



**Iowa Mississippi River Parkway Commission
Meeting Minutes
Monday, February 8th
Lyons Branch Library, 105 Main Ave., Clinton**

Call to order:

Chair Edith Pfeffer called the meeting to order.

Roll call was taken with a quorum of the nine-member 2016 roster present.

Commissioners:

Edith Pfeffer, Chair, Dan Petersen, VC.; Jane Regan, Treas.; Lisa Walsh, John Goodmann, Secretary

Tech Members: Mary Stahlhut, Iowa DOT Byways Program

Guests: Former CVB Director, Former Clinton Chamber Director and current Acting Chamber Director Julie Allesee; and City Council member Tom Determann

Welcome and Announcements:

Former CVB and former Chamber Director and acting chamber director and current council member Julie Allesee described the value of the river and the GRR to Clinton. Clinton is main supporter for GRR.

Growth and grants. The most important thing is the view of the Mississippi River. #3 attraction globally and 4 longest. Widest river point here at Clinton on the upper Mississippi River. Eagle Point Park Lodge renovation by Clinton Rotary and road re-development.

Business:

Minutes –

November meeting minutes as distributed were reviewed.

Motion to accept minutes as distributed and read: Regan, Second: Peterson

*Approved.

Treasurer reports

Jane Regan reported the MRPC Foundation balance is \$632.40

Motion to accept MRPC Foundation balance and activity as described: Goodmann

Second: Peterson

*Approved.

Mary Stahlhut Reported the MRPC DOT appropriation budget balance at \$15,788.27

Commissioners received detailed lists of the claims processed. Motion to accept MRPC

DOT report as distributed: Peterson Second: Goodmann

*Approved.

Reports of pending expenses.

Regan presented the Travel Iowa billing for first ad published just last week. \$2650.

Moved Goodman, Second Peterson.

*Approved.

Other Reports

-GRR Events:

- Harry Farnum Dinner at St. Ambrose: The 13th annual Farnam Dinner to be held March 18 will focus on the 200th anniversary of Fort Armstrong. George Eaton, local historian, will talk about the Centennial Celebration of the fort held in 1916. The main speaker for the evening will be Dr. Samuel Watson, professor of history at the United States Military Academy, West Point History Instructor. MRPC will have a booth and use the two Banners established last year. For further details on the event, contact Curtis C. Roseman at 309-764-6122 or by email: croseman@usc.edu.
- Travel Federation Event: Dan Peterson reported on the training luncheon and the booth at the Iowa State Fairgrounds in January. Senator Soddors wants to use ending balance funds and apply it to efforts like Byways. Connections made with Mike Gronstall, Debbie Durham, Representative Upmeyer, and many other legislators. Good response from the legislators. Discussion to consider have a separate booth next year.
- The Great Race: Chair has sent a request to the Governor to be present on the GRR day of the race which falls on a Sunday.

-Iowa Byways sustainability

- Motorcycle Safety Forum- not yet announced
- State Fair Iowa Byways Booth. Pay 1/11th of the fee. Moved Goodmann, Second Peterson. *Approved.
- Travel Iowa Conference in October 19-21st. Discussion of any speaker ideas, partial sponsorship, or a booth. Regan offered a speaker idea on use of "Thank You."
- July 23rd 2017 Edible Iowa GRR article due.
- Heartland Byways Conference: April 3-5 in Council Bluffs. Sunday, Monday, Tuesday. MRPC will not be able to participate due to lack of funding.
- Mary reported that the Iowa Byways are now using matching banners and stands. DOT can produce the graphics and order them from the MRPC budget if approved. Discussion. Moved: Peterson, Second: Goodman. *Approved

-Byways of Iowa Coalition:

- Conference call 3PM Tuesday 2/9. Need representation. Move to ask Julie Allesee from Clinton and John Sutton or other Interpretive Center managers. Moved: Peterson, Second: Walsh. *Approved

-Byways of Iowa Foundation- Casey's pinup three week project was the first effort to raise funds for the statewide Iowa Byways.

-Iowa Great River Road Signing Project- Stahlhut reported on progress toward installation this spring-summer.

President's Report

Pfeffer reported on the national MRPC budget and provided copies of the budget. National surveys on the national office are underway. National Geographic project continues. Web site live later this year? Rollout in June.
www.Mississippiriver.geotourism.com We are to Develop itineraries, nominate events that are "grand." Each state should submit their route. Bylaws will be amended. Suggested that Iowa nominate the Driftless area. Goodmann nominated the Iowa GRR. MRPC National Meeting Natchez September 14-16. MRPC Semi-Annual Meeting, La Crosse April 27-29

Eastern Iowa Tourism Events: March 2nd: Design on a Dime, Power of Travel, Roundtable Palooza.

Interpretive Centers Surveys must be in or they will not be in the next map. Burlington Aldo Leopold site in Burlington is moving toward being a National Park Service attraction.

Edith: Stewardship Award needs to be submitted. Pfeffer proposed nominating MJ Smith, former MRPC Commissioner. Moved to nominate MJ Smith for honors: Regan second: Goodmann

*Approved

National Committee and Strategic Plan priorities

- Culture and Heritage
- Marketing
- Transportation
- Agriculture
- Semiannual MRPC meeting April 27-29, 2016, La Crosse, Wis.
- Annual MRPC meeting Sept. 14-16, 2016, Natchez, Miss.

Committee Reports: <http://mrpcmembers.com/>

Culture and Heritage Committee: Edith Pfeffer, Martin Graber and Scott Tunncliff,

Communications and Marketing: Jane Regan and Lori Wallace

Drive the Great River Road September-October 2016. Jane reported on a number of issues and efforts of the committee. Land's End is now the product provider for the GRR brand. Jane took some names of possible bike ride promoters.

Sunday, June 26th - Great Race needs workers at Walcott. Edith, John, Dan and Jane volunteered. Jane will request use of the two canopies from national and bring Pilot pins and key chains to hand out.

Radio promo discussion for the Drive the Great River Road in the fall. Goodmann suggested using KUNI for promo. KMAQ in Maquoketa. Earned media can be done by interviews. Regan will pursue coordinating this.

Environment, Recreation & Agriculture (ERA): Dan Peterson and Jay Schweitzer: Peterson will forward information on Cinnamon Ridge Farms to National. <http://www.tourmyfarm.com/> Commissioners discussed nominating CIPCO for preserving and restoring land along the river. Peterson will complete and forward the nomination.

Transportation: Lisa Walsh, John Goodmann and Mary Stahlhut
GIS mapping is the first step toward inventorying the needs for infrastructure improvements in all ten states.

Commissioner Walsh reported on the Aldo Leopold project in Burlington.

General

All committees were asked to discuss the Mississippi River Train (MRT) organization's request to join with MRPC. Committees mostly agreed that this is not something to rush into.

Great River Road Concerns

In Clayton County, the sand mine has asked to rezone 800 acres to industrial and the below ground mining is now above ground. The County commissioners have not approved this.

Other Actions

Review of Workshop CMP Implementation priorities from the August meeting.

Iowa DOT Report

Mary provided a printed list of the National Scenic Byways grant projects still underway on the Iowa GRR.

Assignments:

Edith reminded commissioners that Interpretive Center visits are needed for all in order to get the survey completed and turned in. Flash drive distribution and training on the sites should be accomplished. Contact Edith with any questions or more flash drive needs.

Possible assistance models:

Regan- move to discuss with MPO's / RPA's as a potential

National Strategic Plan

Chair Pfeffer led the commissioners through the priorities and noted what had been accomplished and

Interpretive Centers

National notify and invite all interpretive Centers to the annual and semi-annual meetings.
Moved: Goodmann Second Regan.

*Approved

Also discussed inviting interpretive centers to the quarterly meetings. Members agreed to include this in the minutes for the next meeting.

Future Commission Meetings

3rd week in March in Burlington. Mary will do a doodle poll. Invite the 5 southern counties CVB and Chambers. 10- Noon. Utilize Joe Taylor, Holly / Shawna as available.

Potential topics for engaging locals in using the GRR brand:

- New Signs
- Shawna help with a 1-pager.
- Use the GRR and to promote
- GRR brand National Scenic Byway
- Use the brand to promote your important place on this phenomenal road.
- What is your most important asset for travel visitors?

Adjournment

The business meeting was adjourned