



**Iowa Mississippi River Parkway Commission
Putnam Museum
1717 W.12th Street Davenport, Iowa
<https://meet.goto.com/937488813> or
517-317-3112 access code 937-488-813**

The meeting was called to order by Chair Katie Hammond
Present: Lisa Walsh, Roger Thomas, Val Reinke and Ann Geiger
Others Present: Eric Furness, Lora Fries, Economic Development, and Emily Whaley DOT

Motion to approve the minutes of the October 21, 2025 meeting and December 12, 2025 call-in meeting was made by Thomas with a second by Reinke. The motion carried

A review and adjustments were made to the budget. Money was moved from line item out-of-state lodging, \$2660, to personal car out-of-state. Motion to approve the minutes of the December 12, 2025 meeting was made by Walsh with a second by Thomas. The motion carried.

There was discussion regarding the large metal signs from National Office. There has been conversation at the national level for two years about what to do with the signs, since they do not have the All American Road designation on them. A decision has still not made. Hammond said she talked with Sandy Stevens at the Fairport Fish Hatchery, and said she would speak on behalf of the Discovery Center, and they would order the existing sign themselves since they have none. Geiger said to have Lang Sign deliver them to the Davenport office so a trip to East Dubuque would not be necessary. Thomas said he has spoken to Susan Snow at Effigy Mounds and they would like a smaller sign which they could incorporate to merge with its sign to meet its national standards. Reinke will follow up.

Discussion of advertising opportunities with Lora Friest. She gave information regarding their co-op program for contracts with vendors, videos, advertising, social media. She will provide documentation for use. Applications are usually available in May. First come first serve and competition is fierce. They do not handle printed material any longer. There is an upcoming webinar update in April 23rd at 2:00.

Motion to approve the design of tear sheets and passport Not-to-Exceed \$575. On motion by Walsh, with a second by Reinke, the motion carried.

June 2nd is National Mississippi River Day. This is a new celebration and this is the first year. Geiger will encourage the ICenters to participate. Information was sent by the National Office.



Iowa Mississippi River Parkway Commission
Putnam Museum
1717 W.12th Street Davenport, Iowa
<https://meet.goto.com/937488813> or
517-317-3112 access code 937-488-813

Travel Iowa has a conference at Altoona and some at Prairie Meadows in March 12-13. Information may be obtained at (traveliowa.com) with tickets for sale at \$275 each. There will be speakers and breakout sessions. Iowa Tourism Industry Partners through the Iowa Tourism Office has vendors, and marketing. These are two different groups. The focus will be on marketing and, vendors. Vendor fee is \$1,000 with two complementary tickets per vendor.

Greatest American Road trip is coordinated through U.S. DOT. It consists of a series of programs along Iowa's byways. The first third will be along the Mississippi River.

Some of the ICenters would like to be able to sell MRPC items. Since the logo is restricted, the national office was contacted regarding the ability if a company called Red Bubble (WWW.REDBUBBLE.COM) could produce items for sale. It is an approved vendor. The ICenters would have to purchase items themselves for sale and set the prices. Geiger will send a note to them to inform them of the opportunity.

Lansing got a \$10,000 Iowa Tourism Grant for marketing to help with the economic impact of the bridge across the Mississippi is being replaced.

National Committee Appointments and Reports

Marketing Committee – There was no report. Reinke will join the committee.

Transportation – Walsh said it is still working on the maps. There seems to be no answer as to who will pay. National is still moving through the process of acquiring the MRT signage.

Environment, Recreation and Agriculture - Hammond said they are still working on pollinators

Heritage and Culture – Geiger read a letter from Anfinson which she received yesterday encouraging the ICenters to have stories of leverage America 250. He also said it is the 100th anniversary of the Great Flood of 1927. Although the delta was mainly impacted, it did effect the entire river. She said there was some question about the future of the fort at Ft. Madison and said that after reporting the amount off funds raised to restore the facility with some changes, the future is secured.

The next meeting will be in Keokuk on April 7.