. There is a lot of information available, but how the MRPC is going to use it is to be determined. The local DOT has the information if/when the MRPC wants to use it is available.

Iowa Transportation: Walsh led a discussion regarding the Cascade Bridge in Burlington. Walsh said a group is being formed to see what can be done financially. There is a meeting in Cedar Rapids on May 14 to discuss transportation issues. Schweitzer asked if we can get a letter of support from the MRPC. Geiger showed a letter from Goodmann sent to Burlington Mayor and Council previously so input from the MRPC would not be new. Schweitzer said he would like to see action on the bridge whether it is a pedestrian bridge or a car bridge. Schweitzer moved to send a letter to Burlington. Ggoodman seconded the motion and it was approved. Graber will send letter.

Environment, Recreation, and Agriculture: Seven members were at the meeting in Clarksdale. They discussed about what is going to be done with the Mississippi River Trail. The failed NGO project put it $50K in debt. It was noted there is no mention of the quality of the river in the Corridor Management Plan. Kentucky is making a nomination for Stewardship Award.

National Heritage and Culture: The Commission reviewed new rack cards from the Culture and Heritage Committee. Ruth Hawkins is retiring and put together the rack cards and has a $5K grant to be used before July 1 for printing. The cards are divided by subject matter and will be distributed to the ICenters which focus on those activities. The cards will be evaluated next year.

Iowa Heritage and Culture: Pollock said McGregor and Marquette are up for Iowa Great Place and they are up for redesignation. She asked for letter of support. Goodmann moved to support the redesignation as Ports of Discovery. Schweitzer seconded the motion and it was approved.

Visit Young Museum

The house has documentation of the development of the Great River Road and those involved. After the visit the Commission discussed allowing the Museum to use the Iowa GRR logo. The museum was requested to send information to Graber to inform the MRPC of how it would like to use the logo. Pollock moved to have Graber review and approve the use of the logo. Walsh seconded the motion and it was approved.

Chairman's Report

Graber discussed, along with Stahlhut, the relationship of the MRC and the MRPC. The MRC is international and the marketing arm of the MRPC. The MRC is funded by a different arm – tourism - $20K. Pilch and Barnett are hired by them. MRC is not part of the MRPC. Iowa Travel and Tourism is not a part of the MRC anymore. The Commission discussed non-paying states and their ability to attend meetings and make financial decisions for the organizations. The Commission said the bylaws need to be amended to reflect that.

The annual meeting will be September 17-19 at the Radisson in LaCrosse.

The trademark had lapsed and the board reregistered it at the semi-annual meeting.

Official Member Reports

Stahlhut talked about Discover Iowa and how the website works for Iowa and the Great River Road drives a lot of that tourism. Many people are marrying tourism and real estate purchase.

Stahlhut reviewed a list of items from the prior meeting. Annual dues are paid. The latest order of passports are printed. Las Vegas shipment for the tour group is completed. Stahlhut said the Commission can have one item put on line this year, and one item designed and printed. Commissioners will ask the ICenters what kind of hard copy they would prefer. Schweitzer moved to table for one meeting. Besch seconded the motion with Pollock opposed.

Reminders
Commissioners were reminded to do their interpretive Center visits now. Walsh reminded the Commission about the Iowa Transportation Commission in Cedar Rapids.

The next meeting will be July 15, 2019 at the Sawmill Museum in Clinton.

Ann Geiger
Secretary

Iowa Mississippi River Parkway Commission
Monday, July 15, 2019
The Sawmill Museum
231 Grant Street
Clinton, Iowa 52733

MRPC Call to order by Chair, Martin Graber

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

Commissioners:
Lisa Walsh, Jay Schweitzer, Jenna Pollock, Clyde Bradley, Barb Besch, and Ann Geiger
Technical Advisors:
Craig Markley, DOT Office of Systems Planning
Others Present:
LuAnn Reinders, Iowa Tourism Office; Jane Regan, MRPC Foundation, Inc; Matt Parps, Sawmill Museum; Bob Shiffke, Executive Director Buffalo Bill Museum; and Paula Mayer, Mayer Marketing

Welcome and introductions

Approval of Minutes

Motion to approve the April 22, 2019 minutes by Schweitzer and seconded by Walsh. Motion carried.

Review and approval of Treasurer's report

During discussion it was be noted that the commission was not filled to capacity. We were missing two commissioners which did not allow for the 2019 budget to be fully used. Also, advertising was reduced because of the spring 2019 flooding.

Motion to approve the 2020 budget by Schweitzer. Pollock seconded the motion to amend the motion to table the discussion until later in the meeting. Amended motion carried.

Graber suggested we start looking for opportunities to raise awareness of the MRPC to extend from the state legislators to local businesses and other organizations which are favorably impacted by the GRR. Walsh said she has had calls as a result of the Iowa Arts Council posting information about the MRPC.

Mayer said we should think about integrating beyond Facebook and the other social media.
Parps said the City of Clinton has a company which handles the media – Fourge from Dubuque – and the Sawmill uses that for their information. He said Travel Iowa does a lot of what the Sawmill wants to do and we need to communicate more with them. The Website is the key thing. Reinders said if the tourism office has, it they post it. Someone from the Commission to feed them information. There is a need to educate ICenters about sending things to Travel Iowa for posting.

Buffalo Bill Museum does their marketing through City of LeClaire which recently hired a firm to handle its marketing from Peoria. Is about $90K for marketing – mostly media. It includes social media and TV, TV being the most expensive. Schiffke is contacting the same organization to focus on the museum alone. The museum spends $900 annually to join another organization for marketing.

Markley said the MRPC would be wise to organize the ICenters and emphasize using the Travel Iowa site.

Budget

Discussion of priorities and goals for next fiscal year and adoption of new budget.

Schweitzer said getting a full board would be nice. Needs to be sex and party balanced.

Look at hiring a coordinator for social media and research how to pay for it. Need a state brand. Pollock will put together a list of priorities and start to look at what the Commission may want. She will send it to Geiger who will distribute for additions or deletions. Pollock will work with DOT for parameters.

Review the reserved buys process for the IEDA CO-OP media. The Commission voted to work with Madden Media to get specific words and get a price. Madden Media would charge about $1,500. Schweitzer moved to approve up to $2,000 on Maden Media for marketing and Walsh seconded. The motion was approved.

The Commission discussed the membership dues for the National organization of $15,000. It is still not pleased with the service from the national office. Marley suggested paying $7,200 in January.

Schweitzer moved to approve the budget. Pollock seconded the motion and it was approved.

Interpretive Center Reports:

Buffalo Bill Museum: Schiffke said business is off because of the flooding. The media also made it sound like the City of LeClaire was under water. Museum gets about 20K members a year. It has approximately 25 volunteers. Maps are used a lot and each day of late they have been out of maps. People do look at the maps in addition to their phones. The
passports are very popular. Last September the museum built an old fashioned schoolhouse room. Did it as accurately as possible. It cannot grow any more physically. It has added

three additions to the museum since it moved to this location. The museum has linked with the Pickers. It has two large classrooms in an empty school with items. Pickers will be picking in Iowa in the fall and they have hopes some of the items will be picked. The museum has the only intact steamboat – and oldest – in the U.S. next to it encased in glass.

Sawmill Museum: Parps welcomed everyone. The building used to be an old car dealership. Kiwanis had the idea of making it a museum in 2001-2003. It was the first Iowa Great Places and with gaming money the building was rehabbed and Parps was hired in 2013. There were 13,500 last

year and are on pace for 15,000 in 2019. The riverboats have canceled two of their trips this year which will effect attendance. It has summer camps and lots of parties which they host. Just did a 1.3M expansion which was a fund-raiser.

Pearl Button Museum changed its name March 1 from the Muscatine History and Industry Center home of the Pearl Button Museum to The National Pearl Button Museum at the History and Industry Center. The attendance has increased greatly since the name change. It is under reorganization since one of the last of the three button factories has closed and much of the equipment has been donated to the museum.

Eco Center at Camanche was closed for four months because of the flooding. It has a steady stream of visitors which include buses of students and wedding receptions due to the space and available parking. It has a kitchen which has a steady lunch trade.

Nahant Marsh was closed for about four days because of the flood. Last fall it had a fund-raiser to which the MRPC Foundation donated mugs, and it raised over $20,000.

Putnam Museum. Geiger visited the museum and again found little involving the Great River Road. The banner was not displayed; there were few pieces of information which were displayed behind other information; and no maps. She recommended removing it from and ICenter. Parps suggested the decision be delayed, because there was going to be a new director. Walsh suggested Graber, Geiger, and herself visit the museum and meet with the new director.

Burlington Business Director – Robin Sneiderman is very excited. Entry price is $6, children $3. It plans to incorporate more of the Great River Road into their webpage. They are restructuring. Hopefully RAGBRAE will give them more visitors. They display the signage. They are particularly aware of the Great River Road because of the activity regarding the Cascade Bridge. A new director coming in because of death of prior director.

Toolesboro has a new display of the Littleton family (6) which were killed during the civil war and they are slowly expanding. The Old Fort Madison and George M Verity museums are still cleaning up from the flood. The roads are torn up and they are not available for visiting. RAGBRAE will be arriving on the “east coast” first in Burlington then going to Keokuk. Both suffered significant damage from the flood and are trying to clean up for the bikers.

National and State Committee Reports

National

Marketing Committee - Met in May and June and always ask about passports. Still discussing a national sponsor, but no action. The Flavors (6.12-8.7) are being promoted again. The branding of the GRR is another and donated Relay of Voices $5,000.

Environment – Angie Yo said the Asian Coop is going international and will start working on a mulching plant. The MRT is gone, and their records are in litigation. If we want its inventory, will have to take it and put it in the MRPC inventory. Must keep information on our records as recreation or trails. MRPC is not promoting Relay of Voices because of possible injury to runners or riders. Want to make a list of all scenic overlooks, bike trails, and national parks to put online.

Iowa:

The Commission again discussed a flyer for the ICenters. Previously there was a large blue tear sheet which people could take and read. The ICenters requested a smaller black and white tear sheet which had not been reproduced for several years. Geiger rewrote the verbiage, reduced the size of sheet and updated the information. A map ran down the side which she could not update. Mayer said she would update the map. Pollock said she would like to take some to the State Fair if they could be done in time, and the two ICenter managers said they would like to have this particular tear sheet instead of the blue one. Schweitzer moved to reprint the black and white map. Walsh seconded the motion and it carried. Mayer will update and send to the DOT to print. It was suggested they print approximately 5,000.

Reinders said it is restructuring, and a new media representative has been hired. She said the department is a getting higher quality people visiting the sites and bounce was down because some of the key words were changed. People staying longer than most people stay on a website.

Coop advertising is still open. Banner ads come to the top of the page. Schweitzer moved to do three-month listing of banner ads August, September, and October of 2019, and again for April, May, and June of 2020 for $450 with Travel Iowa. Pollock seconded the motion and it carried.

Transportation – Bike lane accommodation can be put in as long as it doesn't exceed 20% of the overall cost from the state. Markley said the project needs to meet 3 of 5 conditions and conditions are different for rural then urban.

Recreation - none

Heritage – Regan said Sawmill signage is not up. There is no way for people to find where the Sawmill is located. Parps was told to do in-town signage first then contact the DOT for out-of-town signage. The signs have been ordered and the city has contacted the DOT several times. Markley will follow up.

Chairman's Report

National officers has a task force to find out who has paid and who has not and if the dues are current. Illinois, Missouri, and Tennessee are states the board wants to get to rejoin.
Dubuque has a foundation what can be applied for money.
MRC is looking at a website and they have the funding.
The rack cards were sent to National twice were damaged. It is looking through them to see what is not damaged.

Election of officers: Geiger moved to keep same officers. Pollock seconded the motion and it was approved.

Appointment of commissioners to Iowa Byways: The position involves a monthly conference call. Pollock said she would attend the Byways because she already attends.

Appointment to the national committees: Pollock said she would attend National Marketing.

Graber said he would assign the rest of the committees at the next meeting when some of the activities of the National Board have moved forward.

Reminder to register for fall Semi-Annual meeting in LaCrosse, Wisconsin, September 17-19

Ex-Official Member Reports

Markley asked about the metal signs for outside the buildings. Walsh said one was needed in Burlington.

Discussion

The next meeting will be October 14, 2019 at the Buffalo Bill Museum, LeClaire.

Ann Geiger
Secretary

Iowa Great River Road
Economic Impact of Travel on Iowa Counties 2018

County	Expenditures ($ Millions)	Payroll ($ Millions)	Employment (Thousands)	State Tax Receipts ($ Millions)	Local Tax Receipts ($ Millions)
ALLAMAKEE	$ 44.91	$ 4.43	0.21	$ 2.69	$ 1.09
CLAYTON	$ 36.31	$ 4.91	0.25	$ 2.29	$ 0.71
CLINTON	$ 125.76	$18.28	0.98	$ 7.53	$ 1.63
DES MOINES	$ 144.94	$26.14	1.07	$ 7.12	$ 2.08
DUBUQUE	$ 365.75	$59.22	2.98	$ 20.28	$ 4.95
JACKSON	$ 34.20	$ 4.68	0.24	$ 2.39	$ 0.71
LEE	$ 64.88	$ 9.90	0.51	$ 4.15	$ 0.93
LOUISA	$ 15.23	$ 1.93	0.10	$ 1.29	$ 0.38
MUSCATINE	$ 87.58	$13.48	0.72	$ 5.85	$ 1.07
SCOTT	$ 696.07	$112.53	6.46	$ 43.86	$ 10.88
GRAND TOTAL	**$ 1,615.63**	**$ 255.50**	**13.52**	**$ 97.45**	**$ 24.43**
STATE TOTALS	**$8,995.62**	**$1,446.93**	**70.23**	**$517.50**	**$129.58**
% of State	**18.0%**	**17.7%**	**19.3%**	**18.8%**	**18.9%**

Prepared by U.S. Travel Association

Valerie O. Reinke, Executive Director
Allamakee County Economic Development & Tourism
563.568.2624 or aced@mchsi.com
October 9, 2018
Allamakee County, Northeast Iowa

Travel-generated expenditures reach $8.5 billion in Iowa

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

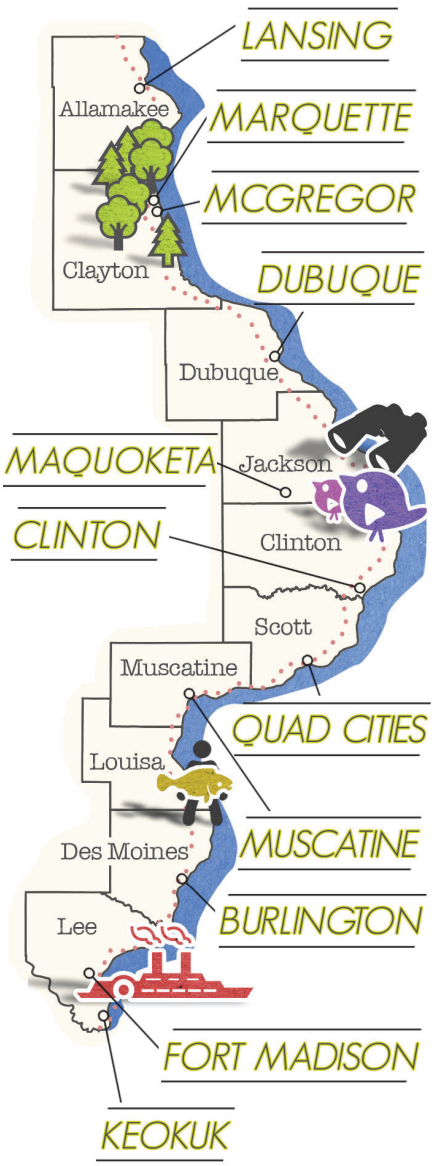
Additional data from "The Economic Impact of Travel on Iowa Counties" shows travel-generated state tax receipts at a record $507.1 million. Tourism in Iowa also supported 69,600 jobs, comprising 4.4 percent of total state non-farm employment in 2017. The tourism industry supported 210 jobs in Allamakee County. Local tax receipts have grown from $380,000 in 1995 to $1,050,000 in 2017 in Allamakee County.

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

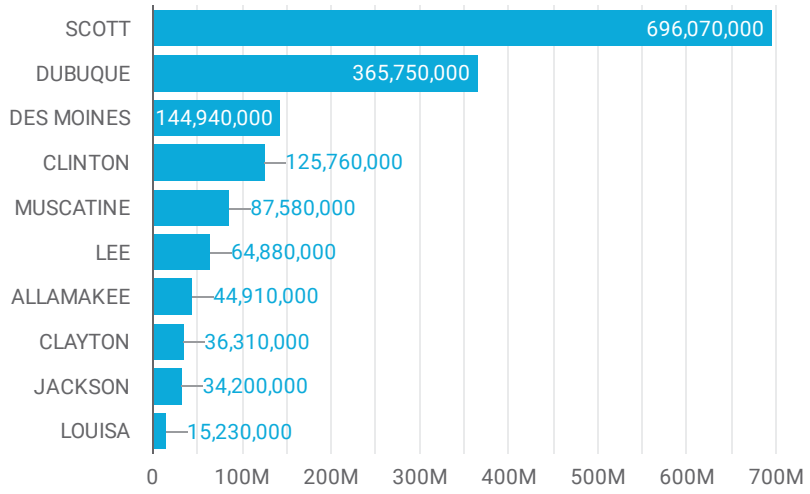
If you would like to stay informed about Allamakee County tourism follow allamakeecounty and visitiowa on facebook! For those who like to use hashtags, we encourage #allamakeecounty, #visitiowa, #wowwhoknew, and #thisisiowa.

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

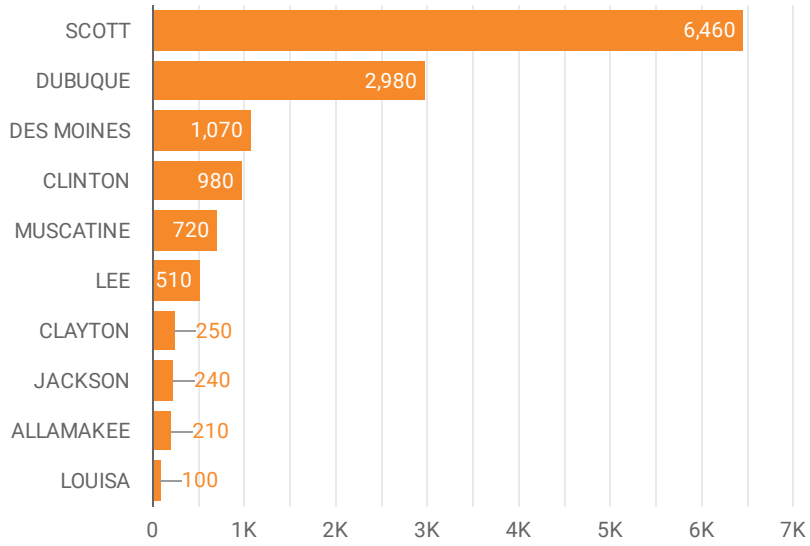
2018 Economic Impact of Tourism on Iowa's Mississippi River Counties (Updated 8/27/2019)



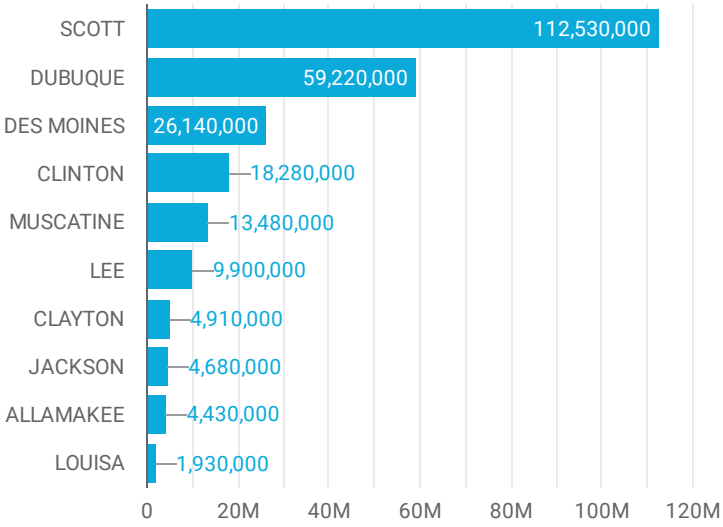
Expenditures



Employment



Payroll



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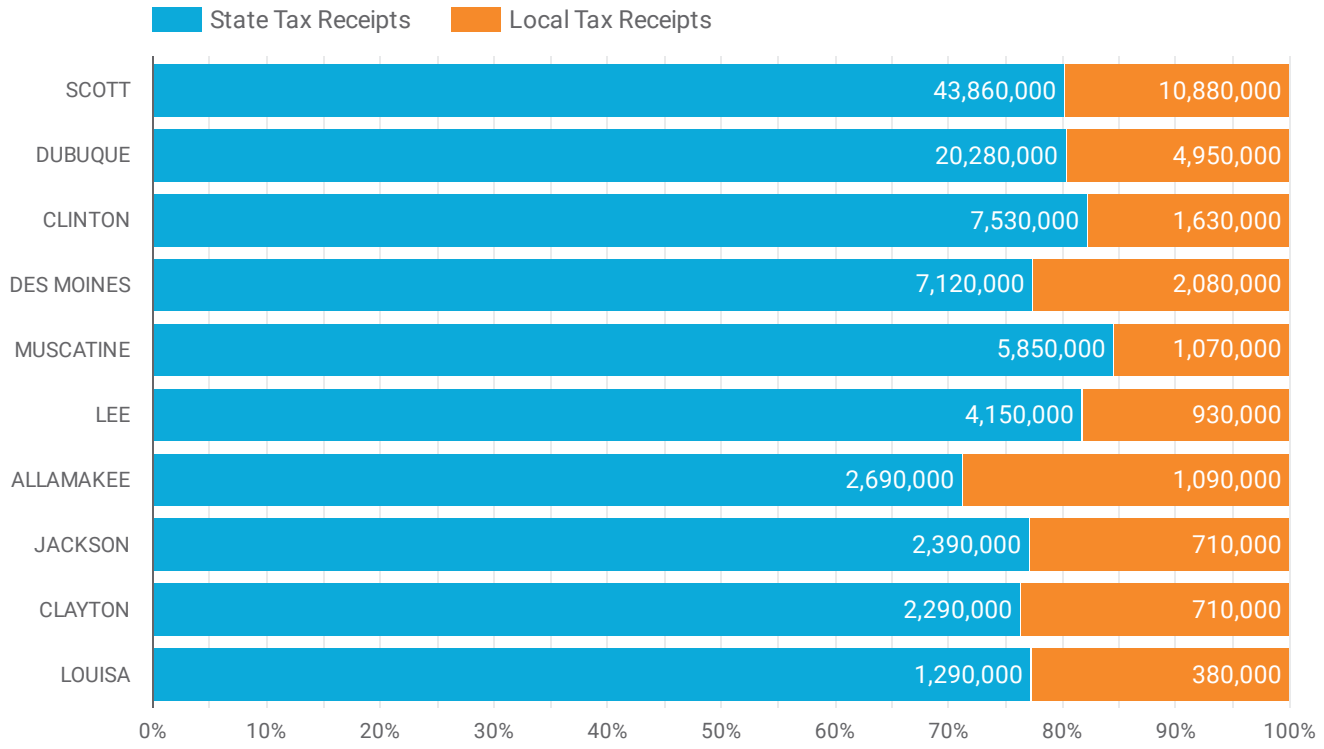

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Dubuque	$365.75	$59.22	2.98	$20.28	$4.95
Jackson	$34.20	$4.68	0.24	$2.39	$0.71
Lee	$64.88	$9.90	0.51	$4.15	$0.93
Louisa	$15.23	$1.93	0.10	$1.29	$0.38
Muscatine	$87.58	$13.48	0.72	$5.85	$1.07
Scott	$696.07	$112.53	6.46	$43.86	$10.88
Mississippi River Total	$1,615.63	$255.50	13.52	$97.45	$24.43
State of Iowa	$8,995.62	$1,446.93	70.23	$517.50	$129.58
% of State	18.0%	17.7%	19.3%	18.8%	18.9%

Source: U.S. Travel Association for the Iowa Economic Development Authority/Tourism