



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

MRPC Call to order by Chair Martin Graber

Present: Martin Graber, Lisa Walsh, Jay Schweitzer, Jenna Pollock, Barb Besch, John Goodmann, and Ann Geiger

Technical Advisor: Mary Stahlhut

Guests: 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.



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

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



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

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



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

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 with location to be determined.

Ann Geiger
Secretary