



Iowa Mississippi River Parkway Commission
Meeting Minutes
March 21, 2016
The Drake, 106 Washington St., in Burlington

MRPC 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.; Scott Tunnicliff, Lisa Walsh, Martin Graber, Jay Schweitzer.

Guests: Burlington Mayor Shane McCampbell and Jason Huddle, DOT District 4 Planner

Welcome to the Great River Road Hospitality Workshop

Edith welcomed CVB members, business owners, elected officials, and other stakeholders from Lee, Des Moines, and Louisa counties to our Great River Road Hospitality Workshop. She and Jane Regan discussed: Economic impact of tourism on GRR counties, new signing projects, corridor management plans, and then led a question/answer discussion of how we can help each other in promoting the GRR. About 15 guests attended. Those in attendance appreciated the information and stated they liked being "in the loop."

Adjourn workshop

Lunch

MRPC Reconvened:

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.; Scott Tunnicliff, Lisa Walsh, Martin Graber. Guest: Jason Huddle, DOT District 4 Planner

MRPC National Map revisions Conference Call

Phone call to national MRPC office to give corrections on GRR Road Map- a few changes were made to more accurately place GRR towns in relationship to the river. Interpretive Centers phone numbers and addresses were also checked.

Business:

Minutes –

February 8, 2016 meeting minutes as distributed were reviewed.

Motion to accept minutes as distributed and read: Regan Second: Walsh

*Approved.

Treasurer reports

The printed report of the MRPC DOT appropriation budget was shared with a current balance of \$13,138.37. We need to be aware of unspent advertising dollars and could possibly buy some advertising in May. Also, some costs could be incurred for the DOT banners to be given to various interpretive centers. Their costs would be \$40 for a stand.

Fundraising discussion:

Lisa W. moved, 2nd by Jay S. to table the fundraising discussion. Passed.

Other Reports

- Farnam Dinner in Davenport on March 18. It was a good way to promote GRR to Quad Cities area having a table display with various items to hand out. Edith, Jane and Dan went.
- Upper Mississippi River Conference in Quad Cities on Oct. 13-14, 2016.
- Ragbrai bike ride coming to Columbus Jct. and Muscatine in late July.
- Iowa Byways sustainability and By Ways of Iowa Coalition, 25 new signs put up.
- Report submitted by Mary Stahlhut. Construction will begin in June in Allamakee Co. for the new GRR signing project.

President's report

Various Committee meetings coming at Lacrosse, Wisconsin, National meeting in late April. Discussion followed on the Agriculture Committee and trying to list various day trips. Those mentioned were: Ardon Creek Winery, Odessa Vineyard, Wide River, Wapsie Farms corn maze, Cinnamon Ridge, Harvestville, Homestead Dairy, Eagle's Nest Winery, Syngenta Seed Corn and Pioneer.

- Semi-annual MRPC meeting on April 27-29, 2016, at La Crosse, Wisconsin. Deadline for registration is Friday, March 25 and hotel deadline in March 27.
- Annual MRPC meeting is September 14-16, 2016, in Natchez, Mississippi with no details yet.
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Iowa MRPC Corridor Management Plan Implementation

We then spent some time going over the Planning Meeting Report prepared by Terry Buschkamp, IEDA:

- We will set up a November meeting with legislators in 2016.
- RPO's, there are 4 we could talk with-Bi-State, SE Iowa, NE Iowa, and Dubuque. Our goal is to attend some of their meetings and learn how we can work with them. Jason Huddle, DOT, thought that TAP Funds could be a possible source of revenue for us. Jane R. moved to invite Exec. Directors of these RPO's to our June meeting. 2nd by Jay S, passed.
- Contact with locals; Edith then asked each Commissioner present to report on who they had been in contact with: Louisa-Bd. of Sup. Clinton- Bd. of Sup., city of Camanche, city of Clinton. Des Moines-Burlington Cons. Bd. Bd of Sup., CVB. Muscatine-CVB. Jackson-Bd. of Sup. Lee-Bd. of Sup., CVB. Allamakee-Bd. of Sup., Co Cons. We need to follow up with Lori, John, Scott as to their contacts.
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New Business:

Jason Huddle from DOT suggested we appear before DOT Commissioners in Oct. 2016. We need to invite Shawna to our June meeting in an effort to make an IDEA tourism grant. We need to consider stakeholder meetings in 2017.

Moved, 2nd, passed a motion to table the National Strategic Planning Report. Need to encourage local entities to publicize their different activities on Travellowa.com. Discussed the Hometown Pride Program that has paid staff from the Keep Iowa Beautiful Program. Could this be some help in the future?

Adjournment

The business meeting was adjourned at 4:05 p.m

Dan Petersen, Secretary Pro-Tem.