



Iowa Mississippi River Parkway Commission
Tuesday, February 26, 2019
The Heritage Museum
501 North Fourth Street
Burlington, Iowa

MRPC Call to order

Vice Chair Martin Graber called the meeting to order.

Attendance

Roll call was taken with a quorum of the members present.

Commissioners:

Those present were: Barbara Besch, Jay Schweitzer, Jenna Pollack, and Ann Geiger

Tech Members:

Craig Markley, DOT Office of Systems Planning

Others Present:

LuAnn Reindeers, Iowa Tourism Office

Approval of Minutes

On motion by Schweitzer, with a second by Pollock, the minutes of the October 15, 2018 and November 30, 2018 were approved.

Review and approval of Treasurer's report

The Commission reviewed the Treasurer's Report. Commission asked to have the Treasurer's Report reviewed by the DOT for non-incurred charges. Pollock's reservation for the West Memphis conference was paid and she did not attend. It was canceled in time. On motion by Pollock, with a second by Schweitzer, the report was accepted and approved upon review and adjustment by DOT.

Budget

Geiger spoke, on Graber's behalf, of the interest those attending the October national meeting had in the "Entering Great River Road Territory" signs which Kentucky had done. The Commission thought Iowa would need about 10. Markley said the DOT would look into size, material, regulations, etc. and bring the information to the next meeting.

Discussion regarding payment to the National annual membership request for \$15,000. Pollock said she would prefer to use the funds for some administrative assistance for the Commission. Besch encouraged the Commission to send the membership one more year and discuss it again next year. On motion by Besch, with a second by Schweitzer, the Commission approved the payment. Motion approved with Pollock opposed.



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Pollock asked if Graber would contact Pilch and Barnett and ask for an accounting of what our \$15,000 is being used for specifically for Iowa and request a copy of its contract. Besch said the National Marketing Committee said it is going to try to encourage more of the non-paying states to contribute. Besch said the MRPC is continuing to look for a major sponsor for the GRR.

Besch presented the shipping bill for maps for the ICenter's from last fall. Schweitzer moved, with a second by Pollock, to pay for the shipping of maps in the amount of \$294.00. Motion carried.

The Commission was reminded to submit their expense forms for the April semi-annual meeting in Mississippi.

Interpretive Center Reports: None

Marketing Committee

Geiger brought up discussion for an LED sign for the Mississippi River EcoTourism Center in Camanche. The entrance appears to be the entry to a gravel company, and even when driving down the entry road, there are no signs until onen arrives in front of the center itself. There is a camping business which is located before the ICenter and those are the signs which the public sees. Pollock said the County owned interpretive center and any signage should be discussed at that level. Consensus was that it is not the MRPC would not pursue at this time.

Geiger presented former information sheet requested by the ICenters. She discussed the issue with Stahlhut and agreed to update it and send it on to the DOT for distribution. Reindeer's is reviewing the addresses and phone numbers of the welcome centers listed on the sheet and will get back to Geiger with any corrections. Geiger updated the verbiage and added the two new ICenters, and asked the DOT to update the map since she does not have that capability.

By consensus the Commission approved the sheet and Geiger will send it to the DOT to complete. Geiger said she will be glad to accept the shipment for distribution.

National Marketing Committee meeting. The Commission discussed the request for 100 maps for the Fantasy RV tour out of Las Vegas. Commission agreed to send 100 passports to the tour group in lieu of maps. The DOT will send the passports. Reindeers said the Iowa Tourism Bureau will send them 100 Iowa Travel Guides.



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Besch said a limited number of 10-state maps for each state will be printed by the National office and sent for distribution. Besch will have them sent to Geiger. The National wants to have agri-tourism attractions identified to put online to websites. The states need to list the ICenters on agri-tourism sites and vice-versa. This year there will be three promotions – food in May, drive the Great River Road in Sept. and a follow the paddlewheel promotion.

National Transportation report

Rod Slater, who spoke at the National Meeting encouraged MRPC peopled to come to Washington to lobby the legislature to get funding for the GRR. Walsh recalled that he said Washington legislators were unaware of the Road and its importance to the middle of the country and how the river was viewed by the rest of the world. Walsh reiterated the importance of places to stop and touch the river.

Environment, Recreation, Heritage - Nothing

Chairman's Report *None*

Ex-Official Member Reports

Markley briefly referred to the MRPC 2019 guidance document. He said, based on requests by the Commission, in the future, the MRPC agendas should be sent to the technical partners by Commission. Geiger said she would list that as part of the secretary's duties.

Discussion *None*

Future meeting schedule

The next meeting will be held April 22nd. The location is yet to be determined.