

IOWA MISSISSIPPI RIVER PARKWAY COMMISSION

November 7, 2014

Guttenberg, Iowa

ROLL CALL

- Commissioners Present: John Goodmann, Deb Jochims, Larry Kruse, Daniel Petersen, Edith Pfeffer, Jane Regan, Lori Roling and Lori Wallace
- Technical Committee Members Present: Mary Stahlhut from IDOT, Shawna Lode from the IA Tourism Office and Margo Underwood from Department of Natural Resources
- Guests Present: David Dahlquist and his wife Mary, Andy Kimmel with MS River (speaker), and Mayor Loven (speaker)

WELCOME

- John Goodman called the meeting to order at 10:30 at the Guttenberg, Iowa River Park Place Conference Center

APPROVAL OF JUNE 12 MEETING MINUTES

- Larry moved and Dan seconded to approve the June 12th minutes as changed. See Attachment 1. (On page 2 under Attachment 11/"How To Develop a Scenic Overlook". Change the next sentence to read "This is the only byways category the current FHWA grant program funds. The DOT website has more information on this subject. [http://www.iowadot.gov/pol leg services/funding guide.htm](http://www.iowadot.gov/pol_leg_services/funding_guide.htm)". Approved.

TREASURER REPORT AND APPROVAL

- Current Budget (Attachment 2-Iowa MRPC Annual Budget/Expense Report) –Mary Dan moved and Larry seconded to accept the Expense Report. Approved.
- (Attachment 3-Waukon State Bank)-Jane. There is a bill in the amount of \$1,296.25 for a lawyer's work regarding our lapsed 501C4 status. Dan moved and Larry seconded that we pay this. Approved. Larry moved and Dan seconded that we accept the treasurer's report by Jane. Approved.
- Budget Request for FY 2016 and 2017 – John Goodman (Attachment 4-IOWA MRPC BUDGET) *Corrections: State FY 2015 Item 3 \$3,265.25 should be moved to Item 2; State FYs 2016-2017 Item 2 should read "Natchez" instead of "New Orleans"*. Jane moved and Edith seconded to use in-kind first. Approved. For the 2016 budget we should advocate with the governor's office for it's passage.

OLD BUSINESS

- Tear Sheet and Iowa Byways Travel Guide Publications
All the tear sheets were distributed in Maquoketa, so we're out. (Attachment 5-explore Iowa's Great River Road).
 - We think our tear sheet is too busy. We would like it in color and we need to have the new signage on them. Look at the IA byway brochure (There is a 6th section just on interpretive centers), TN tear sheet and the Grant Wood brochure. Other byways have theirs in 11 x 17 not legal size and in slick paper. Then the locals pay for them and they also have rack cards. These tear sheets have less information on them, but they also have QR codes.
 - Once the tear sheet is prepared, DOT will do the printing for free. If it is upgraded to shiny paper, we have to pay. If it is an adobe product, DOT can make changes and use it. We could run bids thru Shawna's Department, but we would have to use

their Des Moines bidder and they charge \$100/hr. Another option is that Bre could do this.

- National wants us to buy the GRR foldout map for 35 cents each, then give these to Interpretive Centers where they can sell them for \$4.95. Shawna will try to get 1,000 free from National since they put in \$15,000 also.
- Larry moved and Jane seconded to give John and Mary authority to find a new colored design and to find a vendor. Approved.
- David said that in the CMP grant there is money that is not allocated so it could be used for the redesign or towards marketing in the future. We will get map done and ready for spring stakeholders' meetings, then we'll consider this unallocated money. If the allocation from the State is increased than we will have more leeway.
- Mary has given files to the mapping people who are developing a GRS layer that might be given to people driving.

TECHNICAL MEMBER REPORTS

- Travel Iowa website – Shawna Lode
 - (Attachment 6-Scenic Byways) Shawna has two pages dedicated to the scenic byways and two ways designed to get to the state historic route. 100,000 are printed per year. Please check this for changes.
 - (Attachment 7-iowagreatriverroad.com/Analytics) 376 users and our bounce rate is good – we want to keep it below 50%. Referrals mainly came from traveliowa.com. She buys ad words from Google and Bing. We can update this quarterly or as often as Amy can do this. We should change to Eagle watch not the fall color drive. We should send winter pictures of our communities to Amy.
- Great River Road Signage Project– Mary Stahlhut
 - She has approval to do the consultant process where she gets someone to manage the whole process. This is Mary's priority to get this going. We are going to order extra of these signs.

ADJOURN FOR LUNCH

Mayor Loven of Guttenberg, speaker. He gave us an update on the Mayor's Initiative along the Mississippi River

- The Initiative consists of about 60 Mayors from Bemidji to New Orleans. Each state has 2 members on the Executive board. It has one paid employee.
- The annual meeting is divided between the North and South. Next year it will be in Dubuque.
- Walton and NW Foundations fund it.
- The big issues are environmental (in the lower gulf), shipping (wanting M55 to Chicago and M35 to Minneapolis for future to transfer grain), tourism. It is also important to educate children about the importance of the River. Jane brought a Corps of Engineers curriculum on the river for us to take to county conservation people and/or to one school per county (5th and 6th grade curriculum). It's also on line. The Corps will train them. The Mayor said the DNR is doing similar things in his area. The economic profile of each county will be done soon in the north. This is done by the Mississippi River Conservation Committee and is a great tool.

RECONVENE

Andy Kimmel of Mississippi River Network and 1 Mississippi, speaker

- (Attachment 8-MISSISSIPPI RIVER NETWORK and 9-1 MISSISSIPPI)
- Dubuque Museum is one partner in Iowa for the Mississippi River Network. It also has several mayors. It does policy issues.
- One MS reaches out to individual. There is a part-time employee (Jessica Zimmerman, Group Services Coordinator 563-57-9545, 350 E 3rd St, Dubuque 52001 jzimmerman@rivermuseum.com) at the Dubuque Museum who will come out to give presentations on 1 MS.
- Our CMP has several areas that overlap with his group's areas.
- One characteristic of his group is involving youth.

CORRIDOR MANAGEMENT PLAN – David Dahlquist

- He wants to devote sometime to the CMP within the next 45 days. He will bring treats!
- (Attachment 10-**A DISCUSSION PAPER**, October 30, 2014 IGRR CMP **Preliminary Completion Schedule**, Conceptual Framework for an IGRR CDP Grant Program and July 13, 2014 IGRR **Preliminary Financial Considerations**)
 - This booklet/paper is what he emailed out previously so discard that one because this one is updated
 - Page 4. He added items 1-14 that need to be addressed in the CMP.
 - Page 9. He and Bre spent a lot of time coming up with fulfillment partners. He lists 47 partners.
 - Preliminary Schedule for Completion
 - Instead of Stakeholder Meetings like in the past, David and Bre will visit City Councils, County Conservation Boards, etc.
 - Monday Dec 15th they will meet in the Quad Cities to work on the CMP. Scott will be asked to find us a place. The snow day will be the 16th.
 - Preliminary Financial Considerations and Principle Fulfillment Partners
 - (PFC) The dollar figures are not a new appropriation level, but rather new investments (an increase in what is now spent). If there is nothing in the box, it should be kept going at the same level.
 - (PFC) IA GRR Conservation, Development and Promotion Grant Program (Item H under Administrative Operations) - We need a new revenue stream. Then make this available to local entities so that decisions can be made at this level.
 - Conceptual Framework for an IAGRR Conservation, Development and Promotion Grant Program
 - Roles for the Commission – We represent the one state wide organization that collectively has a handle on the River and its needs
 - He wants to go back to the panelists from the last stakeholder meeting and have telephone interviews. We should take this report locally to people to see if it makes any sense.
- Attachment 11-PROJECT SUGGESTION FORM
 - Each commissioner is to come up with six projects from our county to support GRR. We should ask various groups in our county for ideas. – Dave will do this for panelists from the stakeholder meetings and vet them through us.
 - Every county should have one project in each of the following categories: Intrinsic Resource Conservation, Physical Improvements, Promotion & Interpretation, and Administrative Operations. Bring this back to the next meeting in December.
 - This will give us an idea of priorities

SCHEDULE FY 2015 COMMISSION MEETING DATES AND LOCATIONS

- John will send out a calendar for February so we can offer suggestions for a meeting date.
- We will meet in Minnesota on April 22-24 for the semi-annual meeting.

NEW BUSINESS

- Sustainability; Edible Iowa Project – Edith Pfeffer
 - Attachment 12-*Edible Iowa River Valley* (and possibly *Edible Omaha*)
 - Iowa Byways wants to do an article in Edible Iowa magazine.
 - They charge \$100 per story. Usually the person who it is being written about pays the \$100 fee. Who would we suggest?
- Edith would like the DOT to make banners for a meeting at the end of January. She wants pictures of each Interpretive Center on the banner(s).

COUNTY REPORTS

- Jane's Interpretive Center that we helped fund is going to happen.

ANNUAL MEETING REPORTS

- Culture and Heritage Committee-Edith
 - Each state should provide a picture of each Interpretive Center so each commissioner should get or take pictures of each Interpretive Center in their county. Mary will put a power point together. John will add this to his e-mail. You should identify which theme it goes into. Deb will send this e-mail from Ruth to the technical members and David. This will be put on a jump drive so each Interpretive Center can learn more about the Great River Road.
 - There is a Travel Federation Showcase on 1/27/15 (Attachment 13-Re: Events Needing Byway Representation). We participated in this last year. Edith moved and Dan seconded that we participate in the Travel Federation Showcase on 1/27 with a snow-day of February 3. Approved.
- Marketing Committee–Jane
 - It was mainly about NatGeo. She also explained her recent meeting in St. Charles about NatGeo.
 - The February 24th meeting discussion should be put on our agenda for the December meeting.
- Transportation Committee
- Environment, Recreation, and Agricultural Committee-Dan
 - They want to give awards to things that are environmentally important, i.e. tearing down a coal plant and turning it into green space. Think of recipients and bring to the next meeting.

ADJOURN

- Larry moved and Dan seconded to adjourn at 3:12.

Respectfully submitted,

Debra Jochims, Secretary