



**Iowa Mississippi River Parkway Commission
To meet April 29, 10:00 a.m. in Camanche, Iowa
The Mississippi River Eco Tourism Center
39442 291st Street, Rock Creed Marina**

Statement: The members of the Iowa Mississippi River Parkway Commission are holding this meeting by electronic means pursuant to the provisions of the Iowa Open Meetings Law, Section 21.8, Code of Iowa. Interested parties may attend in-person or join the meeting by conference call by dialing 312 626 6799 Meeting code 895-7119-1588 Passcode: 065376 or <https://us02web.zoom.us/j/89571191588?pwd=QTV0L05oUUV4UmxCUFk1NXVkdEpSUT09> The phone line will be active shortly before the meeting and discontinued immediately after the meeting ends.

MRPC Call to order and roll call

The meeting was called or order by Chairman Graber.

Present: Paul Carroll, Paula Mayer, Jim Janett, Katie Hammond, Roger Thomas, Lisa Walsh and Ann Geiger

Absent: Leslie Webster, Jerod McGovern

Others: Katie Kenne, Iowa Tourism; Rachelle Kjellberg, Travel Iowa; Emily Whalen, DOT

Approval of January 10, 2022, February, 18, 2022, and March 7, 2022 minutes

A motion to approve the January 10, 2022, and February 18, 2022, and March 7, 2022 by Janett and seconded by Carroll. The motion carried.

Review and approval of Treasurers Report

Geiger moved to approve the Treasurer's Report and it was seconded by Carroll. The motion carried.

Budget discussion and allocation

The Commission discussed approving the annual radio ads for May and June. Geiger moved to approve the ads in an amount note to exceed \$6,000 for May and June. Carroll seconded the motion and it carried.

Billboards previously approved were complete for the summer. Mayer presented an invoice for \$1,835.00.

The Commissioners discussed an ad for the fall tourism brochure as they had done last year. After discussion with Kenne and Kjellberg, it was agreed the Commission would be billed in two billings. The first will total the amount left in the Commission budget after the summer radio ad billing had been received. The balance would be paid out of the budget



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for the next fiscal year. Motion to approve and ad with the two-part billing was made by Carroll. Mayer seconded the motion and it carried. Mayer will work to prepare the ad.

Mayer discussed the opportunity for the Commission to have kiosks through an NSBP grant. The Driftless Center has already begun working on one. There are three sizes of the kiosks, and Bellevue already has indicated interest. Suggestions for others include Clinton, Guttenberg, McGregor, Burlington, theirs. Kiosks will be further discussed but are in favor. Some communities are already in favor: Bellevue, Clinton, Lansing. Hammond said she will discuss it with Louisa County, and Carroll will discuss it with Muscatine County. Geiger said Scott County has kiosks through River Action. The Commission would be able to cover its match through in-kind.

National committee reports

Marketing Committee

National is trying to get a grant to accommodate interactive website. It needs input from some of the Iowa ICenters, and some have responded and some have not. Mayer and Geiger have both sent notices to the ICenters which have not responded, and Mayer has sent a copy of the passbook to the national office to use for reference. Geiger she she would like to add the "Six Littleton Brothers" attraction to the Toolesboro information for the future.

Transportation

Walsh said most of the discussion was on the Memphis meeting in September. Arkansas is going to spearhead the grant for the Scenic America Byway for the balance of the states which have not applied. Kim Williams is going to spearhead.

Environment- Nothing

Recreation and Agriculture - nothing

Heritage and Culture

Janett said the committee is trying to update the ICenter application form. He provided Driftless Center as an example. The committee is review the criteria for new applicants. It is getting contact info for a new travel guide.

Chairman's Report.

Graber said he was asked what does the MRPC have to do to repair the relationship with Iowa. Walsh said Illinois is coming back, but one of the members is still in line for a board position. She said states which have not paid or paid in full should not be having positions on the board or management. Also need to have members serve on a committee. Geiger said she agreed with Walsh that the organization needs a reboot.

Comments from Interpretive Centers Ex-Officio Members and Others



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Comments from Interpretive Centers – Janett said the Driftless Center has had an optic in attendance.

Whalen called the Commission's attention to the updating of the Iowa Talent Bank. She said her understanding was the existing one was still usable.

Reports and Updates

Geiger made the Commission aware of the potential merging of the Santa Fe and Canadian Pacific Railways. Essentially it would be 14.5 trains down the Great River Road every day. It will affect Wisconsin, Minnesota, and Illinois in addition to Iowa. She said Illinois already has a website, and meetings from cities along the east coast of Iowa have been occurring to mitigate the situation.

National Rivers Hall of Fame nominations

Janette said he would like to nominate John Bickedel who was instrumental in establishing the Hall of Fame and a former MRPC member. Geiger suggested Charles Young, who was the main developer of the Great River Road be added.

Janette moved to nominate Bekceel for the award. Geiger amended the motion to add Young. Carroll seconded the amended motion, and it carried. There is an online National River Hall of Fame template.

Mayer said she was told the passports were finished, and she thought they would be available for this meeting, but she has not seen them yet.

Future meeting date – July 18, 2022 with the location to be determined.