



Iowa Mississippi River Parkway Commission
Called Meeting
10:00 a.m. February 18, 2022
800-509-6344. Passcode. 5778996#

The members of the Iowa Mississippi River Parkway Commission are holding this meeting by electronic means pursuant to the provisions of the Iowa Open Meetings Law, Section 21.8, Code of Iowa.

Because there is a limited agenda for this meeting, and we are expecting this meeting to be of relatively short duration, the expense of transporting the Commission members to another common location to attend the meeting in person is unnecessary, excessive, and impractical. The meeting is being held by conference call originating from the F&M Bank and Trust, Burlington, Iowa. The public can call in from a remote location and join by conference call. Public notice of the meeting has been issued in accordance with Iowa Code Section 21.4.

MRPC Call to order and Statement

The meeting was called or order by Martin Graber, Chair; Lisa Walsh, Vice-Chair; Leslie Webster, Jim Janett, Paula Mayer, Jane Regan, Katie Hammond, and Ann Geiger

Absent: Roger Thomas, Paul Carroll, Jerod McGovern

Others: Joni Sojka, IHeart Radio, Kati Kenne, Iowa Tourism Office

Discuss and approve radio and digital advertising

Regan led the discussion and thanked Sojka from IHeart. Sojka addressed the Commission with her recommendations based on the meetings with the MRPC committee. She said WMT she felt was the best coverage for the east coast of the state, and it also brings in western Illinois. Looking at the week of March 31 – April 14th. Then central Iowa focusing on a younger group using a top 40 station. The western KTLI station brought in business last year so that is being included. WZZE is also being added from Madison – a top 40 station. She focused on the material she sent to the Commission.

IHeart streaming is being focused on heavily. Streaming stations are used by travelers and those who are involved with outdoor activities. \$4,860 is the intended cost.

Mayer said the bus tourism industry will be hit with these stations also. Webster said the committee was very intentional with focusing on who and when.

Motion to approve the proposal for the radio ads for the end of winter season in the amount of \$4,860 by Mayer, and seconded by Webster. Motion carried.

Janett asked if there was a way to track the effects of the radio ads. Regan said the hits on the website normally are used to track. Geiger said on the national level Iowa always has more activity than any other state during the radio ads.

Next meeting April 29, 2022 tentatively at the EcoCenter in Camanche.