



Iowa Mississippi River Parkway Commission

April 7, 2026

633 Grand Avenue Keokuk, Iowa 52632

A zoom number will be provided

The meeting was called to order by Chair Katie Hammond

Members Present: Roger Thomas, Lisa Walsh, Kirk Brandenberger, Val Reinke and Ann Geiger

Others: Eric Furnas, Kevin Firnstahl, Chi Eastin – Ft. Madison Tourism, Lora Friest – Iowa Dept of Economic Development, Judy McDonald – Keokuk Tourism, Emily Whaley - DOT, Rosie Thomas

Changes to the agenda. Public notice printed by the DOT Discussion regarding reference to Foundation meeting. The Commission did not approve of listing the Foundation meeting on the state MRPC meeting notice since it is not a state meeting. Whaley said because it follows the regular meeting and is public it should be listed. Further inquiry will follow.

On motion by Thomas, with a second Walsh, the minutes of the January 20, 2026 meeting were approved.

On motion by Thomas, with a second by Reike, the April Expense Report was approved.

On motion by Walsh, with a second by Brandenberger, \$202.06 was moved from lodging to personal car travel in-state. The motion was approved.

On motion by Walsh, with a second by Geiger, the commission approved paying the \$15,000 annual national membership dues. The motion carried with Brandenberger abstaining

On motion by Reike, with a second by Walsh, the bills for design work by Dimentional Graphics for the passport of \$250 and tear sheet of \$275 were approved. Discussion about why the Parkway Commission has a separate passport than the Iowa Byways. Some of the ICenters are not on the digital state passport because of limitations by the vendor. Walsh suggested looking into the digital passport.

On motion by Reike, with a second by Geiger the commission approved a payment of \$50 per boxes for 15 boxes of maps being billed through National Office. The motion carried.

The Commission discussed and approval and payment of Dimentional Graphics bid to print 2,000 Passports in the amount of \$1,499.00. On motion by Thomas, with



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a second by Brandenberger, the motion was approved.

On motion by Geiger with a second by Walsh the Commission approved Dimensional Graphics print \$7,500 additional passports in the amount of \$3,879.00 was approved.

On motion by Walsh, with a second by Thomas, the commission approved a request to have the DOT to print the tear sheet and ship them to the ICenters. The motion carried.

Thomas led a discussion regarding IHeart on line pop up advertising May and June NTE \$13,639. Thomas moved to approve the expense, with a second by Walsh, and the motion was approved. Thomas and Geiger will continue working with IHeart and report back to the Commission.

A request from the DOT to select of photos of the Great River Road existing photos. Walsh moved, with a second by Thomas, to have Hammond select them and have them to the DOT by April 17th. The motion carried.

The Commission discussed the large steel signs which the hatchery and Discovery Center still need. Geiger said she understood an overlay had been designed adding the All American Road but no location of the vendor. Paying for existing sign and having another expense for the signs and a question as to who is going to pay for them occurred. No Action

Reike discussed of Travel Iowa programs available for a May sign-up. Price depends on program with billing on the 2027 budget. Thomas, Reike, and Brandenberger will work together to get into Travel Iowa Programs for the amount of \$11,000 for 2027. Success depends on whether or not they are accepted.

Chairman's Report: Hammond discussed the upcoming national meeting in October in West Memphis Arkansas with the National Scenic Byway Association. The price for attendance will be approximately the same as last year with housing at the newly-build hotel at the casino.

- National committee appointments and Reports
 - Marketing Committee No
 - Transportation No



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- Environment, Recreation and Agriculture
- Heritage and Culture Geiger said Afmonson spoke about the national meeting and said the usual schedule of meetings will be changed.

Firstahl reported on the attendance of Greg Cash, French Heritage Corridor
gregorydcash@gmail.com

Ceil Miller Bouchet is the Iowa Ambassador for the French Heritage Society.

cecilmillerbouchet@gmail.com Firstahl reached out and made contact with Bouchet.

Afmonson said he wants to engage with them and begin talks with the Canadians again.

Previously they were in attendance at our national meeting, but had not been in attendance for some time.

Afmonson said the Commission needs to spend some time educating the public on the 1926 flood and the number of states and enterprises it damaged.

The next meeting will be Wednesday, July 8 in Toolesboro.