



Iowa Mississippi River Parkway Commission
Meeting, 10:00 a.m. April 28, 2025
Sawmill Museum 2231 Grant St.
Clinton, Iowa

Meeting called to order by Vice Chair Lisa Walsh

Present: Ann Geiger, Roger Thomas, Katie Hammond, Paul Carroll

Absent: Paula Mayer, excused

Others: Anne Carroll, Emily Whaley, Andy Green, Interim Director of Sawmill

Items to add to the Agenda None

Motion to approve the January 31 minutes by Hammond with a second by Thomas. Motion approved.

Motion to approve the February 21 minutes by Thomas with a second by Hammond. Motion approved

Budget

Motion to approve the expense report by Thomas Approved by acclamation.

Radio Ads

Thomas discussed the radio bid acquisitions. He said IHeart was the low bid which stayed within the bidding parameters for \$18,658. (See attached.) Carroll moved to approve the quote, Hammond seconded the motion The Commission approved a quote for IHeart Radio for ad numbers 1-9 totaling and it carried.

The Commission voted to add another NTE \$2,900 to the IHeart quote using the same format. Motion by Carroll with a second by Hammond and the motion carried. (See attached.)

Thomas said he looked into TV ads possibilities for next year. He discussed the process looking at large metro markets because the river towns already know. Ages for markets 21-65. He dove into Roku for TV and Sirius XM for radio. The Commission would create content.

Passports

Review of passport bids. The Commission voted to move the passports until the next fiscal year.

Motion to approve \$15,000 for annual payment for the National Office by motion by Hammond with a second by Thomas. Motion carried.



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Discussion of Parcel Maps

Whaley said the last transportation meeting was cancelled. Geiger said Mayer said all that information regarding parcels was on the All American Road application. She said she had relayed that information on more than one occasion and the Commission said for Whaley not to look into any further.

Discussion of the Guidance Document was tabled until the next fiscal year.

Chairman's Report

May 14-15 is a zoom meeting for the ICenters presented by the National Office. This is the first of two.

Walsh said she has been working to get a meeting with the Governor. She said it has been difficult because the website has either been down or did not address the correct request. Also, she is working to get new members appointed to the Commission. She reminded those whose terms are up to reapply.

Those planning to attend the fall national meeting are Walsh and Geiger. Hammond said she would have to see at a later date, and Anne Carroll said if she is appointed to the commission she would probably attend.

Election of officers

The Commission Discussed new officers for the next year. By acclamation the Commission appointed Hammond as Chair, Walsh as Vice-Chair, Geiger as Secretary, and Thomas as Treasurer.

National Committees

No committee reports. Carroll said he understood applications for new ICenters were due in July. Geiger suggested he get the application in sooner rather than later in case there was more information requested by the Heritage and Culture Committee. She also suggested getting lots of letters of support.

The next meeting will be June 9th at the Motor Mill.

Meeting adjourned.



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Podcasting:

Each invoice will have two lines on one invoice similar to the below, with these totals (one invoice will come in May, the second in June):

Invoice 1:

- Cedar Rapids/Eastern Iowa counties (May \$750) (June \$750)
- Des Moines area counties (May \$700) (June \$700)

This would send one invoice in May for \$1450 and another invoice in June for \$1450

Invoice 2:

- Quad Cities area (Iowa Side) counties (May \$750) (June \$750)
- Sioux City area counties (May \$300) (June \$300)

This would send one invoice in May for \$1050 and another invoice in June for \$1050

Invoice 3:

- Wisconsin area counties (May \$1300) (June \$900)

Invoice 4:

- Illinois area counties (May \$1450) (June \$1350)

Broadcast Radio:

Invoice 5:

- Cedar Rapids / Eastern Iowa (May \$1468) (June \$900)

Invoice 6:

- Des Moines (May \$1300) (June \$975)

Invoice 7:

- Quad Cities (May \$964) (June \$723)

Invoice 8:



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Sioux City (May \$576) (June \$432)

Invoice 9:

- Madison, WIS (May \$880) (June \$440)

Please keep in mind, I'm spreading coverage as equally as possible according to number of days in each month we're running and how to best cover between podcasting and broadcast radio. One of the advantages of having everything in once place.

Total \$18,158

May:

Invoice 1: Cedar Rapids area Podcasting \$750 AND Des Moines area Podcasting \$700 for a total of \$145

Invoice 2: Quad Cities area & Dubuque area Podcasting \$750 AND Sioux City area Podcasting \$300 for a total of \$1050

Invoice 3: Wisconsin area Podcasting \$1300

Invoice 4: Illinois area Podcasting \$1450

Invoice 5: WMT (Cedar Rapids, Eastern Iowa, Large base coverage) \$146
Invoice 6: KKDM (Des Moines) \$1295

Invoice 7: KMXG (Quad Cities) \$966

Invoice 8: KGLI (Sioux City) \$576

Invoice 9: WIBA (Madison, WI) \$660



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Invoice 10: WRVF (Toledo, OH) \$1018

Invoice 11: KMFX (Rochester, MN) \$690

June:

Invoice 1: Cedar Rapids area Podcasting \$750 AND Des Moines area

Podcasting \$700 for a total of \$1450

Invoice 2: Quad Cities area & Dubuque area Podcasting \$750 AND Sioux City
area Podcasting \$300 for a total of \$1050

Invoice 3: Wisconsin area Podcasting \$900

Invoice 4: Illinois area Podcasting \$1350

Invoice 5: WMT (Cedar Rapids, Eastern Iowa, Large base coverage) \$900

Invoice 6: KKDM (Des Moines) \$985

Invoice 7: KMXG (Quad Cities) \$721

Invoice 8: KGLI (Sioux City) \$432

Invoice 9: WIBA (Madison) \$660

Invoice 10: WRVF (Toledo, OH) \$706 Invoice 11: KMFX (Rochester, MN)
\$480

Total \$2,900