Iowa

Mississippi River Parkway Commission

2015-2016 Annual Report
September 2016

Edith Reiss Pfeffer, Chair
Iowa Mississippi River Parkway Commission

2015-2016
Iowa Mississippi River Parkway Commission

Explore Iowa's Great River Road

Jane Regan, Treasurer
Allamakee County

Lori Wallace
Clayton County

John Goodmann, Secretary
Dubuque County

Vacant
Jackson County

Edith Pfeffer, Chair
Clinton County

Scott Tunnicliff
Scott County

Daniel Petersen, Vice-Chair
Muscatine County

Jay Schweitzer
Louisa County

Lisa Walsh
Des Moines County

Martin Graber
Lee County

Contents

MISSION STATEMENT **1**

VISION **1**

GOALS AND OBJECTIVES **2**

IOWA MRPC STRUCTURE **4**
Iowa MRPC Commission and Technical Members 4

IOWA MRPC COMMISSION MEETINGS **6**

2015-2016 IOWA COMMISSION MEETING MINUTES **7**

IOWA MRPC BUDGET **51**
Figure 1: Iowa MRP State Fiscal Year Budget 52

IOWA ACTIVITIES AND WORK PLAN **51**
Iowa MRPC Website Development 51

Figure 2: www.Iowa Great River Road.com 52

Iowa MRPC Social Media and Communications 52

Figure 3: Iowa GRR Facebook 53

Iowa Great River Road Traveler Map 53

Figure 4: Iowa Great River Road Traveler map 54

Iowa Byways Travel Guide 55

Figure 5: Iowa Byways Travel Guide 55

Iowa MRPC Corridor Management Plan Workshop

Great River Road Marketing
Great River Road Interpretive Centers 56

Iowa Participation in Meetings and Events 57

Iowa Birding Maps
MRPC Annual and Semi-Annual Meeting 63

Iowa MRPC Stakeholder Meetings 63

Great River Road Hospitality Workshop 65

Great River Road New Interpretative Center 65
Great River Road Economic Impact 66
Great River Road Discussion with MPO's & RPA's 68
Commissioner and General Activities 67

Great River Road Signs
Figure 6: Great River Road Sign 70
Great River Road Concerns 70
Figure 7:Burlingoton 70

Figure 8: Montrose 71

APPENDIX 71

Iowa MRPC Commissioner Responsibilities 2015-2016…….72

Text for Radio Ads…….…75
Great River Road Statics……...76
Travel Impact…….....77
Comparison of Great River Road to Iowa's Other by Ways……....78
The Great River Historic Loop……..79
2015 Corridor Management Library Iowa GRR……81

MISSION STATEMENT

The Iowa Mississippi River Parkway Commission (IAMRPC) was organized to:

- Preserve, promote and enhance the scenic, historic, natural, archaeological, cultural, and recreation resources of the National Scenic Byway (NSB)/Iowa Great River Road (GRR) and the Iowa Mississippi River Valley.
- Foster economic growth of the Mississippi River corridor.
- Develop the National Scenic Byway/Great River Road.

VISION

The Iowa Great River Road will sustain rewarding lifelong experiences for Iowans and visitors from around the world through the support of a cooperative network of partners and stakeholder, each of which invest in and benefit from the conservation, development, promotion, interpretation and management of the diverse intrinsic resources of the Iowa Mississippi River Valley.

(Adopted December 15, 2014).

GOALS AND OBJECTIVES

- Assist in coordinating the increase of investment and awareness of the National Scenic Byway/Iowa Great River Road and its amenities with roadside parks, scenic overlooks, educational experiences and opportunities and historic information.
- Continue the identification, documentation and protection of the intrinsic resources of the Great River Road.
- Expand the local citizen awareness of the resources and importance of the Great River Road in Iowa and the adjoining states.
- Provide new travel experiences through effective interpretation and promotion of the Great River Road.
- Increase information services to residents and organizations along the Great River Road.
- Identify economic development opportunities based on the sensitive use of the Road's intrinsic resources.
- Sustain existing alliances with other organizations that are interested in the future of the Great River Road and develop new partnerships where needed.
- Identify volunteer opportunities for individuals and organizations along the Great River Road.
- Assist in coordinating the increase of investment and awareness of the Great River Road and its resources with development of a variety of amenities and delivery of programs for public awareness, interpretation and promotion.
- Increase the awareness for Great River Road stakeholders of availability of public and private funding for resource conservation, transportation enhancement, interpretation and promotion.
- Develop communication opportunities to tell the stories of the National Scenic Byway/Great River Road.
  Arrange community involvement meetings and workshops pertaining to a variety of Great River Road related topics.
  Advocate for the Great River Road Interpretative Centers.
- Advocate for the Great River Road research, planning, and development studies.
  Advocate for transportation related projects in the Great River Road Corridor that incorporate the principles of context sensitive design.
- Advocate for the use of sustainable design principles such as L.E.E.D. (Leadership in Energy and Environmental Design), native plant community restoration, multi-functional streets, etc.
- Conserve, develop, promote and interpret, and manage the Iowa Great River Road.

(Adopted December 15, 2014).

A major factor in achieving these goals and objectives is partnering with area and national groups and associations that have similar goals and interests. By networking with other organizations, we can best utilize all our assets, including financial, contacts, and personnel.

IOWA MRPC STRUCTURE

The Iowa Commission consists of ten commissioners appointed by the Governor of Iowa representing the ten counties that border the Mississippi River. The commission by Iowa statue is gender and politically balanced. In addition, there are five technical members representing: Iowa Department of Transportation, Department of Economic Development, Iowa Department of Natural Resources, Iowa Office of Tourism, and U.S. Army Corps of Engineers.

The commission has received verbal commitments from the Iowa Department of Economic Development to appoint new technical advisor but as of the date of this report no formal appointment has been completed.

An updated Iowa MRPC commission member's contact list follows:

Iowa MRPC Commission and Technical Members

COMMISSIONERS	IOWA MRPC OFFICE/NAT'L COMMITTEE	ELECTRONIC ADDRESS & PHONE NUMBER	TERM EXPIRES
ALLAMAKEE COUNTY			
Jane M. Regan P.O. Box 34 Harpers Ferry, IA 52146-0034	**Iowa MRPC Treasurer** **Nat'l Marketing** **Bylaws Committee**	jregan@leschenskyins.com PH: 563-568-6347 Cell: 563-380-3635	6/30/2017
CLAYTON COUNTY			
Lori Wallace 308 South River Park Drive PO Box 826 Guttenberg, IA 52052	**Marketing**	huknorth@yahoo.com PH: 319-551-6171	6/30/2017
CLINTON COUNTY			
Edith Pfeffer 524 Mill Ridge Road Clinton, IA 52732	**Iowa MRPC Chair** **Nat'l Culture & Heritage**	edithrpfeffer@gmail.com PH: 563-243-7751 Cell: 563-357-3681 FAX: 563-243-7751	6/30/2019
DES MOINES COUNTY			
Lisa Walsh 6172 Nikonha Place Burlington, IA 52601	**Iowa MRPC Transportation**	PH: Cell:	6/30/2019

DUBUQUE COUNTY

John A. Goodmann 2744 University Avenue Dubuque , IA 52001	**Iowa MRPC Secretary** **Nat'l Transportation**	jgoodmann@real-good.com Work: 563-556-3232 Cell: 563-599-4350 Toll Free: 800- 498-4518	6/30/2019

JACKSON COUNTY

Vacant			6/30/2019

LEE COUNTY

Martin Graber 2163 North Fork Drive Fort Madison, IA 52627	**Culture & Heritage**	Col grabber @yahoo.com Day: 319-372-4819 Work: 319-372-1896 Cell: 319-470-5522	6/30/2019

LOUISA COUNTY

Jay Schweitzer P.O. Box 112 Columbus Junction, IA 52738	**Nat'l Transportation** **By laws Committee**	jayts@yahoo.com Work: 319-728-2219 Home: 319-728-3180 FAX: 319-728-8449	6/30/2017

MUSCATINE COUNTY

Daniel Petersen 3289 150th St. Muscatine, IA 52761	**Iowa MRPC Vice-Chair** **Nat'l Enviro, Rec & Agriculture**	srpeters@hotmail.com (Shirley) Home: 563-263-3527 Cell: 563-571-8009	6/30/2017

SCOTT COUNTY

Scott Tunnicliff 718 Holmes Street Bettendorf, IA 52722	**Nat'l Culture & Heritage**	hcvscott@gmail.com Work: 563 322 8293 Cell: 563 370 2098	6/30/2017

TECHNICAL COMMITTEE MEMBERS:

Iowa Department of Transportation

Mary Stahlhut Iowa DOT, Systems Planning 800 Lincoln Way Ames, IA 50010	**Iowa MRPC Bd Administrator** **Nat'l Transp/Marketing**	mary.stahlhut@dot.iowa.gov PH: 515-239-1369 FAX: 515-233-7857

Department of Natural Resources		
Margo Underwood 609 S. Shore Drive Clear Lake, IA 50428-2546	**Iowa MRPC Advisory Nat'l Enviro, Rec &Ag**	Margo.Underwood@dnr.iowa.gov 641-420-3896
Economic Development Authority		
Shawna Lode East Grand Office Park 200 East Grand Avenue Des Moines, IA 50309	**Iowa MRPC Advisory Nat'l Marketing**	Shawna.Lode@iowa.gov 515-725-3090
US Army Corps of Engineers		
Ron Deiss Clock Tower Bldg. Box 2004 Rock Island, IL 60204	**Iowa MRPC Advisory Nat'l Enviro, Rec &Ag**	Ronald.w.deiss@usace.army.mil 309-794-5185
IOWA DOT OFFICE OF SYSTEMS PLANNING:	**Policy and Agency Support**	
Deb Arp	**Grant Team Leader**	debra.arp@dot.iowa.gov 515-239-1681
Craig Markley	**Office Director**	craig.markley@dot.iowa.gov 515-239-1027
Peggy Riecken	**Secretary/Claims**	peggy.riecken@dot.iowa.gov 515- 239-1664

IOWA MRPC COMMISSION MEETINGS

The Iowa MRPC met on four separate occasions in the past year. July 7, 2015 at Le Claire Community Library, Le Claire, Iowa; August 10, 2015 at the Hurstville Interpretive Center, Maquoketa, Iowa; October 8, 2015 at the Mason Dupuy Hotel in New Orleans, LA.; November 9, 2015 United Way Office in Muscatine; February 8, 2016 at the Lyons Branch of Clinton Public Library, Clinton, Iowa; March 21, 2016 at The Drake, 106 Washington St., in Burlington, Iowa; May 2, 206 at our National MRPC semi-annual meeting in La Crosse, Wisconsin and June 20, 2016 at the Hurstville Interpretive Center, Maquoketa, IA.

2015-2016 Iowa MRPC Meeting Minutes

Minutes of the Iowa Mississippi River Parkway Commission are always public record. Public notices and meeting minutes are also posted here:

http://www.iowadot.gov/iowasbyways/mississippi_river.htm

Iowa Mississippi River Parkway
Commission Meeting Minutes
Tuesday, July 7, 2015
Le Claire Community
Library 323 Wisconsin
Street
Le Claire, Iowa

Call to order:
In the absence of Chair, John Goodmann, Vice Chair Edith Pfeffer called the meeting to order. Roll call was taken with a quorum of the 7-member 2016 roster present.

2016 Commissioners:	Edith, Lori W, Jane,
Dan, 2015 Commissioners:	Larry, Debbie
Tech Members:	Mary Stahlhut, Iowa DOT Byways
Program Guests:	Sam Shea, Iowa DOT, District 6
Consultants:	David Dahlquist and Breann Bye

Welcome and Announcements:
Pfeffer welcomed attendees and announced two recent awards for MRPC member efforts:

- The Iowa Great River Road (IGGR) was awarded the "2015 Champion of Tourism Award" from the Clinton Convention and Visitors Bureau.
- Edith also personally received the Al Wise Volunteer of the Year Award from the Clinton Chamber of Commerce on June 4, 2015. She was recognized for her work with the IGRR, The Lincoln Highway Heritage Byway, Iowa Byways, Trees Forever and other local concerns.

Completion of FY 2015 Business:

Minutes –
April 23, 2015, meeting minutes as distributed were read by Pfeffer. There were no corrections suggested. Moved to accept minutes as distributed and read: Petersen, Second: Wallace.
*Approved.

Treasurer reports
Jane Regan reported the MRPC Foundation balance is $4553.45.
Moved to accept MRPC Foundation as distributed and read: Petersen, Second: Wallace.
*Approved.

Mary Stahlhut Reported the MRPC DOT appropriation budget balance at $2,316.96 Motion to accept MRPC DOT report as distributed: Petersen; Second: Wallace.
Discussion: Stahlhut confirmed that there is one more outstanding travel reimbursement claim for the 2015 fiscal year. The balance remaining after that claim will be directed toward the final consultant invoice for the Corridor Management Plan Project. The remainder will be billed to the Foundation for the balance of the local match, completing the CMP project.
*Approved.

Other business

Budget
Members reviewed the 2014 - 2016 Budget review handout provided by Mary Stahlhut showing budget line items, expenditures and final balances for the previous, current and next state fiscal years. The budget discussion was deferred to the August meeting when members will have completed the CMP Implementation Workshop setting priorities.

Annual MRPC meeting October 6-8 in New Orleans, Louisiana.
Members discussed the importance of attending. DOT will provide out of state travel request forms as soon as the event details are published. Commissioners were encouraged to think about their travel options to drive or fly so they are ready to submit travel requests quickly when the event information is available. Commissioners may refer to the web page for details
(http://mrpcmembers.com/) and make hotel reservations now.

Reports

Semiannual MRPC meeting April 22-24, St. Paul, Minn.
Presentations are posted here: http://mrpcmembers.com/national-meetings/
Members agreed to defer discussion to later in the meeting when Commissioner Goodmann would be present to report on the MRPC Executive Board meeting of the ten states. Of special interest is the National Geographic Geo-Tourism Project. Members were reminded to keep submitting destinations for tourists on their county's GRR. There were no reports from the Transportation Committee or the Environment, Recreation & Agriculture Committee.

Jane and Edith reported on the agenda items and field trips that showcased Minnesota successes in developing the GRR and riverfront amenities for both community development and tourism. The Mississippi Head Waters and Indian Reservation outing was really good. St. Cloud had city examples of synergy combining recreation, business and health interests like the St. Cloud Hospital along the river.

Culture and Heritage Committee: Edith Pfeffer
Edith reported that there are PowerPoint presentations for all the interpretive centers to use. This version includes all the Iowa centers. She distributed prints and flash drives. Edith also provided copies of the survey document that all the GRR interpretive centers need to fill out and return. The forms are on the 10-state web site under forms and resources. Jane reminded all commissioners that the personal visits with center staff are essential to building promotion and identification of the GRR identity.

Communications and Marketing: Jane Regan
Central will send out a kit for promoting "Drive the Great River Road" this year. It will include radio spots, press releases and other resources. Jane will distribute them. Key to promoting might be connecting to TV stations that serve the GRR. This varies from north to south where stations reach. Iowa might coordinate with Illinois MRPC for stations in Illinois.

New Business

Iowa Tourism partnership advertising: Jane Regan. A list of potential partnership ads from Travel Iowa was distributed, including those that Jane reserved for MRPC. Discussion: Shawna Lode has offered to help MRPC pick which advertising to use and will work with MRPC in August to meet the September deadline.

Departing MRPC commissioners' comments:
Deb Jochims reported that locals are working on the Aldo Leopold Interpretive Center in Des Moines County. New commissioner candidates have been recommended by the out-going commissioners and others. Larry Kruse made a recommendation, but has not heard more. Perhaps someone who lives in or near a thriving town would be the most effective. Edith thanked Larry and Deb for their service and contributions to the GRR, the CMP and MRPC work.

Commissioner local actions discussion:
Regan reported that assets on the GRR are always changing and commissioners can monitor these in their county and help keep sites welcoming for travelers. In Allamakee County, water landings had washed out. When Jane called the County Conservation Office, they mobilized to bring in sand and restore the landing. Commissioners can encourage locals to enhance local signage to point visitors to shared attributes.
Remember that the Corridor Management Plan for the Great River Road is county-wide. Economic development plans should tie to the GRR. Commissioners are encouraged to engage with local economic development and metro or regional planning to ensure the GRR is identified as an asset and included.

Iowa Great River Road Corridor Management Plan (CMP): David Dahlquist and Breann Bye

Report:
Dahlquist distributed final reports on the CMP roll-outs and David and Breann offered final comments. The June roll-outs reaffirmed a number of the key points that were developed during the CMP process, especially those on pages 10-11 in the report.

- GRR is of high value to local. State, USA and global audiences
- Collaboration among varied stakeholders in different disciplines is parallel rather than connected.
- Leadership needs a new start to maximize the wide range of existing leaders who are pro-GRR in some collaborative form. Perhaps use an existing diverse assembly to leverage time and talent.
- Funding needs to be shaped and directed. BB and DD make the suggestion to have a funding feasibility study.
- Brand. Could GRR sell "naming rights"? What brand efforts and be leveraged. We need a new funding model. The GRR brand needs to be both protected and

promoted.

- Flash drives of final digital files were mailed Thursday to each commissioner.

Discussion and commissioner suggestions for CMP implementation:

- John Goodmann commented that the MRPC has evolved and needs a new relationship with stakeholders and the founding mission.
- Regan commented that the question is "What is expected of MRPC Commissioners going forward?"
- Dan Petersen noted paragraph 2 on page 11, suggesting that locals can be asked to contribute reasonable amounts in annual budgets to implement the CMP. The scale could be determined by the type and size of various entities. Kruse added that local budget discretionary funding is limited.
- Dahlquist mentioned an Iowa Legislature Interim Study Committee to frame the ongoing funding needed and potential sources.
- Regan commented that the Great River Road logo use cost at the national level is very low and the brand could be used effectively to better promote the GRR.
- Pfeffer reported that there is growth in GRR tourism and the Viking cruise ships will be scheduling 5-6 ships 3-4 times a week along the Iowa Mississippi and that will have a large impact in tourism dollars spent locally.
- Regan commented that the US Travel Association Travel Study demonstrates the value of the GRR travel corridor. This a good source for proving value in supporting GRR promotion partnering with the MRPC.

Moved to approve the June 2015 CMP Rollout Meeting Report as distributed: Regan, Second: Petersen
*Approved.

Dahlquist and Bye final comments:
Thank you, for allowing us to work with you on the GRR CMP. It has been an absolute pleasure. The experience has convicted me as a central Iowan to get off the interstate and explore Iowa's byways. It has made me an absolute cheerleader and advocate for the Iowa Great River Road. There is so much enthusiasm and support up and down the GRR and there is wonderful potential in the organizations and individuals to engage in what MRPC does to implement the CMP. On this journey there are many, many rewards. It is good for your counties, communities, Iowa, the country. There is value and importance in doing this.

MRPC Chair, John Goodmann comments:
During this Corridor Management Plan (CMP) process, the MRPC has moved from functioning with a simple "Kindergarten level" CMP to a more robust role for MRPC and a college level CMP to implement. Now the CMP better represents the level of performance expected of the MRPC and its purpose is in the years to come. Having lived in this corridor, we take this river for granted. For others it is big-time and we should accept this and immerse ourselves in this implementation and identify ourselves as local tourism facilitators.

Adjourned for lunch at 11:55AM
Business meeting resumed at 1:00 PM

2016 MRPC

Business Call to

Order
Vice Chair Edith Pfeffer called the meeting to order.

Roll call was taken with six of the seven-member 2016 roster present.

2016 Commissioners:	Edith, Lori W, Jane, Dan, John,
Scott 2015 Commissioners:	Larry, Debbie
Tech Members:	Mary Stahlhut, Iowa DOT Byways
Program Guest:	David Rose, Iowa DOT Commissioner
Facilitator:	Terry Buschkamp, Main Street Program Iowa Economic Development Authority,

Election of 2016 Officers
Nominations for were received and new officers were elected:

Chair: Nomination of Edith Pfeffer: Jane Regan, Second: Dan Petersen. Nominations ceased.
Confirmed: Edith Pfeffer, Chair

Vice Chairperson: Nomination of Dan Petersen: John Goodmann; Second: Scott Tunnicliff
Nominations ceased.
Confirmed: Dan Petersen, Vice Chair

Secretary: Nomination of John Goodmann: Dan Petersen; Second: Scott Tunnicliff
Nominations ceased.
Confirmed: John Goodmann, Secretary

Treasurer: Jane Regan nominated: John Goodmann; Second: Scott Tunnicliff
Nominations ceased.
Confirm: Jane Regan, Treasurer

2016 Budget
Commissioners discussed the 2016 budget and the transition from spending a large share of the budget on the CMP development changing to investing in the CMP implementation. Members agreed that marketing will be an important element in implementing the plan. A discussion of marketing options continued with a conclusion that the afternoon workshop and help from Tech member, Shawna Lode from Travel Iowa will provide information needed before decisions are made.
Moved to defer the 2016 budget decisions to the August MRPC meeting: John Goodmann, Second: Jane Regan.
*Approved

Meeting Schedule
August
MRPC will meet Monday August 10th. The afternoon session, beginning at 1PM will be a marketing plan workshop led by Shawna Lode.
September
To be determined in the August meeting.
October
MRPC Annual Meeting October 6-8 in New Orleans, Louisiana.

Other Business
GRR Infrastructure
Members discussed the additional wash-out issues on the Great River Road in Montrose. A news article with pictures was passed around. The road now has a 3 to 4 foot-deep drop-off and has been closed to traffic. For safety, the city has blocked the road with gravel to prevent motorists from driving around barricades. This has become much more than cosmetic and Montrose has no assets to fund the extensive shoring and rebuilding required. No FEMA funds are available. Iowa DOT Commissioner Rose offered to speak with Iowa DOT Programming, Planning and Modal Division Director Stuart Anderson about finding funding assistance.

Committee Assignments
Chair Edith Pfeffer asked commissioners to call or e-mail her their national committee assignment preference. After names are submitted to the national office, commissioners may begin to be contacted by those committees for conference calls and planning committee agendas for October. The committees are: Culture and Heritage, Communications and Marketing, Environment, Recreation and Agriculture, and Transportation.
http://mrpcmembers.com/committees/

Adjournment
The business meeting was adjourned at 1:30 and the CMP Implementation Workshop followed, facilitated by Terry Buschkamp.

Additional documents:
- Business documents:
  - Agenda
  - Iowa DOT Budget report
  - MRPC budget worksheet 2015-17
  - MRPC Foundation Report
  - Montrose Road article
- Summary June 2015 CMP Roll-out Meetings
- MRPC Planning Meeting Report

Submitted by Mary Stahlhut.
7/7/2015

IOWA MISSISSIPPI RIVER PARKWAY COMMISSION

Planning Meeting Report

Prepared by Terry Poe Buschkamp

CMSM CTP
Tuesday, July 7, 2015
Le Claire Public Library
Participants included:
- Jane Regan - Allamakee County
- Edith Pfeffer - Clinton County
- Lori Wallace - Clayton County
- Debra Jochims - Des Moines County
- John Goodmann - Dubuque County
- Larry Kruse - Lee County
- Dan Petersen - Muscatine County
- Scott Tunnicliff - Scott County
- Mary Stahlhut, Iowa Byways Program Manager, Iowa DOT

Terry Poe Buschkamp, Iowa Economic Development Authority / Main Street Iowa Promotion Specialist facilitated the session.
An overview of the process was provided, and it was explained that we would be spending the next three hours thinking strategically on where the Commission will be focusing their efforts in the next year.
The attendees proposed that the desired outcome for the afternoon was to think strategically about priorities, and the implementation steps required to achieve three - four of those priorities in the next 12 months. The group affirmed that this is where we were going to focus our attention.

Comments on the 2015 Corridor Management Plan

Session attendees were asked to share their thoughts about the 2015 Corridor Management Plan that was presented to the Commission by the consultants earlier in the day. Comments included:
- It helps us think about the future
- Defines the roles and responsibilities of the Commission members
- Indicates we need to involve partners
- Shows we have a lot of work to do (need administration and money)

Review of the Mission of the Mississippi River Parkway Commission

It was noted that the Commission does not currently use a mission statement to focus, direct, motivate and unify the work of the group. For the purposes of our discussion, it was agreed that we would use the duties of the commission that are found on the State of Iowa web page:

"The Mississippi River Planning Commission is responsible for the continued development, preservation, and promotion of the byway and its amenities."

Review of the Mississippi River Parkway Commission Achievements

Session attendees were asked to work independently to list work that they have done in the past year to promote the mission of the Commission. Individuals were asked to share their activities for the last 12 months. These accomplishments were noted on flip chart paper (in no particular order):

- Developed, edited, approved and rolled out the new 2015 Corridor Management Plan
- Contacted local stakeholders to encourage attendance at the Corridor Managements Plan meetings
- Helped orchestrate Corridor Managements Plan sessions and rollout at venues across the region
- Monitored local projects (new $.5M Interpretive Center in Allamakee County and potential new facility in Louisa County)
- Contacted and met with staff at the Interpretive Centers in local counties to help them understand the relationship their relationship with the commission
- Provided support and oversight for the Interpretive Centers (conducted evaluation for National Mississippi River Parkway Commission)
- Distributed information (maps, flash drives with information) to Interpretive Centers in Iowa and neighboring states, local tourism offices, and numerous tourist attractions
- Delivered new signs and inspected existing signage at local Interpretive Center for location and prominence
- Participated in the Iowa Scenic Byway collaboration meetings, either in person or via conference call
- Served on National Mississippi River Parkway Commission committees
- Made public presentations to numerous local groups
- Welcomed representatives from the National Park Service
- Served as Mississippi River ambassadors for Convention and Visitors Bureaus in the local communities
- Hosted Transportation Day at the Iowa State Capitol
- Staffed booth at the Iowa State Fair
- Exhibited at the Tourism Night event for State Legislators
- Became familiar with route by driving the Great River Road
- Recruited new Commission members
- Attended/made arrangements for Commission meetings
- Communicated with other Commission members
- Communicated with local leaders, stakeholders and partners
- Prepared annual report of the Mississippi River Parkway Commission for elected officials, partners and stakeholders
- Requested new graphic to create passport templates for the Interpretive Centers
- Redesigned and printed the Iowa Great River Road map tear sheet
- Created new business cards to identify Commission members
- Worked on the development of new Great River Road signage project
- Implemented National Scenic Byway Projects
- Developed GPS mapping of significant sites in the region

Determination of Mississippi River Parkway Commission Priorities

Buschkamp introduced a series of four questions that were designed to be reflective of the four areas for elevated effectiveness that were identified in the Corridor Management Plan:

- Level 1: Existing Level of Appropriation
- Level 2: Effective Administration and Communications
- Level 3: Effective Promotion and Interpretation
- Level 4: Facilitator for Capital Investment

Taking one question at a time, attendees worked individually, then shared their responses with the group using the “Magic Wall” (a lightweight magnetic receptive panel mounted on the wall) as a tool to help organize the ideas.

When all of the project ideas had been posted, attendees were asked to indicate their first four top choices, and four second choices.
The following raw data includes a priority ranking that was achieved by assigning 2 points to each of the 1st choice responses to the questions that were posed, and 1 point for each of the 2nd choices.

Question #1

"What can we do in the next 12 months to increase the level of appropriation and funding for the MRPC?"

 Request AGAIN increased allocation from the state via the Iowa DOT **(7)**
 Legislative meeting this fall **(7)**
 Meeting with House and Senate Transportation Committees **(6)**
 Establish advocacy talking points for money for the MRPC **(6)**
 Request support from local subdivisions City or County **(5)**
 Impress on local governments the value of tourism to them **(5)**
 Work with Legislators for more funding to Iowa MRPC that is earmarked for marketing **(3)**
 Try fundraising efforts as a group **(3)**
 Meet with Governor **(3)**
 Start a "Friends Group" [who can host] bake sales **(2)**
 Apply for a grant from IEDA's Iowa Tourism Office **(2)**
 Appeal to others via a LETTER from the MRPC for donations for an administrator **(2)**
 Determine and identify legislative audience **(2)**
 Find a farmer to [donate the proceeds from] the grain in one bin
 Identify a program to promote the Iowa Great River Road brand with a "buy-in" program with locals [cooperative travel guide supported by the sale of advertisements]
 Fund or find a feasibility/assessment analysis to target sources MPO/RPA or Pro
 Find an Iowa DOT commissioner with good looking legs to convince DOT to increase allocation to commission (sic)
 Develop a plan for spending
 Consider the use of social media to raise awareness and money from millennials [crowd funding]
 Sell Great River Road logo [merchandise] pacifiers and headband bonkers (sic)

Question#2

"What can we do in the next 12 months to improve the administration and increase awareness of the MRPC?"

 Present the Corridor Management Plan to local authorities - City and County – at public meetings **(10)**
 Make sure Commissioners attend all state meetings and a minimum of one national meeting annually **(4)**
 Help new members get going [assign mentors] **(3)**
 Set achievable goals **(2)**
 Commissioners do what Corridor Management Plan suggests at the end of the plan (local tasks, communication, etc.) **(2)**
 Set routine stakeholder events/webinar with [tourism organizations] **(2)**
 Visit EICA's RPA/MPO [East Central Intergovernmental Association Regional Planning Affiliation or Metropolitan Planning Organization] **(1)**
 Set 2016 priorities and publish them **(1)**
 [Make available/post on the website] a one-page roster of Commissioner's phone numbers, e-mail, addresses. Include DOT contacts **(1)**
 Draft proposed legislation
 Meet with Iowa DOT Commission and present plan
 Lobby Senators and Representatives

 Attend local government meetings on a regular basis
 Meet more often or have working committees do priority tasks
 Meet locally and regularly at the county level
 More local presentations
 Write monthly newspaper articles
 Use the Great River Road brand to communicate with locals this winter
 [Install] signage
 [Install] banners in every Interpretive Center in Iowa
 Challenge local to improve signage. Make a checklist for them.
 [Provide] Great River Road vinyl clings [with the new graphic identity to businesses]
 Use the new business cards
 All members participate
 Hire a staff person for the Mississippi River Parkway Commission

Question#3
"What can we do in the next 12 months to achieve increased visitation and travel party expenditures in the Iowa Great River Road communities?
 Create an ad campaign (Jane's) challenging folks to visit each of the Interpretive Centers **(4)**
 [Offer to provide interviews on local] radio and television shows (like Fran Reiley) **(4)**
 Secure sponsorships to fund a bike trip along the Iowa Great River Road **(3)**
 Develop and implement a marketing plan **(2)**
 Lobby county/engineers to complete the Mississippi River Trail **(2)**
 Unite the Great River Road counties with a "Drive the Great River Road" promotion (product / postcard / placemat) **(1)**
 Partner with local tourism organization **(1)**
 Do an online survey of stakeholders to choose a #1 promotion action **(1)**
 [Encourage] corridor towns/cities to promote their festivals on the Iowa Great River Road website **(1)**
 Regularly post Facebook messages, encouraging desired partners to join/like
 Advertise / brand that we are the gateway to the Mississippi River
 Use an ad campaign to steer folks to our website – increase our brand identity
 Advertising
 Promote the Iowa Great River Road to Iowans!
 Have local businesses advertise that they are located on the Great River Road
 Encourage local businesses to participate in the national geo-tourism project
 Group promotions
 A "Geocaching" trip
 Have a Great River Road [scavenger] hunt
 Organize activities like fishing, boat rides
 Bring more groups/tourism (bike and bicycle) to the area
 [Print] new placemats for September
 Coupon sharing from other river "companies" [cooperative marketing]
 [Create/sell] cheap souvenirs
 [Encourage] Mississippi River Parkway Commission website to open up an events tab so festival can be posted

Question#4

"What can we do in the next 12 months to establish funding for programs associated with the Core Management Directions?"

 Ask local governments for money **(2)**

 Promote the existing Great River Road Foundation and contributions to it so stakeholders can apply for grant funding for their projects

Creation of Timeline to Implement Commission Priorities

The top priority in each of the focus areas was selected for our discussion, and attendees were asked to indicate what actions would need to be taken to implement the projects in the next 12 months and identify their willingness to follow through with the action items on the list. Following is a rough timeline for four projects:

Project #1: Request increased allocation from the state via the Iowa DOT *(by October 215)*

 July 2015: - Executive team determine needs/Identify a Plan (Edith, Jane)

- Compile a list of actions performed by the Commission in the last 12 months (Terry/done!)
- Discuss MRPC CMP progress with Craig and Stu / provide last year's request (Mary)

 August 2015: - Present the CMP to the Iowa DOT board at their August meeting

- Research when/how specific to marketing and administration assistance to create a plan that the DOT can assess and approve/check timetable and last year's presentation (John)
- Talk to Craig Paulsen and Todd Bowman re the timeliness of a request for 2016 (Edith)
- Attend meeting in Burlington (Deb)

 Sept 2015: - Write a script for the presentation (include all Commissioners attending) (Edith)

- Create a power point presentation (Edith, Mary)
- Prepare hand out materials (Marketing Plan, CMP) for DOT (Edith, Mary)

 October 2015: - Request time on the October 13 Iowa DOT board meeting the agenda (Edith)

- Make presentation to Iowa DOT board at their meeting in Decorah (Scott, Dan)

Project #2: Present the Corridor Management Plan to local authorities - City and County – at public meetings

 August 2015: - Create a template for a proclamation re the Great River Road and provide to the

Commissioners for personalization (Edith)

- Create a summary and Power point for Commissioners to use for presentations to local

City/County elected officials (John)

- Burn info to flash drives and provide to Commissioners/learn how to use a projector (Edith)
- Request time on the Allamakee Board of Supervisors agenda/ascertain that they have the equipment needed/secure handouts and present CMP (Jane)
- Request time on Clinton County Board of Supervisors as well as City Councils in Clinton and Camanche agendas/ascertain that they have the equipment needed/secure handouts and present CMP (Edith)
- Request time on Scott County Board of Supervisors agenda/ascertain that they have the equipment needed/secure handouts and present CMP (Scott)

 Sept 2015: - Request time on Dubuque County Board of Supervisors agenda/ascertain that they have the equipment needed/secure handouts and present CMP (John)

 October 2015: - Request time on city councils' agendas in Harpers Ferry, Lansing and Waukon/ascertain that they have the equipment needed/secure handouts and present the CMP (Jane)

- Request time on Lee County Board of Supervisors agenda/ascertain that they have the equipment needed/secure handouts and present CMP (Larry)

- Request time on City Councils and Board of Supervisors Clayton County agendas/ascertain that they have the equipment needed/secure handouts and present CMP (Lori)
- Request time on Burlington City Council and Dubuque County Board of Supervisors agendas/ascertain that they have the equipment needed/secure handouts and present CMP (Deb)
- Request time on City Council agendas in Davenport, Bettendorf, LeClaire and Riverdale, ascertain that they have the equipment needed/secure handouts and present CMP (Scott)
 Nov 2015: - Request time on City Councils agendas in Danville, Middleton, West Burlington and Mediapolis/ascertain that they have the equipment needed/secure handouts and present the CMP with the new Commissioner from Des Moines County (Deb)
- Request time on Muscatine County Conservation Board and City Council agenda in Muscatine/ascertain that they have the equipment needed/secure handouts and present the CMP with the new Commissioner from Muscatine County (Dan)

Project #3: Create an ad campaign challenging folks to visit each of the Interpretive Centers

 July 2015: - Secure proclamation for National office and provide to each County Commissioner to include in their presentations on the CMP to local officials (Jane)
 August 2015 - Make personal contact with local tourism bureau to provide information on driving the Great River Road in September (ALL COMMISSIONERS)
- Post a “Call to Action” to drive the Great River Road in September on Facebook page, Travel Iowa and via Constant Contact to all stakeholders (Mary)
- Contact local television station (i.e. Fran Reiley) to offer to provide an interview about driving the Great River Road in September (Edith, Dan, Scott)
- Contact local television station (KWWL and KCRG) to offer to provide an interview about driving the Great River Road in September (Jane)
 September - Contact local television station (Channel 6) to offer to provide an interview about driving the Great River Road in September (Lori)
- Deliver handouts about driving the Great River Road to local restaurants (Lori)

Project #4: Ask local governments for money

 July - Have discussions with the UERPC RPOs (i.e. Rachelle Howe) and ask for ideas on how to fund an administrative position (Jane)
 September - Provide new Great River Road signage/branding material for Commissioner’s use with marketing plan and financial requests determined at August meeting (Mary)
 November - Develop a list of potential individual donors in my county (Edith)
- Use marketing plan to demonstrate need for cash from local authorities and Interpretive Centers (John)
 December - Use marketing plan to appeal to County Supervisors and possibly City Council to demonstrate need for cash from their budgeting process (Dan)
- Use marketing plan to appeal to County Supervisors to demonstrate need for cash from their budgeting process (Scott)
 January - Will go to local governments to provide documentation ask for money (Jane)

Session Wrap Up

At the close of the session, Terry thanked the attendees for their active participation, and stated that within two weeks she will provide a session report for Mary to distribute to the Mississippi River Parkway Commission members.

Summary

It is evident that with the new Corridor Management Plan, excitement is building and many ideas have emerged. During the planning meeting, it was apparent that there is surplus of proposals, and scarcity of time and manpower to accomplish the long list of projects and activities.
With a fresh perspective on its mission and an appreciation of what has been accomplished, the Mississippi River Parkway Commission should use the information in this report to move forward in a direction based on the desires of the Commission members.

Recommendations for Next Steps

 Add the duties of the Commission (your mission), a list of accomplishments and roster of names/contact information for Commissioners to your website.

 Move forward with the implementation steps for the four priority projects that are outlined in this report.

 At your August Commission meeting, review all of the proposed initiatives listed in this report to determine additional projects that could be added to the program of work for the coming year, and what should be moved to a later date (long range/next year's plan) or dropped. Thoughtfully take into account your budget/time restraints before adding any of the projects that were not identified as priorities.

 Add implementation steps to the additional priorities that the Commission has selected for inclusion on your program of work. Appoint a Champion for each project who will create detailed action plans and assign responsibilities. Be sure to include every step necessary to complete the activity, a timetable, and the name of the person responsible. If you can't find an individual who will accept responsibility for an activity, it shouldn't be on the action plan.

Feel free to contact me if you have any questions.
Terry Poe Buschkamp I 515.725.3075 I terry.buschkamp@iowa.gov.

Iowa Mississippi River Parkway Commission Agenda
Meeting Minutes
Monday, August 10, 2015
Hurstville Interpretive Center 18670 63rd St
Maquoketa, IA

Call to order: 9:30 am
Chair Edith Pfeffer called the meeting to order.
Roll call was taken with a quorum of the eight-member 2016 roster present. Attendees:
Commissioners:
Edith Pfeffer, Chair, Dan Petersen, VC.; John Goodmann, Sec.; Jane Regan, Treas.; Lori Wallace, Marvin Graber, Jay Schweitzer. Scott Tunnicliff arrived later
Tech Members: Mary Stahlhut, Iowa DOT Byways Program
Guests: Craig Markley, Office of Systems Planning
Rod Marlatt, Chair, Byways of Iowa Foundation Jessica Rilling, Chair, Byways of Iowa Coalition Jean Peiton, City of Ft. Madison,
Cody Barnes, News Director, KMAQ Radio

Welcome and Announcements:
Pffeffer introduced new Commissioner Marvin Graber. Introductions followed.

Byways of Iowa Coalition and Byways of Iowa Foundation and Funding

Jessica Rilling – BIC Mission to protect. Officers: Jessica, Paul, Jan G
Rob Marlatt – BIF and Art grant example
Discussion:
Explain the financial constraints. Commissioner commitments and time limits Byways of Iowa Foundation membership and BIC agreement.
Table decision to the afternoon business session. Moved: Reagan, Second: Goodman

Business:

Minutes –
Moved to accept July 7, 2015 minutes as distributed: Petersen; Second: Regan
*Approved.

Treasurer reports
Jane Regan reported on the MRPC Foundation costs for the local match on the Great River Road Corridor Management Plan and foundation legal fees.
Moved to accept MRPC Foundation as distributed and read, and pay the final legal fees leaving a balance of $563.70: Schweitzer Second: Goodmann
*Approved.

Mary Stahlhut Reported the MRPC DOT appropriation budget balance at $39,854.20. Motion to accept MRPC DOT report as distributed: Regan Second: Petersen
*Approved.

Iowa Byways Sustainability Project:

Edith reported that the she sent commissioners the notes from the latest Byways call. Monthly conference calls and quarterly training meetings are conducted with the eleven Iowa Byways managers and other program participants. The GRR is not part of the contract but is entitled to be fully informed and participate in the project's collaboration among byways through the shared projects and resources the project produces. Edith has participated in the calls and trainings in Ames.

The group now shares a "Cloud" file of resources. Submit new overlook sites

New shared web site with templates

Review the minutes from the sustainability

10-State MRPC Reports- Edith Pfeffer

- Annual reports are due in August.
- MRPC Annual Meeting is October 6-8 in New Orleans, Louisiana.
    - Hotel reservations should be made ASAP. Travel requests due back to Peggy at DOT by September 4, 2015.
- Semiannual MRPC meeting April 27-29, 2016, La Crosse, Wis.
- Annual MRPC meeting Sept. 14-16, 2016, Natchez, Miss.
- Semiannual MRPC may be held in Iowa in spring 2017

Committee and Project Reports

National Geographic Geo-Tourism

Pfeffer reported that local meetings have been started with participation by CVB, Conservation etc. Commissioners are to contact interpretive centers and encourage them to go to the site to make entries. http://mississippiriver.natgeotourism.com/. Go to the bottom of the page and click on "nominate a place" in the black box at the bottom. All web entries are reviewed before being accepted. Jean Peiton from Ft. Madison CVB reported on the activity and delays. Edith reported that the web site capacity should expand.

Culture and Heritage Committee: Edith Pfeffer

- Annual update worksheets for the interpretive centers in your county need to be completed, signed by the commissioner and turned in.
- New interpretive center nominations are due. Forms are online. Jane has Motor Mill between Elkader and Guttenberg to submit. Edith reported Clinton is working on a new one as well.

Communications and Marketing:

"Drive the Great River Road" materials are now available online for use from MRPC office in Wisconsin. (Commissioners- check your email from Edith.) Press release, proclamations etc. are provided. Commissioners are encouraged to contact their local jurisdictions. Each interpretive center will receive some key tags and can promote in their local media. Jane Regan gave an example of using a local radio program. National will have an online sweepstakes for a $500 gift card. Edith forwarded the information to CVB's and Shawna Lode. This afternoon the discussion for marketing will include this. Edith may request a Governor's proclamation. New maps are produced every two years and will be available at the La Crosse meeting after a redesign. The GRR logo policy is under review.

Jane reported that Iowa has been billed $400 for the shipping cost of 10-state maps from the printer in Wisconsin. It was moved to pay this cost from the marketing budget line: Goodmann, Second: Schweitzer

*Approved

No Reports: Transportation, Agriculture, Executive Board

2017 Budget Discussion
Craig Markley, Office of Systems Planning, explained the process that works from Systems Planning, through the Planning and Model Division up to DOT Director Trombino. It is then submitted with other DOT budgets to the Iowa Department of Management, then the Governor's office and then the Legislature. The appropriation comes from the Road Use Tax Fund and has been at $40,000 since (2004 or 2005).

A draft budget request letter for DOT was prepared by Pfeffer, Regan and Goodmann. Edith and Jane led commissioners through the content providing background and budget line item proposals. A number of revisions were discussed.

Revise the proposal for budget as discussed and submit to DOT this week.
Moved Regan and Second Goodmann.
*Approved.

2016 Current Budget Discussion
Table this budget until after the afternoon Marketing Workshop this afternoon.
Move Regan. Second Goodmann.
*Passed

Networking Lunch – Historic Squiers Mansion

Afternoon Session

Call to Order – Hurstville Interpretive Center

Chair Edith Pfeffer called the meeting to order at 1:05 PM.
Roll call was taken with seven of the eight-member 2016 roster present.
Attendees:

Commissioners:	Edith Pfeffer, Lori Wallace, Jane Regan, Dan Petersen, Jay Schweitzer, Scott Tunnicliff, Marvin Graber
Tech Members:	Mary Stahlhut, Iowa DOT Byways Program Shawna Lode, Iowa Tourism Office
Guests:	Jean Payton, Ft. Madison Regina Lehman, Fulton Illinois Cody Barnes, News Director KMAQ Radio

Travel Iowa Updates – Shawna Lode

<u>2017 Iowa Travel Guide Development</u>
Shawna asked commissioners to contact their key local people to input tourism data. Be sure local stakeholders go to the Travel Iowa website and bring all their local attractions and records up to date. It is imperative that local concerns populate their own data to be best represented in the statewide guide. They must do this in the next week. Contact your key local people to input. If a record has not been touched for 18 months, it will be de-activated. The content for the 2017 Iowa Travel Guide is created from the online information. August 21 will "dump" the data to move into the print version.

www.IowaGreatRiverRoad.com Report
Travel Iowa staff have tracked the web activity for this site since adopting the dormant web content. It is performing at or above the standards expected/ set by the web team.

- 5,070 user sessions.
- 72% were new users.
- Bounce rate is only 34%. (Bounce rates can be as high as 90%... goal is 50%.
- Visiting 2.94 minutes per visitor. Generally, goal is 2.5 minutes.
- Travel Iowa has seen traffic grow from 1 million to 1.5 million in a year.
- Highest Users on Travel Iowa are women 55-65.
- Travel Iowa buys search engine marketing words that are seasonally changed including scenic drive, fall colors and other GRR assisting terms.

Marketing Workshop - Shawna Lode, Iowa Tourism Office
Details are in a separate report

Marketing Purchases
After discussion, the MRPC agreed to make these five marketing purchases through the Travel Iowa partnership marketing program:

- Travel Iowa- remarketing $1,000 – reminders guaranteed 50,000 impressions and 1,000 clicks Jan – March
- Iowa Travel Guide $2650 ½ page.
- Casey's General Store Out of Home $1350 - 10 gas pump toppers- you choose the stores (April- June)
- Iowa Outdoors $225
- Eastern Iowa Tourism ¼ page once a year- $495

Moved: Petersen Second: Graber
*Approved

Action required:
Travel Iowa – Art work due Nov. 4th
EITA – Art due September 30, 2015
Wallace and Regan will work on draft ad content and design services. Stahlhut will ask about DOT resources.

Other Business
Committee Assignments

- Culture and Heritage Committee:
  Edith Pfeffer, Martin Graber, Scott Tunnicliff, Shawna Lode
- Communications and Marketing:
  Jane Regan, Lori Wallace
  Wednesday at 9AM call for this committee.
- Transportation
  John Goodmann, Mary Stahlhut, Ron Diennes
- Environmental, Recreational, Agriculture
  Jay Schweitzer, Dan Petersen, Margo Underwood

The 10-state committee conference call number and links to committee records can be accessed from this site: http://mrpcmembers.com/

Conference Call Information:
Phone: 916-233-0790 Participant Pin: 879564#
Toll Free: 888-861-1255

Byways of Iowa – Coalition Agreement and Foundation annual membership fee.
Payment of the $500 annual membership fees to the Byways of Iowa Foundation and signing the Byways of Iowa Coalition agreement was moved: Petersen; Second: Regan

Discussion:
Petersen stated that it is important for the Iowa Great River Road Byway to be a team player with the other 10 Iowa Byways. Benefits of the affiliation were discussed- based on the discussion earlier in the day with BIF and BIC representatives. The BIF affiliation is intended to promote byway financial support to benefit Iowa Byways efforts statewide. BIC is another way to improve communications and to support all the byways in collaboration and replication of good practices from the strengths and experience available among the byways managers and their local boards. Signed agreements should be sent to Jessica Rilling by August 31st, 2015.
*Approved

Meeting Dates
September – Executive team to meet in DSM with Governor or his designee
October – Maison Dupuy Hotel, New Orleans, Thursday, October 8th 7 AM
November – Meet and invite legislators Monday, 9th- Muscatine- Dan 9:30

Project Updates: Mary Stahlhut

- GRR Signing Project- Commissioners can help with local jurisdiction agreements later in the process. Letting November and construction 2016.
- Lansing- Authorized for letting
- Marquette- Construction halted for endangered Mussel assessment
- Bee Branch in Dubuque- MRT and overlook project are in line for September and November lettings.
- MRT in Riverdale- nearly complete but on hold for utilities conflicts
- Louisa MRT- In line for letting August 18, 2015
- Louisa project archeological report and progress on hold for potential redesign.

Adjournment
The business meeting was adjourned at 3:15

Marketing Workshop- Shawna Lode- Facilitator

Preparation Questions were sent to commissioners in advance:

1. Who is the target audience?
    a. Primary:
    b. Secondary: (if applicable)
2. What is the target market?
3. What are the goals?
4. How will they be measured?
5. What is the desired action? Click? To web? Too social? Like? Call?
6. What is the message?
7. How is it best delivered? Advertising? Social media? Blog? Media relations?
8. What is the budget?

Who is the primary target audience?
Boomer Leisure travelers (women 55-65 largest demographic)
Where are the travelers drawn from?
Regional draw: from the west I-29 through Des Moines and East into Illinois to Chicago.
Other target areas? Minneapolis, Probably not south into Missouri

Goals: What do you want people to do in response to the ad?
Action step... link to GRR web site and Phone for product

- www.IowaGreatRiverRoad.com
- 800- 345-IOWA for print mailings. (Travel Iowa and DOT coordinate.)

Message: What are you selling?
The river, Midwest welcome/ nice people, History (US move west and ancient), Outdoor, the river, scenery, communities with unique culture, recreation, National byway, 3rd most popular global destination

Draft summary of message:
The Iowa GRR is the world's third most sought after river destination. This nationally recognized (designated) scenic byway is home to charming riverfront communities rooted in history, with abundant wildlife encounters, and recreation.

What is the best delivery method for this message?
Discussion: Print, online, billboards, radio/TV?
Magazines with related content, web, billboards, targeted radio/TV

Travel Iowa Partnership ProgramWait listed:

- Preservation Magazine $900
- Minneapolis Star Tribune $600

Ready

Travel Iowa- Web site	Remarketing reminders guaranteed 50,000 impressions- and 1,000 clicks Jan - March	$ 1,000
Casey's General Store	Out of Home - 10 gas pump- toppers. you choose the stores (April- June)	$ 2,650
Iowa Travel Guide	½ page ad	$ 1,350
Iowa Outdoors	DNR Magazine ad	$ 225
Eastern Iowa Tourism	¼ page once a year	$ 495
Midwest Living Magazine		$ 3,450
"O" Oprah magazine		$ 2,300

Other discussion:

- The GRR has seasons outside the prime Iowa tourism primary target ad dates. March – May. Early Spring Eagle watching around March and a fall push for GRR is appropriate.
- Reserve balance of marketing funds for graphic development and Fall promotion.
- Consider motorcycle community promotions.
- Jane: local radio "103.5" program buy. $103.50 ad cost and tag words. Trivia about GRR on the air all week with a Friday prize of $103.50.

Other Opportunities

Constant Contact
MRPC will soon have access to the GRR CMP Constant Contact account. DOT can manage the renewal from the MRPC budget, but using it will be up to MRPC. Newsletters can be distributed through this and stakeholder contacts from the CMP need to be maintained.

Face Book
https://www.facebook.com/IowaGreatRiverRoad?ref=aymt_homepage_panel
MRPC also has a GRR Facebook page but management is not in place and postings have been rare. A valid FB presence requires regular postings.
The last three posts are:

- DOT New web page for the 2015CMP,
- Newsletter release on CMP from Constant Contact,
- Notice about the new Iowa Great River Road byway signs coming in 2016.

The last post before that was May 2014.

Iowa MPRC Board Meeting: October 08, 2015, New Orleans, LA, Mason Dupuey Hotel

Commissioners Present: Chair, Edith Pfeffer, Clinton Co; Treasurer, Jane Regan, Allamakee Co; Martin Graber, Lee Co; Lisa Walsh, Des Moines Co; Jay Schweitzer, Louisa Co, and Technical Advisor from Iowa DOT, Mary Stahlhut.

Meeting was called to order by Chair at 7:15 a.m.

Minutes of the August 10' 2015 meeting were approved.

Treasurer's report approved as presented. Motion Jay Schweitzer/Martin Graber

Committee reports were given by members updating the Commissioners on the National Committee Meetings that took place the day before: **Culture & Heritage** talked about the 10 State map and the missing two Interpretive Centers for Iowa. The Sawmill Museum at Clinton and Rock Creek Marina Eco Tourism Center at Camanche. Discussed a "white paper" that C&H will be developing to help educate our Stakeholders about our Interpretive Centers. Also encourage the States to invite our Interpretive Center Staff or Directors to attend our State Commission meetings to bring us up to date on their current events and provide updates on visitor numbers.

Environmental/Recreation/Agriculture: Jay reported on the ephemeral experiences they discussed such as the promotion of when the dogwoods bloom, when Harvest of Wheat, Cotton, Corn and Soybeans occurring, more farmer's markets listing needed on the website, fall pumpkin patches, etc. The MRT has approached our National Board to discuss joining or becoming an arm or partner of MRPC. Further discussion will take place with the National Board. Iowa and other States need to continue to populate the experiencemississippiriver.com, website with more Agri-tourism sites such as John Maxwell at Cinnamon Farm. **ACTION NEEDED BY COMMISSIONER:** Chair Edith, asked each commissioner to work on a list of Agri-Tourism businesses in our County to bring to the November State Meeting. (Wineries, Corn Maze, Pumpkin Patches, Tree Farms, Farmers Markets, Dairies, Buffalo Farms, etc.)

Marketing: Jane shared that the 10 State Map will be reprinted this next spring and Iowa has requested the maximum allowed of 30,000 maps due to the fact we have the most interpretive centers of all 10 States with 15 and one more being added after this National Board Meeting. Advised that the Café Press online source the National Office was going to use is not a viable option with poor quality promotional items and they are looking into working with Lands' End for our promotional material vendor.

Discussed our State advertising plans for 2016 and reviewed each publication and its cost and will add a revision to the Iowa Travel Guide ad DOT has prepared for us by placing the statement "go online to order your map".

Riverboat paddlewheels that came up River this year such as the Mississippi Queen and American Queen seem to have full control on the buses they bring with this cruises and the scripts that must be approved by the Riverboat. We question whether the towns where the stops are being made by the Riverboats will see any return on investment for all their work due to the limit time on land they get and

no “heads in beds” or purchase of gasoline and very little restaurant business. We need to ask our CVBs in these towns to try to track if these people come back to their towns after their cruise is done ever and hope they stay longer. Edith commented on the boats that landed in Clinton had alumni groups from the colleges and historic preservation groups.

Transportation meeting – Lisa Walsh reported they reviewed the Strategic Work Plan. Led by Carol Zoff. Identified action items and moved some items to immediate such as GIS shape files for the routes for every state and get a central library put together. (Iowa is the only State this is completed) Partner with interns and scan and prepare the docs. CMP plan for the entire route is needed. Iowa should be in good shape having just completed theirs and Minnesota is right behind us. The others States will have to have new plans updated. Assemble the resources we have and draw a short version from what we have from all the states. Iowa presented the signage and GIS point by point of where the actual route is since we already have this in place. Other State’s should ask their DOTs to do the maps.

Edith suggested we have a Lidar view shed illustration presented at our State Meeting in Nov. She will talk with Jared Neilsen at NE Iowa RC&D to see if he could present this. The State Byways group is looking for five spots to put overlooks.

Mary Stahlhut advised our GRR Social Media Facebook page is getting updates posted weekly. DOT does not have possession of constant contact from Dave Dahlquist and Mary will work with Breann Bye to get this done and report back at our November Board meeting.

Byways sustainability – the other Byways two main things affecting the GRR and NE Iowa. GRR was not able to commit to two art installations funded by the National Endowment for the Arts (NEA). NE Iowa RC&D is lead on this and included GRR art sites where it shares locations with other byways in their plan. This grant will allow for the planning and local funding to do the construction. They cannot sign a contract until all details including the installation sites are in order.

Commissioners reviewed the Fiscal Year End 2015 annual report. Each Commissioner was advised to provide Mary Stahlhut with the number of copies they need for Stakeholders, Local Governmental Officials in our cities and counties, County Conservation Boards, Engineers and Stakeholders. The DOT has mailed a copy to the Governor and all State Senators and Representatives.

Byways are sponsoring regional Byways conference in April. More details to come on that. By Ways of Iowa Foundation continues to form and get off the ground. Casey’s General Convenience Stores may be a big lead on this.

Edith reminded commissioners to continue to review and deliver copies of the newly adopted Iowa Corridor Management Plan to our local Elected Officials. We plan to invite our Senators and State Representatives to the State Commission meeting Nov 9 in Muscatine. Edith and Jane will be meeting with the Governor on Monday, September 12th in Des Moines. They will provide the annual report and the CMP to the Governor and discuss legislative approval of an increased budget request for Iowa MRPC for FY 2017.

GRR route review – Montrose will continue to be signed as a detour and also at the Crapo Park portion in Burlington. Mary reported that bridge signage to the state to the east will not be done when the new GRR signs are installed in the spring of 2016. That project has gone out for bid and construction will be let 11/17 and fabrication will be bid 11/25.~~has finally been let and a contractor hired for the installation~~. Commissioners will be informed of this process so that we can keep our local officials informed on its progress as well.

Edith reported that THE GREAT RACE is coming through Iowa in 2016 again. The last time they came through Iowa was during the 75th Anniversary of the Great River Road in 2013. There will be a stop for lunch at Walcott and refueling, with the race ending at John Deere Commons in Moline, June 26, 2016. Iowa MRPC will work with Joe Taylor at Quad Cities CVB to see if we can set up a booth at the Walcott Truck Stop Museum. A meeting has been set with the owners of the Museum following our State Commission meeting on November 9, 2015.

Meeting Adjourned at 8:30 AM to attend National MPRC meeting.

Respectfully Submitted,

Jane M. Regan, Secretary Pro-Tem

Iowa Mississippi River Parkway Commission
Agenda Meeting Minutes
Monday, Nov. 9,
2015 United Way
208 W. 2nd St.
Muscatine, IA

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.; Martin Graber, Lisa Walsh, Scott Tunnicliff, Jay Schweitzer.
Tech Members: Mary Stahlhut, Iowa DOT Byways Program

Welcome and Announcements:

Business:

Minutes –
October meeting minutes as distributed were reviewed.
Motion to accept minutes as distributed and read: Graber, Second: Walsh
*Approved.

Treasurer reports
Jane Regan reported the MRPC Foundation balance is $653.29. Additional donations for a gift to the Driftless Area Visitor Center have been received. Reported total dollars and funds to be forwarded in the name of the Iowa Mississippi River Parkway Commission.
Motion to accept MRPC Foundation balance and activity as described: Peterson Second: Walsh. *Approved.

Jane reported outstanding bills:
Kane, Norby & Reddick, P.C. for filing 501 C4 status is fully filed and current.
Moved to approve: Peterson, Second: Walsh

Mary Stahlhut Reported the MRPC DOT appropriation budget balance at $32,220. Motion to accept MRPC DOT report as distributed: Peterson Second: Graber
*Approved.

Reports of pending expenses.
Motion to pay a “Drive the GRR” radio promotion: Peterson, Second: Walsh.
*Approved.

Motion to pay the Eastern Iowa Tourism annual dues: Regan Second: Tunnicliff.
*Approved.

Other Reports: Commissioner Regan reported on the successful groundbreaking Tuesday, November 3rd at the Great River Road Driftless Area Interpretive Center in Lansing:

"Conservation Director Jim Janett welcomed a crowd of approximately 80 people to the groundbreaking ceremony for the Driftless Area Education and Visitor Center to be constructed just south of Lansing on the Columbus Bridge property along the Great River Road. The Driftless Area Education and Visitor Center, a three-story, 10,000 square foot building situated between Village Creek and Columbus Road, will offer experiences and exhibits reflecting the cultural, recreational, environmental and historical significance of the Driftless Area, which encompasses northeast Iowa, southwest Wisconsin, southeast Minnesota and portions of northwest Illinois."
https://www.waukonstandard.com/articles/2015/11/11/groundbreaking-ceremony-held-driftless-area-education-and-visitor-center-project

Economic Impact Report – Jane Regan
Regan reported the Domestic Travel Impact on the 10 Mississippi River Counties. The impact is staggering and it will be helpful for legislators and the CAT (Community Attraction and Tourism Grant (CAT Grant.) Economic Authority grant application for the Driftless. The Mississippi River is the third most sought-after destination in the world.

2015 MRPC Annual Meeting Reports in New Orleans

Pfeffer reported that the Annual MRPC meeting was held October 6-8 in New Orleans, Louisiana. Reports from the event are on the National Web site.
The Motor Mills site in Elkader and Skypton were accepted as a new GRR interpretive center. Financial discussions have been refreshed on what funds should be used and what reasons there may be for keeping unutilized funds.
The next MRPC meetings are scheduled:

- 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

Edith reported the minutes are online and they have requested a budget.
Edith also reminded commissioners to complete the interpretive center surveys and return them to her as soon as possible.

Communications and Marketing: Jane Regan

2016 is the year of birding, biking and driving. Continue to have your local interpretive centers make their entries online. Jane will email the link to commissioners

AG- Jay requested that each commissioner provide natural and agricultural events and sites for national to do. Email your nominations to Jay. The Drive the Great River Road campaign resulted in an Iowa couple winning the sweepstakes. Updates for the web.

New decals that are the more distinctive dark green. Requesting that they contact
$15,000 budget request for marketing activities this year. Contact Meredith about a travel book. Casey's pump-toppers.

Environment, Recreation & Agriculture (ERA): Graber and Peterson:

The committee proposed too national to have a documentary film developed. Active committee including a white paper to better discuss the impact of these resources and the opportunities ahead.

Transportation: Walsh and Stahlhut

The committee is worked through the new Strategic Plan to prioritize implementation elements this committee should address, including better records of the Infrastructure needs along the route. The first step will be to compile a GIS records from all the states. The other states are interested in how Iowa is planning to use GIS to inventory and coordinate signing installation on the Iowa GRR in 2016.

General

Edith encouraged all commissioners to read the annual meeting report. Nat. Geo. Geo-Tourism project – Meetings / workshops to be held in MN week of the 26th -30th. Bob M. will continue to be involved and plans on attending the MRCC meeting in NOLA on Nov. 17-18. There was consensus that all of the committee and states should be encouraged to contact their unique Agri-Tourism (and Rec.) sites and encourage them to attend a NG workshop and/or submit their nomination for inclusion on the site.

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

Great River Road Logo

Edith reported that Iowa DOT is confirming all approved uses of the State logos and has asked MRPC to provide a letter to document permissions. Edith has prepared a letter for MRPC to approve. Moved to approve DOT's limited use of the GRR logo and Edith's letter. Regan Second: Tunnicliff
*Approved

Other Actions

Support the 2018 Annual Mississippi River Cities and Towns Initiatives (MRCTI) in the Quad Cities Moved Dan, Second Martin
*Approved

MRPC participation with a booth in the Henry Farnum Dinner March 18th. Members will pay their own tickets. Edith will coordinate filling a table. Moved Regan, Second Walsh
*Approved

Review of Workshop CMP Implementation priorities from the August meeting.
Budget request of $301,435 was forwarded through DOT and shared with Gov. Branstad. Jane History of contributions $2 per capita for economic development. Commissioners reported on their progress in delivering CMP Materials and making presentations to local stakeholders. Members discussed this would include the county supervisors, city councils and other entities.

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

Meeting with the Governor
Jane and Edith reported on their visit with Governor Branstad. Discussed the economic impact and opportunities on the Great River Road. Reported on the Viking Cruise Line. Spent 55 minutes and discussion of commission activities. Governor was surprised with all of our work. In regards to the implementation of the CMP, we are to continue to discuss with staff for funding. Staff person will follow up about sources. CMAQ funds suggested. Followed up with DOT and MRPC would not qualify. Governor will re-assign someone from parks.

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 for more flash drives.

Future Commission Meetings
2nd Mondays
February 8th next meeting in Camanche or on East 15th near Bishop's house in Davenport. Dec 1 or 3 Jane and Edith will meet with a Governor's Staffer.

Adjournment
The business meeting was adjourned

Networking Lunch

Informal Meeting with Stakeholder Legislators

Welcome and Introductions
Chair Pfeffer welcomed all attendees and described the reasons for the meeting, including the Iowa GRR 2015 Corridor Management Plan and Implementation and collaboration expectations for the GRR communities.

Guests
- Tom Sands – Louisa and Muscatine
- Dave Heaton - Lee, Henry, Washington and Jefferson (Mt. Pleasant)
- Norlin Mommsen - #97 Clinton and Scott
- Gary Carlson - Rural Muscatine, Fruitland
- Cindy Winkler – Davenport Scott County
- Mary Wolfe - #98 Clinton and NE Clinton Co.
- Rita Hart – Clinton County and north rural Scott

MRPC Presentation to Invited Guests
Edith Pfeffer and Jane Regan Presented information in the printed materials shared.

Location: The place is the Great River Road. East Coast of Iowa. Introduction via the Iowa Byways Travel Guide. West Coast Loess Hills and Iowa Great River Road national scenic byways. With 328 miles of GRR along the Mississippi River, Iowa is the only state with 2 national byways.

MRPC Founding
In 1939 the president commissioned the Secretary of the Interior to establish the 10-state Great River Road and directed states to send appointees to the 10-state MRPC. Jane explained the 2 annual meetings and additional quarterly state meetings. $40,000 annual budget: $15,000 dues from Iowa for every year. Each commissioner serves on a committee at the national level.

Iowa GRR Corridor Management Plan
MRPC lead the effort to complete the GRR CMP and now as individuals have taken the report to each county supervisors, conservation boards and cities in their county. CMP described including GIS, maps and sign inventory and the six intrinsic values located items. CMP covers the corridor as a county - wide corridor. Jane highlighted the visitor and resident survey results as an illustration of the draw of the Mississippi River and related historic and national sites. More maps, more restrooms, better direct signs were requested by our visitors.

Resources
Iowa Tear sheets, 10-state maps.

Handouts
GRR Economic Impact Study sheet with the GRR county facts pulled out. Using the Economic development approach- attributing dollars spent, employees in travel industry etc. Scott County is one of the largest river counties and ranks #3 in the state. Most remarkable is the impact of visitors in the smaller population counties. Allamakee is #1 in the state in per capita of travel-related income. These numbers illustrate the huge impact of the Mississippi River on visitors. 2 countries over $4 Billion and Allamakee the smallest $40 million.

The Challenge
Many local organizations on the river fail to recognize the Mississippi River and its influence. Education tool: Our Mississippi River. Example Maiden Voyage Excursions Viking cruise ships have committed to building a new 300 capacity ship per year to travel the Mississippi River from New Orleans to St. Paul. National Geographic is developing a new geo-tourism web site mississippiriver.natgeotourism.com. Iowa GRR, www.experiencemississippiriver.com. Preserve, promote, protect the Great River Road.

Budget
The Iowa GRR is the only byway that does not have an RC&D supporting it. Jane shared the budget letter sent to Craig Markley, Office of Systems Planning, Iowa DOT. Jane and Edith visited with Governor Branstad, requesting a higher appropriation. This is a beginning. No one has come before.

Request
This Iowa MRPC is asking for your help in how to implement this CMP.
(Refer to the CMP, P 67- 68 description of support services needed.)

Q&A

- Question: what are the other byway budgets? Rep Dale

- What was the Governor's response?
  He was surprised about the Viking Cruises and now the counties are needing to build new dock facilities. US Dept. of Commerce grant of <$200,000 for the Japanese traveler APP. The request is already in for a Chinese version.

- Viking cruise impact after the ships, there is a bounce return of interested travelers. MRPC doesn't feel the river communities are ready. Each city is negotiating their own deal.

- Senator Rita Hart: Carrie with Eastern Iowa Tourism- are they collecting data? Yes.

- Dave Heaton - Who's addressing the boats and the new docks? American Queen

- Dave Heaton - Montrose broken riverfront link. Pursuing federal funds should be not be an issue. State and federal funds should be available. Senator Grassley's staff has been contacted.

- Kurt Hanlon with a family member previously on the Clinton Admin. Lives near the Montrose washout.

- Mary Wolfe- May need discussion related to the proposed flat tax on the Governor's agenda.

- Dave Heaton Strategy? DH where will you go for the funding? Economic development? That should be DOT.

- MS asserted that in the DOT Scenic Byways Program role by statute DOT duties do not include economic development and tourism.

- Appropriation Committee?

- Cindy Winkler - Schedule a meeting and invite the key legislators on a Monday?
    - 29 legislators represent the GRR.
    - Present to the Transportation Committee? Joint Transportation budget sub Committee. Or another
    - Meet with the Governor's liaison for the committee you need.

- Muscatine will have a Chinese Interpretative Center in Muscatine.

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-members 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 Cllinton 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 attractions globally and 4 longest. Widest river point is 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.
$2,650. Moved Goodman, Second Peterson.
*Approved.

Other Reports

-GRR Events:

- Harry Farnam 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 Sodders wants to use ending balance funds and apply it to efforts like Byways. Connections made with Senator 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, June 26th.

-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 23, 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 to 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 Tunnicliff,

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 too 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 moved to discuss with MPO's / RPA's as a potential partner implementing the Corridor Management Plan. Seconded: Tunnicliff.
* Approved

National Strategic Plan
Chair Pfeffer led the commissioners through the priorities and noted what had been accomplished and what commissioners had agreed to accomplish.

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's and Chambers. 10- Noon Workshop. 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

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.

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 too 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 at this time. 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 Winery, 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.

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.

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 Travelowa.com. Discussed the Hometown Pride Program that has paid staff from the Keep Iowa Beautiful Program in Columbus Junction. Could this be some help in the future?

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

Dan Petersen, Secretary Pro-Tem.

RECEIVED

AU G O S 2016

OFFICE. OF

SYSTEMS PLANNING

MUNUTES OF MEETING OF IOWA MISSISSIPPI PARKWAY COMMISSION

May 2, 2016

Martin Graber, Jane Regan, Jay Schweitzer, Scott Tunnicliff and Lisa Walsch met at the Lacrosse Radison at approximately 7:00 a.m. on the 29th of April, 2016. Jane chaired the meeting.

Martin reported on the activities of his committee but no other committee reports were given.

Jane had previously distributed the multi-state maps. More were distributed to Allamakee because of the need at Effigy Mounds.

Jane reported that because we are not going to receive any help from the legislature in regard to administrative staff we should each contact our COG to see if we can't get assl5tance from them. We believe that there are four different groups with Scott's entailing some of Illinois. The game plan is to see if we can't receive administrative assistance from one or all of them. Jane suggested that we go to the director of the COG or the transportation director and ask them for help to implement our corridor management plan.

Because of Edith's illness Martin was going to deliver Iowa's state report.

Jane tentatively set the next meeting for June 20, 2016 in Davenport or Bettendorf Iowa. Scott is to make arrangements for the exact location. Because of the 8:00 meeting on the bicycling event, the meeting was adjourned.

Jay T. Schweitzer, Acting Secretary

Iowa Mississippi River Parkway Commission Meeting
Minutes June 20, 2016
Hurstville Interpretive Center, Maquoketa

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.; John Goodmann, Secretary; Scott Tunnicliff, Lisa Walsh, Martin Graber and Jay Schweitzer.
Tech Members: Ron Diess and Wendy Frolich, Army Corps of Engineers; Nicole Shalla, Travel Iowa, IEDA; Mary Stahlhut, Iowa DOT Byways Program
Guests:
Daryl Parker, Chandra Ravada, Jerry Schroeder, Beth Peters, Connie Cutlott, Bob Schiffke, Brian Ritter, Jess Wegmann, Jenna Pollock, Matt Parbs, Jean Peiton, Senator Rita Hart, Mike Norris, Denise Bulatt, Rachel Howe

Welcome and Announcements:

Business:

Minutes –
March 21, 2016 meeting minutes as distributed were reviewed. Motion to accept minutes as distributed and read: Goodmann, Second: Graber
*Approved.
April 29, LaCrosse 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 **$5777.56.** Commissioners received detailed lists of the claims processed. Motion to accept MRPC DOT report as distributed: Peterson Second: Schweitzer
*Approved.

National MRPC Committee reports

W:\Planning\SystemsPlanning\Scenic Byways\1 Individual Byway Files\Great River Road\MRPC Meeting Items\Meeting Minutes\2016\2016 Draft MRPC Minutes June Maquoketa (2).docx

Culture and Heritage-
Iowa Interpretive Center staff present reported on their current events:

- Old Ft. Madison: Jean Peiton
- Motor Mill: Jenna Pollack and Jessica Wegman

- Hurstville Interpretive Center: Daryl Parker- on the Grant Wood Scenic Byway. It highlights marsh, prairie, lime mine and kiln, 20 miles off the Mississippi and draws 10,000- 12,000 visitors annually.
- Nahant Marsh: Brian Ritter Just off the river. Pollinator conference Thursday and Friday this week in Davenport drawing 300 coming up. Booth space available.
- Clinton Sawmill: Matt Parbs. Summer event is Milling around with the Wind Mill, Saw Mill, other events including a free ride on the Blue Herron eco tour boat at Camanche, water table on the river and a rafting event. Admission is $4 and $3- 7 days a week 'til 6 PM. Heritage Day is in September.
- Buffalo Bill Museum in Le Claire, Iowa: Bob Schiffke, Beth Peters, and Connie Curlott. The museum includes regional History- rather than just Buffalo Bill. On the Mississippi River including local inventors. Feature is the 1890 river tow boat. About 20,000 visitors a year. Open all but major holidays. Quad City museums feature "Museum Week" this week with a mystery theme. Also Native American items including 13 Native American cradle boards. Admission is $5, $4 seniors
  $1 children- student and teacher groups are free.
- Army Corps of Engineers, Rock Island District: Ron Deiss is an archeologist on staff. We are the Rock Island District, Mississippi River Project, Recreation and Natural Resource Management Section. The Visitor center focuses on the Upper Mississippi River. Part of their mission is Environmental compliance. Mississippi River Master Plan. USACE. Mississippi River Project is in the process of updating its Master Plan (MP). They feature military engineer's history at the site in Moline. Clock tower tours etc. The Arsenal Museum has been threatened with closing and advocates are working to keep it open.
- Our Mississippi River education materials: Ron and Wendy reported Navigation studies were not funded, but concern about the historic riverfront continued. There is an Our Mississippi River home page online and the program has been well received, successful and award winning. All of the naturalists along the GRR have received these. Commissioners reported the schools have reported excellent use and Camanche has won awards for using it. It is a great resource and especially well-received as the Army Corps is highly regarded and trusted for quality research and education.
- Osborne Welcome Center - Jenna Pollock reported they have a roomful of materials and then have added a computer for easy access to information.

Commissioner Graber reported that National needs the new surveys completed and each commissioner should help their county's I-Centers complete and return them.

Marketing-
This is the Year of birding; and Drive the Great River Road Month September and October 2016. National Geographic: Please visit your I-canters and locals to post on this. Google analytics on the performance are improving. New 10-state maps are out
W:\Planning\SystemsPlanning\Scenic Byways\1 Individual Byway Files\Great River Road\MRPC Meeting Items\Meeting Minutes\2016\2016 Draft MRPC Minutes June Maquoketa (2).docx

and have been delivered to the I-centers. If you don't need them all, please pass them on.
Bike the Great River Road Facebook give-away is underway. Please promote.
Camping is the theme for next year.

Iowa: The Great Race Sunday, June 26th at noon at the I-80 Interstate Museum.
Commission workers should arrive at 10:00 a.m. to set up. The route includes Mason City,

Cedar Rapids, lunch at Walcott and finishes at Moline. Dan and Edith will participate. Others should confirm with Edith.

Transportation-

Commissioner Walsh reported from the published committee minutes and a committee conference call is scheduled tomorrow. (June 21, 2016.)

Environment, Recreation & Agriculture –

Commissioner Schweitzer reported that the committee is looking to do an inventory of agriculture and environmental assets. Only 2 members attended and there were no minutes.

Chairwoman's Report

MRPC Board Meeting April 27-29, 2016, La Crosse, Wisconsin

No Board report published yet but the Annual MRPC meeting is Sept. 14-16, 2016, in Natchez, Mississippi. The city is celebrating its 300th year.

Iowa Byways Sustainability:

Commissioner Pfeffer reported on the collaboration and developments in shared resources including an audio interpretation "mobile app" that may be adaptable for Iowa GRR interpretive centers. One of the byways is testing it and will pursue how to use or share the product among the 11 Iowa Byways.

Iowa State Fair: including the Iowa State Fair Booth scheduled for August. All Iowa byways will be promoted and most will participate. DOT will provide the statewide materials and assistance. The MRPC and its stakeholders on the GRR will staff Sunday, August 14th and Friday, August 19th. Schweitzer, Graber, Walsh, Pfeffer and Regan indicated they would assist.

Byways of Iowa Coalition: The Coalition will meet July 6th. Pfeffer requested additional stakeholders to represent the Iowa Great River Road.

Tourism grants and marketing – Nicole Shalla, Iowa Tourism Office, IEDA

Nicole reported on the Travel Iowa Web site analytics produced by staff in her office that are showing great visits and low bounce rate for the Iowa GRR on these pages. Nicolle

passed around the ads that MRPC placed in the Travel Iowa and Iowa Outdoors publications. Casey's topper marketing impact bay not be trackable. MRPC could ask to confirm the date these went up and look at the analytics for that period. The numbers will be tracked through this month for the year. The Google promotions are showing results. The Iowa byways and the Great River Road are higher performers on the Travel Iowa web site. The economic impact of the River and GRR is well documented. Regan commented that MRPC needs monthly reports and an annual summary to track the impact of marketing efforts.

IEDA Partner ad purchases for fiscal year 2016 were discussed along with changes/ options available for Fiscal Year 2017.

2016

$2,600 ½ page Travel Iowa
$1,000 promo clicks
$ 225 Iowa Outdoors
$1,350 Casey's
$ 495 for ¼ page Eastern Iowa

2017

Yes -2600
Yes-
No- Not Available No

2017 Marketing Discussion

- Best of the Midwest $900 140,000 circulation
- Midwest Living $3,500 (950,000)
- Family Package $1600- 2 publications Kansas City
- Trip Advisor $2000 – 147,059 impressions- Branded banners come up on Midwest search
- You Tube $1000 – Midwest region 15/30 second commercials before videos play
- Sponsored listings - $1,800 on the Travel Iowa.com web site. (Promo spaces on the top of the page.
- Leads- emails on Travel Iowa
- Billboards – $800 Digital for 2 months at a time, Moline March-April John Deere and 60th /(confirm)

Brian Ritter suggested using Iowa Public Radio. They had been successful $600 for 2 weeks to promote an event and a key feature is that you can target geographically.
Beth Peters- Trip Advisor works- personal experience.
Matt- Billboard is a quick option
Daryl- East into Illinois is a good target area.

Le Claire $45,000 budget to market Peoria and into Chicago. Cost are higher for Chicagoland.

Nicole administers the Travel Iowa Grant Program. Grants: Available online now. $5,000 max Applications are due July 6th. A 25% match is required with a limit of two applications per applicant. These are often awarded for an event, advertising, a web site, a publication, training or conferences. Applicant could be a stakeholder. September 2017. These are always posted on the Travel Iowa web page. Scroll to the bottom and find this and other partnership information for tourism advocates. Commissioner Tunnicliff suggested visiting Iowa grants.gov. It contains all other state grant opportunities as well.

Break for Lunch

Reconvene

Other Business:

Marketing Budget:
Commissioners discussed the IEDA Partner Program opportunities that should be decided soon.
Motion to commit again for ½ page in the Travel Iowa publication and ¼ page in the Eastern Iowa Tourism publication: Schweitzer, Second: Peterson
* Approved
Motion to purchase web page remarketing: Goodmann. Second: Schweitzer
*Approved

Motion to have Goodmann and Regan proceed with researching and purchasing with FY2016 marketing budget: billboards and NPR and other opportunities as a marketing working committee: Tunnicliff; Second: Graber

MRPC would like to have monthly stats from the Travel Iowa website to know more about the activity. Regan will request more detailed reports from Amy Zeigler, IEDA.

Introductions:
Additional guests present for the afternoon session were introduced. Commissioner Regan provided a presentation about MRPC responsibilities and the economic impact of the Mississippi River and the Iowa Great River Road. She stated that the MRPC goal is to partner with MPO's / RPA's to support this effort and

- the interpretive centers along the Iowa GRR
- the infrastructure of the road and the signing
- better communication including constant comment, web site, Facebook The

MRPC is going to need assistance with funding or staffing to strengthen and support the Iowa GRR in terms of transportation and economic development.

Regan presented the draft models that Zach James prepared after attending the MRPC Iowa Great River Road Corridor Management Plan rollout meeting in June 2015. Each model would include local match. Discussion with the planning organizations present followed.

Discussion summary:

- The planning organizations affirmed that the Iowa GRR CMP could be integrated into their plans.
- To provide assistance in other ways, if MRPC can come forward with a finite list of what they want from the organization, the conversation could go forward within the regular mission and practices of the organizations to consider. Come forward with smaller issues we could start discussing what we can do. If you give us a list of what you would ask someone to do… we can go through the list.
- We do not do marketing. That piece is not in our scope. That is more appropriate for the Chambers and CVB's
- Transportation and economic development are more in our bailiwick. The information in the CMP can be presented to the organization boards.
- Assistance would not be for staff and operations support.

- We may be able to help with destination signing for attractions.
- It seems the communications is the key and there needs to be a simple and consistent communication. You could have a meeting with all the CVB directors.
- On occasion, a COG will do a contract to organize and manage a project (e.g./ a trail project.
- Trails- Being aware of the GRR and the MRT for the needs toward projects that benefit both when we have more information.
- Bi-state is pushing to put up bike trail signing with free signs from IDOT and local posts and installation.
- Commissioners and attendees agreed that Interpretive Centers should be invited to attend all MRPC meetings.

Adjournment
The business meeting was adjourned

IOWA MRPC BUDGET

The FY2015-2016 budget for the Iowa MRPC was approved by the Iowa DOT for $40,000.00. The budget includes 2015 National MRPC dues, Iowa Byways Coalition Membership, Eastern Iowa Tourism Dues, Marketing expenses, MRPC conferences and Iowa Commission meetings and travel expenses, and Administrative expenses.

Figure 1: Iowa MRPC State Fiscal Year Budget

	Budget Item	Annual Budget	Expense	Balance
1	**MRPC Annual Dues**	$15,000.00	$15,000.00	$0.00
2	**Annual Meeting NOLA**	$4,600.00	$6,914.65	-$2,314.65
3	**Semi-Annual Meeting, La Crosse**	$4,500.00	$3,456.36	$1,043.64
4	**Travel/meals in state**	$2,215.00	$1,987.12	$227.88
5	**Iowa Byways Foundation**	$500.00	$500.00	$0.00
6	**Eastern Iowa Tourism Dues**	$135.00	$135.00	$0.00
7	**Administration**	$300.00	$129.63	$170.37
8	**Marketing**	$12,750.00	$10,448.63	$2,301.37
TOTAL		**$40,000.00**	**$38,571.39**	$1,428.61

IOWA ACTIVITIES AND WORK PLAN

Iowa MRPC Website Development

The Iowa MRP website continues to evolve. www.iowagreatriverroad.com

Our site is now hosted by the Iowa Department of Tourism at www.traveliowa.com and then clicking on the Great River Road Link. By linking with Iowa Tourism, we have leveraged web site traffic with over a million viewers who annually navigate the Iowa Tourism web pages. Many corridor attractions are also featured in companion byways and communities' links.

Features of our web site include:

- Fantastic photography and panoramic photos of the Mississippi River.
- Schedule of events that can be sorted by date, location, type, etc.
- Mapping ability and ability to zoom in on maps and select location links.
- An itinerary or trip planner that prints an agenda – by city, type of event, etc.
- Ability to feature links with maps and icons and print a route with mileage.
- Community pages for each city and town along the route where events and dates can be posted and amended by the CVB's. Events and an on-line calendar of the same are also included.
- Inspirational content with beautiful views from a number of scenic overlooks.

Interpretive Centers along the route are each described in detail including directions to them and hours of operation.

Iowa's Byway Collection also has an Iowa Byways web site that also points to the Iowa Great River Road site (www.iowabyways.org) .

Travel Iowa staff have tracked the web activity for this site since adopting the dormant web content a year ago. It is performing at or above the standards expected or set by the web team.

- 21,838 sessions.
- 18,883 user
- 15,025 were new users.
- 122,190 page viewers
- 5.6 pages / session with an average for view 3.02
- Bounce rate is only 34%. (Bounce rates can be as high as 90%...goal is below 50 %.)
- Visiting 4.53 minutes per visitor. Generally, goal is 2.5 minutes.
- Travel Iowa has seen traffic grow from 1 million to 1.5 million in a year.
- Highest users on Travel Iowa are women 55-65.

Travel Iowa buys search engine marketing words that are seasonally changed including scenic drive, fall colors and other GRR assisting terms.

In addition, Interpretative Centers and CVB's have been encouraged to use experiencemississippiriver.com. Interpretative Centers using this website have found it has dramatically increased visitors this past year. The centers are using the calendar to list events.

Visitors to this site can also click a link to "Get a Printable Guide" on demand.
http://www.traveliowa.com/UserDocs/getinspired/GRR_printable_map.pdf

Figure 2: www.Iowa Great River Road.com

Iowa MRPC Social Media and Communications

No Iowa MRPC newsletters were produced this fiscal year.

We do have a Facebook page and will be using Constant Contact ® to email important updates to our GRR stakeholders.

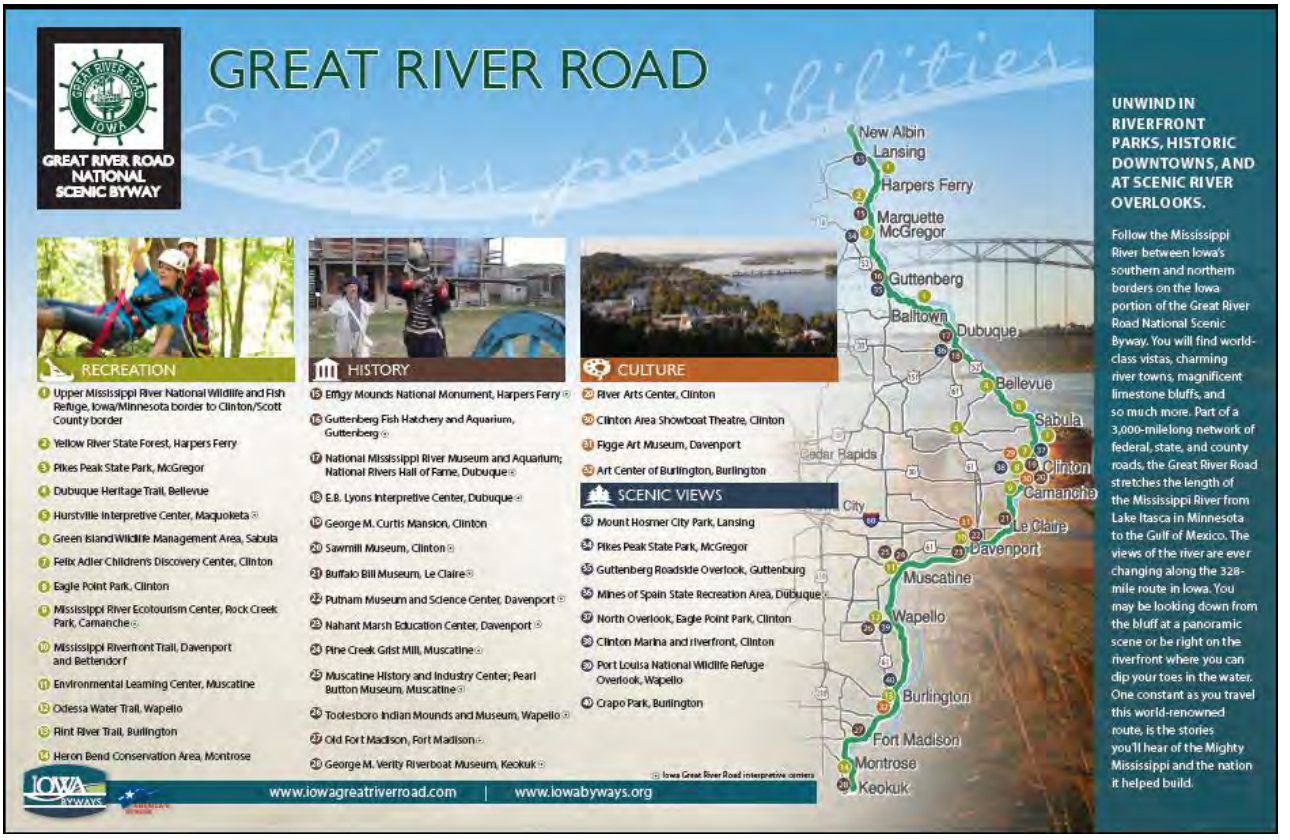
https://www.facebook.com/IowaGreatRiverRoad?ref=aymt_homepage_panel

Figure 3: Iowa GRR Facebook

Iowa Great River Road Traveler Map

The Iowa MRPC approved and reprinted our new colorful tear-off byway map to include the updated Interpretive Centers. A copy is included in this report. (See Figure 4). The 11 X 17 map has been distributed to our welcome centers, interpretive centers, CVB and other tourist attractions along the byway. The colorful map was developed in a tear-off format for the convenience of travelers and users. The new format was produced by the Iowa DOT and allows for easy updating in the years ahead.

Figure 4: Iowa Great River Road Traveler map



http://www.traveliowa.com/UserDocs/getinspired/GRR_printable_map.pdf

Iowa Byways Travel Guide

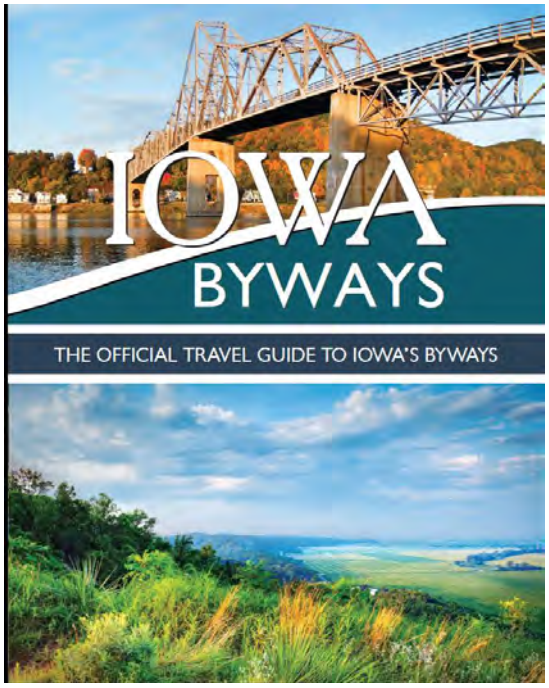


Figure 5: Iowa Byways Travel Guide

The Iowa MRPC in cooperation with Iowa's other designated byways and the Iowa Department of Transportation re-printed the high quality travel guide showcasing the Iowa Great River Road in four pages and the other ten designated Iowa scenic byways first printed in May 2014. This visitor friendly guide invites travelers to extend their Iowa visits and experience more of Iowa's nearby attractions that complement the GRR experience. The guide is free and can be viewed and ordered at www.iowasbyway.org. Commission members have worked hard to distribute this guide to the welcome and interpretative centers, CVB'S and other tourist attractions in their counties.

Corridor Management Plan Implementation Workshop

A Corridor Management Plan Implementation Workshop was held on July 7, 2015. Facilitator for the Workshop was Terry Buschkamp, Main Street Program, Iowa Economic Development Authority. Six of our seven current 2016 commissioners, two 2015 commissioners, tech member Mary Stahlhut, Iowa DOT Byways Program, and David Rose, Iowa DOT Commissioner participated in the workshop. The goal of the workshop was to think strategically where the Commission will focus their efforts in the coming year to implement the Corridor Management Plan accomplishing three or four priorities. The workshop opened with comments on the 2015 Corridor Management Plan we had received before lunch. We decided to use the duties of the commission that are found on the State of Iowa web page: "The Mississippi River Planning Commission is responsible for the continued development, preservation, and promotion of the byway and its amenities" as our mission. Workshop began with attendees working independently to list work that they had done in the past year to promote this mission of the commission. Individuals were asked to list and share their activities for the last 12 months. The facilitator then introduced a series of four questions designed to be reflective of the four areas that were identified in the Corridor Management Plan.

Level 1: Existing Level of Appropriation
Level 2: Existing Administration and Communications
Level 3: Effective promotion and Interpretation
Level 4: Facilitator for Capital Investment.

Attendees worked individually, then shared their responses for project ideas. Attendees were then asked to indicate their first four top choices and their four second choices for each of the above levels. Creation of a Timeline to Implement Commission Priorities in each of the four levels was discussed. Each commissioner was asked what actions would need to be taken to implement the projects in the next 12 months and identify their willingness to follow through with the action items on the list. The following Projects were selected:

Project #1: Request increased allocation from the state via the Iowa DOT (by October 2015)
Project #2: Present the Corridor Management Plan to local authorities – City and County – at public meetings.
Project #3: Create an ad campaign challenging folks to visit each of the Interpretive Centers.
Project #4: Ask local governments for money.

Each commissioner selected specific items they would work on in their county to accomplish these four projects. The facilitator provided a summary of the workshop and Recommendations for Next Steps. (Full report on p. 13).

MARKETING

At our August 10th meeting, a marketing workshop was held with Shawna Lode, Director of Iowa Tourism, as the Facilitator. Commissioners were sent eight questions in advance to think about. During the workshop, we talked about our primary target audience, where travelers are drawn from, what are our goals, how will they be measured, what are we selling, what is the message, what is the best delivery method for this message, and what is the budget. Shawna explained the Travel Iowa Partnership Program advising they purchase advertising and then remarket it to groups such as ours.

At the end of the discussion, the following marketing purchases were made:

Eastern Iowa Tourism ¼ page once a year $495.00, Iowa Outdoors – DNR magazine ad $225.00, Iowa Travel Guide ½ page $1,350, Casey's General Store -Out of Home – 10 gas

pump – toppers (April – June) $2650.00 and Travel Iowa – Web site – Remarketing reminders guaranteed 50,000 impressions – and 1,000 clicks Jan thru March $1,000.

We also reserved some of our marketing funds for graphic development and Fall promotion. Our marketing chair, Jane Regan did local radio "103.5" program buy which was $103.50 ad cost and tag words. Trivia about GRR was on the air all week with a Friday prize of $103.50. In June 2016, we again took to air making media buys in the area promoting the Great River Road in Eastern Iowa. Scripts were written by Commissioner Regan, our marketing chair and our IAA MRPC Chair Edith Pfeffer. Commissioner Goodman worked with Commissioner Regan on a billboard in Dubuque. All of these media buys were under $500 to each enity to meet state requirements. (Appendix p. 74) The Commission feels this was a successful project as we work to make more people aware of the Great River Road.

Marketing is an area that we continue to struggle with as a commission. No one on the commission is a marketing major. We continue to try to determine who the targeted audience is, where is the traveler drawn from, and what are they looking for. We constantly remind ourselves that this national scenic byway is home to history, the river, scenery, and charming riverfront communities with unique culture and recreation opportunities. It is our duty to promote the road.

Great River Road Interpretive Centers

Visits were made to each of the sixteen Interpretive Centers in the State of Iowa. Local commissioners visited each interpretive centers in their county. The checklist was completed. Commissioners trained the staff at our Iowa Interpretive Centers using the jump drive provided by Dr. Ruth Hawkins and the Cultural and Heritage Committee. Pictures and script were added to the jump drive talking about each of the sixteen Interpretive Centers in Iowa. During the visit, commissioners distributed our Great River Road tear sheets, Iowa Byways Travel Guide, the Cultural Traveler and the **new** MRPC National Maps. Each Interpretive Center received a box of these maps. The Interpretive Centers were encouraged to list their center and weekly activities on the Iowa Tourism website – www.iowatourism.com/greatriverroad. The Interpretive Centers were also encouraged to list events on experiencemississippiriver.com. In addition, Commissioners contacted centers regarding the National Geographic GEO Tourism project. Each center was encouraged to enter their center at mississippiriver.natgeotourism.com website and keep it up to date. Finally, the Iowa Great River Road was nominated for the National Geographic GEO Tourism Project. The **new** MRPC Ten State National Map was also delivered to the Iowa Welcome Center at Sabula and I-80 Welcome center at Wilton.

Iowa Participation in Meetings and Events

The Iowa Chair and or her proxy participated in all National MRPC Board meetings and Executive Board meetings, as well as the Annual Meeting. The majority of Iowa Commissioners also participated in the National MRPC meetings.

The MRPC has been representative at the monthly meetings of the Iowa Byways Coalition by our Chair. Up-dates on projects have been provided to commission members as all Iowa Byways work together to promote the great State of Iowa.

The Iowa Commission participated in September Drive the Great River Road Month activities. Several commissioners appeared on local radio talk shows promoting the Great River Road. In addition, commissioners attended local city council meetings and county board of supervisor meetings gathering and reading proclamations declaring September Drive the Great River Road Month. Governor Branstad also declared September 2015 Drive the Great River Road in Iowa

month. Press Releases, proclamations etc. were distributed to local media in their jurisdictions by each commissioner. Each interpretive center received some key tags to use in their local media. We were extremely proud an Iowa couple from Tipton won the National online sweepstakes $500 gift card. Our chair forwarded the information to the CVB's and Shawna Lode at Iowa Tourism. Information about the event was posted on traveliowa.com.

Commission members have worked hard encouraging our interpretative centers and welcome centers to enter information about their attraction on the National Geographic GEO Tourism Website. John Goodman, nominated the Iowa Great River Road for the site. In addition, we have contacted other tourist attractions and businesses in our counties to enter their information on this national website.

Commissioners continue to contact their key local people encouraging them to input tourism data at Travel Iowa website and bring all their local attractions and events up to date. It is imperative that local concerns populate their own data to be best represented in the statewide guide. They are also encouraged to use expericncemississippiriver.com for events and festivals. The interpretative centers that have used experiencemississippiriver.com are receiving visitors identifying with this website and traveling the Great River Road.

2016 is the year of Birding, Biking and Driving the Great River Road. Information has been shared by Mary Stahlhut, Iowa DOT, with commission members regarding Audubon birding maps for the State of Iowa. Commissioners have shared these resources with their local interpretative centers. Several birding events were held in the Spring by our interpretative centers. More events are anticipated this fall with the interpretative centers hosting events.

Birds of the Upper Mississippi River

© Dan Pancamo

Cerulean Warbler

© Dan Pancamo

Bald Eagle

© Gary Hodgman

Red-tailed Hawk

© Gary Hodgman

Yellow-rumped Warbler

© Gary Hodgman

Vesper Sparrow

© Jon Stewart

Peregrine Falcon

© Gary Hodgman

Trumpeter Swans

Follow the Great River Road to Great Birding!

Imagine how the bird habitat and bird life along the Mississippi River must change as the river changes from a small stream running through the pine forests of northern Minnesota, then through what was once tall-grass prairie and oak savanna of central Minnesota. Then it changes again as it cuts through the blufflands of southern Minnesota, northeast Iowa, southwest Wisconsin and northwest Illinois. Finally, the river habitat and bird life reflects the big, wide river of southern Illinois and Missouri, where the Missouri and Illinois rivers join in.

You can now take a self-guided birding tour on the northernmost reaches of what is likely one of America's longest birding trails. The "Great River Birding Trail" parallels both sides of the Mississippi River from the headwaters, down 1,366 miles to the confluence with the Ohio River at Cairo, Illinois. The trail is named after the already well known federally-designated scenic drive called the Great River Road that goes from Canada to the Gulf of Mexico.

The Upper Mississippi River: A Globally Important Bird Area and Migratory "Flyway" for Birds

The mighty Mississippi flows though the heart of our nation. It draws millions of visitors each year from all over the world, who come to experience the mystery and magnificence of this old river valley, rich in history, culture, habitat, and recreation. But they aren't the only visitors passing though – 40% of all North American waterfowl use the river as a migratory flyway, and 326 bird species (35% or about 1/3 of all species in North America) use the river corridor as a globally important flyway in their spring and fall migrations.

The Upper Mississippi River National Wildlife and Fish Refuge stretches southward for 261 miles along the Mississippi River from just above Wabasha, Minnesota, nearly to Rock Island, Illinois. This refuge and the entire Upper Mississippi River offer fabulous opportunities for birding among extensive marshlands, wooded bottom lands, open water, sand prairie, and wooded bluffs.

The river environment serves as a migration corridor not only for waterfowl, but also for numerous other birds such as raptors, shorebirds, and neo-tropical migratory songbirds. In the spring and summer, the river provides important nesting habitat for many species. Even in the coldest months, the area serves as a wintering ground for northern bird populations, in addition to year-round residents.

Success Stories

Conservation and reintroduction efforts have benefited several bird species in the Upper Mississippi River. The Bald Eagle is one of the greatest success stories in the recovery of an endangered species. While a few hundred eagles used to winter along the Mississippi River, there are now thousands. Peregrine Falcons, once extirpated from their entire eastern range the U.S., have been successfully reintroduced and now nest on cliffs, towers, and bridges along the river. They were recently removed from the endangered species list, but are still endangered in Iowa, Wisconsin, and Minnesota. Red-shouldered Hawks nest in large tracts of mature or medium-aged, floodplain forests along the Mississippi River. Their diet varies but includes frogs, crayfish, salamanders, snakes, small mammals, and birds. They are listed as endangered in Iowa and Illinois, and a species of concern or threatened in Wisconsin and Minnesota. Red-shoulders are still uncommon in many parts of the Upper Mississippi River, but research has indicated relatively stable populations between McGregor, IA and Cassville, WI, and on the Illinois side from East Dubuque to Savanna, IL.

Species of Concern

Neo-tropical migrants such as the Cerulean Warbler and the Prothonotary Warbler breed along the Upper Mississippi River while wintering in more suitable climates such as Central America and the northern rim of South America. Populations for both of these warblers have been in decline, but are still common along the Upper Mississippi. Red-headed Woodpeckers bore nest cavities in dead trees, fence posts, or utility poles in open woods, savannas, farmlands, and bottomlands. They feed on acorns, nuts, and berries, storing them in caches they defend vigorously. This widespread and common woodpecker's numbers have declined in the past decade due to loss of woodlands and competition with the European Starling. The Upper Mississippi River area is an important refuge for these and other bird species of concern.

Connecting People to the Mississippi River

The Great River Birding Trail was developed to help educate citizens about the ecological significance of the Upper Mississippi River as an important flyway for birds and to encourage citizens to explore the Upper Mississippi River region through a form of hands-on, low-impact, and non-consumptive recreation. The Great River Birding Trail is a project of the Audubon - Upper Mississippi River Campaign. To learn more about the Audubon - Upper Mississippi River Campaign and the Great River Birding Trail, go www.audubon.org/campaign/umr.

IBA's Take Flight: Identifying and Conserving Essential Habitat for Birds

Important Bird Areas, or IBAs, are defined as sites that provide essential habitat for one or more species of birds that are a high priority within a state, such as birds that are threatened, endangered, or have been in population decline. The IBA Program helps birds by setting science-based priorities for habitat conservation and promoting positive action to safeguard vital bird habitats. In 1995, Audubon launched an IBA initiative in the United States, working to establish IBA programs in all 50 states. IBAs include sites for breeding, wintering, and/or migrating birds, and are selected using standardized, science-based criteria. You can help identify and conserve Important Bird Areas in your state or region. For more information on the Audubon IBA Program, go to: www.audubon.org/bird/iba/. This site includes the addresses of state IBA coordinators as well as information about many other Audubon bird conservation projects.

Birds of the Upper Mississippi River Refuge Checklist

Provided below is a checklist highlighting the 302 species of birds that can be found within the Upper Mississippi River National Wildlife & Fish Refuge. It is not a comprehensive checklist for the entire Upper Mississippi River. Be sure to bring a birding book along for reference or contact the Department of Natural Resources or state Ornithological Union for a more specific birding list to the region you are visiting. Season, abundance and nesting status for each bird's suitable habitat along the Mississippi River corridor are coded as follows:

Season:
Spring – March through May
Summer – June through August
Fall – September through November
Winter – December through February

Abundance and Nesting Status:
A – abundant
C – common
U – uncommon
R – rare
✱ – Nests on the refuge

Common Name	Sp	Su	F	W
Common Loon	U		U	
Horned Grebe	U		U	
Pied-billed Grebe*	R	C	C	
Red-necked Grebe	r		r	
American White Pelican	C	U	C	
Double-crested Cormorant*	C	C	C	
American Bittern*	U	U	U	
Least Bittern*	U	U	U	
Great Blue Heron*	U	U	U	r
Great Egret*	U	C	U	
Snowy Egret*	r	r	r	
Little Blue Heron		U		
Cattle Egret	U	r	U	
Green Heron*	C	C	C	
Black-crowned Night-Heron*	U	U	r	
Yellow-crowned Night-Heron*	U	r	U	
Tundra Swan	U		R	U
Trumpeter Swan	r	r	U	r
Mute Swan	r	r	r	r
Greater White-fronted Goose			r	
Snow Goose	U		U	
Canada Goose*	U	C	U	C
Wood Duck*	U	C	U	r
Green-winged Teal	U	r	U	r
American Black Duck*	C	U	C	r
Mallard*	U	C	U	C
Northern Pintail	R	r	U	r
Blue-winged Teal*	U	C	U	
Northern Shoveler	U	U	C	
Gadwall	C	U	U	
American Wigeon	U	U	U	
Canvasback	U	r	U	U
Redhead	C	r	C	U
Ring-necked Duck	U	r	U	
Greater Scaup	U		U	
Lesser Scaup	U	r	U	U
Oldsquaw	r		U	r
Black Scoter			r	r
White-winged Scoter	r		U	r
Common Goldeneye	U		U	C
Bufflehead	U		U	r
Hooded Merganser*	C	C	C	r
Common Merganser	r		r	C
Red-breasted Merganser	U		U	U
Ruddy Duck	U	r	U	r
Turkey Vulture	U	C	C	r
Osprey*	U	U	U	
Bald Eagle*	C	C	U	C
Northern Harrier*	U	U	U	U
Sharp-shinned Hawk	U	U	U	U
Cooper's Hawk*	U	U	U	U
Northern Goshawk			r	U
Red-shouldered Hawk*	U	U	U	r
Broad-winged Hawk*	U	U	U	
Swainson's Hawk			r	
Red-tailed Hawk*	R	R	U	R
Rough-legged Hawk	U		U	U
Golden Eagle	r		r	r
American Kestrel*	U	U	U	U
Merlin			U	U
Peregrine Falcon	U	U	U	
Gray Partridge*	U	U	U	U
Ring-necked Pheasant*	U	U	U	U
Ruffed Grouse*	C	C	C	C
Wild Turkey*	U	U	U	U
Northern Bobwhite*	U	U	U	U
King Rail*		r		
Virginia Rail*	C	C	C	
Sora*	C	R	U	
Common Moorhen*	U	U	U	
American Coot*	U	r	U	U
Sandhill Crane*	U	U	U	
Black-bellied Plover			U	
Am. Golden-Plover	U		U	
Semipalmated Plover	U	U	U	
Killdeer*	U	r	C	C
American Avocet	r	r	r	
Greater Yellowlegs	U	U	U	
Lesser Yellowlegs	U	U	U	
Solitary Sandpiper	U	U	U	
Willet	r	r	r	
Spotted Sandpiper*	U	U	U	
Upland Sandpiper*	r	r		
Hudsonian Godwit	r			
Marbled Godwit	r			
Ruddy Turnstone	U	r	U	
Sanderling	U	U	U	
Semipalmated Sandpiper	U	U	U	
Least Sandpiper	U	U	U	
White-rumped Sandpiper	U	U	U	
Baird's Sandpiper	U	U	U	
Pectoral Sandpiper	U	U	U	
Dunlin	U	U	U	
Sci1 Sandpiper	U	U	U	
Short-billed Dowitcher	U	U	U	
Long-billed Dowitcher	U		r	
Common Snipe	U	U	U	U
American Woodcock*	U	U	U	
Wilson's Phalarope	U	U	r	
Red-necked Phalarope	r		r	
Franklin's Gull	U		U	
Bonaparte's Gull	U		U	
Ring-billed Gull	C	C	C	U

Common Name	Sp	Su	F	W
Herring Gull	U	U	U	U
Glaucous Gull	r		r	
Caspian Tern	U	U	U	
Common Tern	U	U	U	
Forster's Tern*	C	U	U	
Black Tern*	U	C	U	
Rock Dove*	U	C	C	U
Mourning Dove*	C	C	C	U
Black-billed Cuckoo*	U	C	C	
Yellow-billed Cuckoo*	U	U	U	
Eastern Screech-Owl*	U	U	U	U
Great Horned Owl*	U	U	U	U
Snowy Owl	r		r	r
Barred Owl*	C	U	U	C
Long-eared Owl*	U	r	U	U
Short-eared Owl	U		U	U
Northern Saw-whet Owl*	U	U	U	U
Common Nighthawk*	U	C	U	
Whip-poor-will*	U	U	U	
Chimney Swift*	U	C	U	
Ruby-throated Hummingbird*	U	C	U	
Belted Kingfisher*	U	U	U	U
Red-headed Woodpecker*	U	U	U	U
Red-bellied Woodpecker*	U	C	U	U
Yellow-bellied Sapsucker*	U	U	r	r
Downy Woodpecker*	U	U	U	U
Hairy Woodpecker*	U	U	U	U
Northern Flicker*	U	C	U	U
Pileated Woodpecker*	U	U	U	U
Olive-sided Flycatcher	r	U	U	
Eastern Wood Pewee*	U	U	U	
Yellow-bellied Flycatcher	r	r	r	
Acadian Flycatcher*	r	r	r	
Alder Flycatcher	r		r	
Willow Flycatcher*	U	U	U	
Least Flycatcher*	U	U	U	
Eastern Phoebe*	U	U	U	
Great Crested Flycatcher*	U	U	U	
Eastern Kingbird*	U	U	U	
Horned Lark*	r	r	r	U
Purple Martin*	U	U	U	
Tree Swallow*	U	U	U	
Northern Rough-winged Swallow*	U	U	U	
Bank Swallow*	U	U	U	
Cliff Swallow*	U	r	U	
Barn Swallow*	U	U	U	
Blue Jay*	U	U	U	U
American Crow*	U	U	U	U
Black-capped Chickadee*	U	U	U	U
Tufted Titmouse*	U	U	U	U
Red-breasted Nuthatch	U		U	U
White-breasted Nuthatch*	U	U	U	U
Brown creeper*	U	U	U	U
Carolina Wren*	r	r	r	
Bewick's Wren	r		r	
House Wren*	U	U	U	
Winter Wren*	U	U	U	r
Sedge Wren*	U	U	U	
Marsh Wren*	U	U	U	
Golden-crowned Kinglet	U		U	r
Ruby-crowned Kinglet	U		U	
Blue-gray Gnatcatcher*	U	U	U	
Eastern Bluebird*	U	U	U	r
Veery*	U	r	U	
Gray-cheeked Thrush	U		U	
Swainson's Thrush	U		U	
Hermit Thrush	U		U	
Wood Thrush*	U	U	U	
American Robin*	U	U	U	U
Gray Catbird*	U	U	U	
Northern Mockingbird	r	U	r	
Brown Thrasher*	U	U	U	
American Pipit	r		r	
Bohemian Waxwing			r	
Cedar Waxwing*	U	U	U	U
Northern Shrike	U		U	U
Loggerhead Shrike*	r	r	r	
European Starling*	U	U	U	U
White-eyed Vireo	r	r		
Bell's Vireo*	r	r		
Blue-headed Vireo	U	U	U	
Yellow-throated Vireo*	U	U	U	
Warbling Vireo*	U	U	U	
Philadelphia Vireo	U		U	
Red-eyed Vireo*	U	U	U	
Blue-winged Warbler*	U	U		
Golden-winged Warbler	U	U	U	
Tennessee Warbler	U		U	
Orange-crowned Warbler	r		U	
Nashville Warbler	U		U	
Northern Parula	r		U	
Yellow Warbler*	U	U	U	
Yellow-throated Warbler*	r	r		
Chestnut-sided Warbler	U		U	
Magnolia Warbler	U		U	
Cape May Warbler	U		U	
Black-throated Blue Warbler	U		r	
Yellow-rumped Warbler	U		U	
Black-throated Green Warbler	U		U	
Blackburnian Warbler	U		U	
Pine Warbler	r		U	
Palm Warbler	U		U	
Bay-breasted Warbler	r			

Common Name	Sp	Su	F	W
Blackpoll Warbler	U		U	
Cerulean Warbler*	U	U		
Black-and-white Warbler	U	U	U	
American Redstart*	U	U	U	
Prothonotary Warbler*	U	U		
Ovenbird*	U	U	U	
Northern Waterthrush	U		U	
Louisiana Waterthrush	U	U	U	
Kentucky Warbler*	r	r	r	
Connecticut Warbler	r		r	
Mourning Warbler	r	r	r	
Common Yellowthroat*	U	U	U	
Hooded Warbler	r	r	r	
Wilson's Warbler	U		U	
Canada Warbler	r		U	
Yellow-breasted Chat*	r	r		
Scarlet Tanager*	U	U	U	
Northern Cardinal*	U	U	U	U
Rose-breasted Grosbeak*	U	U	U	
Indigo Bunting*	U	U	U	
Dickcissel*	U	U		
Eastern Towhee*	U	U	U	r
American Tree Sparrow	U		U	U
Chipping Sparrow*	U	U	U	
Clay-colored Sparrow	U		U	
Field Sparrow*	U	U	U	r
Vesper Sparrow*	U	U	U	
Lark Sparrow*	U	U		
Savannah Sparrow*	U	U	U	
Grasshopper Sparrow*	U	U	U	
Henslow's Sparrow*	r		r	
Le Conte's Sparrow	r	r	r	
Fox Sparrow	U		U	
Song Sparrow*	U	U	U	U
Lincoln's Sparrow	U		U	
Swamp Sparrow*	U	U	U	r
White-throated Sparrow	U		U	r
White-crowned Sparrow	U		U	r
Harris Sparrow	U		U	
Dark-eyed Junco	U		U	U
Lapland Longspur	r		r	r
Snow Bunting			r	U
Bobolink*	U	U	U	
Red-winged Blackbird*	U	U	U	U
Eastern Meadowlark*	U	U	U	U
Western Meadowlark*	r	r	r	
Yellow-headed Blackbird*	U	U	U	
Rusty Blackbird	U		U	U
Brewer's Blackbird*	U	U	U	r
Common Grackle*	U	U	U	U
Brown-headed Cowbird*	U	U	U	r
Orchard Oriole*	U	U		
Baltimore Oriole*	U	U		
Pine Grosbeak		r	r	
Purple Finch	U			U
House Finch*	r	r	r	r
Red Crossbill	r			r
White-winged Crossbill	r			r
Common Redpoll	U			U
Hoary Redpoll				r
Pine Siskin	U		U	U
American Goldfinch*	U	U	U	U
Evening Grosbeak	r			r
House Sparrow*	U	U	U	U

Six species formerly occurred on the refuge:
Passenger Pigeon (Extinct)
Carolina Parakeet (Extinct)
Greater Prairie Chicken
Sharp-tailed Grouse
Swallow-tailed Kite
Whooping Crane

This species list is from the U.S. Fish and Wildlife Service *Upper Mississippi River National Wildlife & Fish Refuge Bird List*. All species names are in accordance with the Seventh American Ornithologist's Union.

Additional information may be obtained by writing: Upper Mississippi River National Wildlife and Fish Refuge, 51 East Fourth Street, Room 101, Winona, MN 55987, or by contacting Refuge District offices located in Winona, Minn.; La Crosse, Wis.; McGregor, Iowa; and Savanna, Ill.

We take pride in the Upper Mississippi River. Find ways in which you or your group can help us to ensure a bright future for the magnificent resources of this region.

American Birding Association Code of Ethics

I. Birders must always act in ways that do not endanger the welfare of birds or other wildlife.
- Observe and photograph birds without knowingly disturbing them in any significant way.
- Avoid chasing or repeatedly flushing birds.
- Use recordings and similar methods of attracting birds sparingly.
- Keep an appropriate distance from nest and nesting colonies.
- Refrain from handling birds or eggs unless engaged in recognized research activities.

II. Birders should do their best to not cause harm to the natural environment.
- Whenever possible, stay on existing roads, trails, and pathways to avoid disturbing fragile habitat. Leave all habitat as found.

III. Birders must always respect the right of others.
- Respect the privacy and property of others by observing "No Trespassing" signs and by asking permission to enter private or posted lands.
- Observe all laws and the rules and regulations which govern public use of birding areas.
- Practice common courtesy in contacts with others.
- Always behave in a manner that will enhance the image of the birding community in the eyes of the public.

Audubon

For Question about the Great River Birding Trail or to order additional maps: Audubon - Upper Mississippi River Campaign, 1707 Main Street, Suite 105, La Crosse, WI 54601, Phone: 608-782-7412, Email: bkoop@audubon.org

For More Information on Wildlife Tourism, Travel and Recreation Along the Upper Mississippi River:
National Mississippi River Parkway Commission, www.mississippi-river.com, (703) 212-2366
Iowa Department of Natural Resources, www.state.ia.us/government/dnr/index.htm, (515) 281-5918
Iowa Office of Tourism, www.state.ia.us/tourism, 1-888-472-6035
Illinois Department of Natural Resources, www.dnr.state.il.us
Illinois Department of Tourism, www.enjoyillinois.com 1-800-226CONNECT

Designed and produced by Romance Valley Graphics, email: rg@frontier.net

Printed by La Crosse Graphics Inc., La Crosse WI, www.lacrossegraphics.com

Map illustration by Riverwate

The printing of the Great River Birding Trail map series was funded in part by the McKnight Foundation, the Department of the Interior, National Park Service and the Federal Highway Administration

Published by the Audubon Upper Mississippi River Campaign © 2005

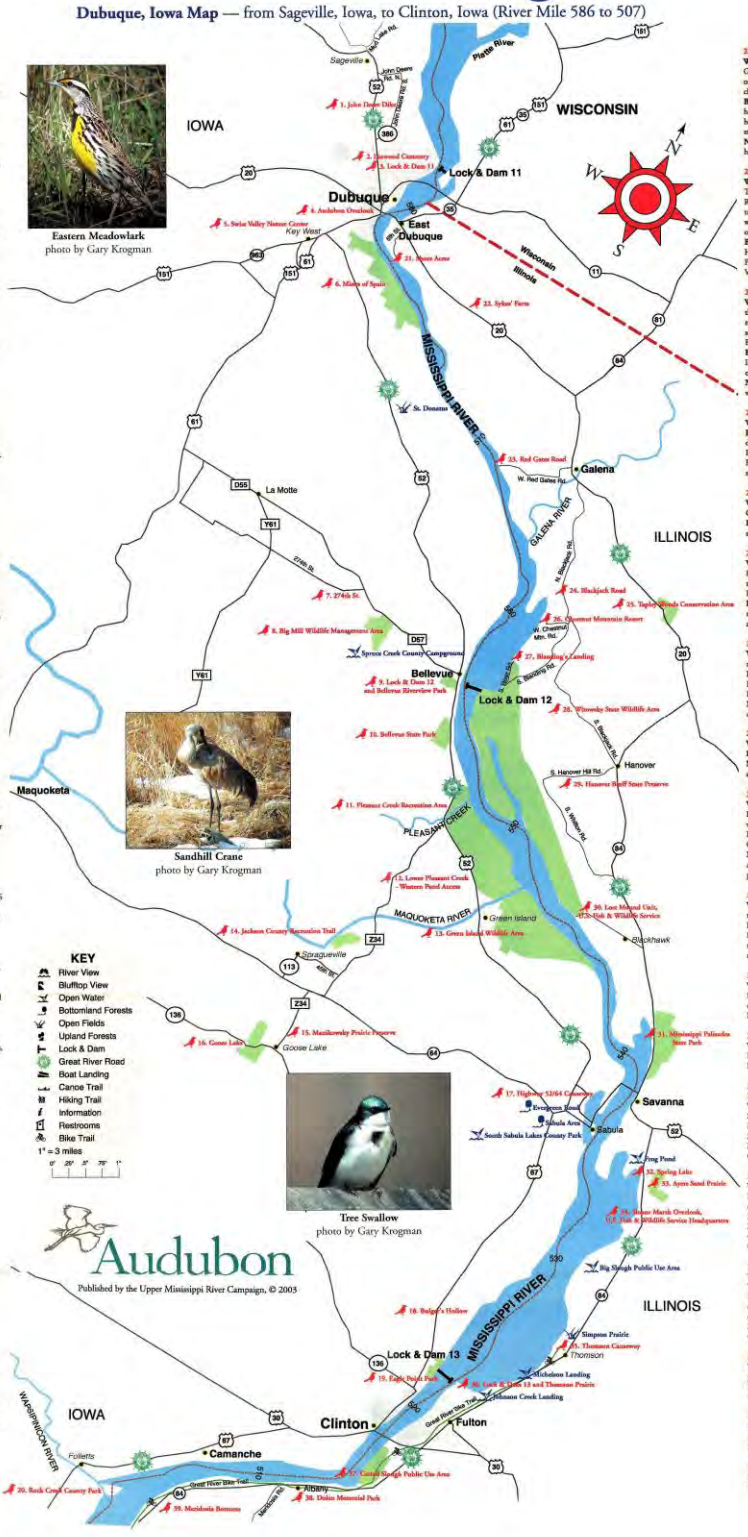
Great River Birding Trail

Dubuque, Iowa Map — from Sageville, Iowa, to Clinton, Iowa (River Mile 586 to 507)

Eastern Meadowlark
photo by Gary Krogman

Sandhill Crane
photo by Gary Krogman

Tree Swallow
photo by Gary Krogman



1. John Deere Dike
Where: East of U.S. Highway 52 on the north end of Dubuque. Take Hwy. 386 (John Deere Rd.) north and park in the lot by the heating plant.
Birds: Views from the top of the dike include a chance to view rails, Marsh Wrens and nesting Bald Eagles, as well as migrating shorebirds and waterfowl, including Canvasbacks. Also Common Mergansers during winter.

2. Linwood Cemetery
Where: Turn east on 22nd St. from Central Ave. (Hwy. 52) then turn north on Windsor Ave. (2nd stoplight). The cemetery is a mile on the right.
Birds: Good for winter finches, especially Pine Siskin.

3. Lock & Dam 11
Where: Take Kreper Blvd. or Rhomberg to Hawthorne. Go east toward the river.
Birds: Excellent Bald Eagle viewing in winter, also winter gulls and waterfowl.

4. Audubon Overlook
Where: Turn on 14th St. from Central and then turn right at the sign across from the Farmland Packing Plant.
Birds: This area is particularly good for close looks at migrating waterfowl in November and March, and shorebirds in August.

5. Swiss Valley Nature Center
Where: Take Hwy. 20 west from Dubuque and look for brown signs. Just west of the IOCO truck stop, turn south on Swiss Valley Rd. and follow the signs for 1.5 miles.
Birds: A variety of woodland and riparian habitats. Look for Eastern Bluebirds, Woodcocks at dusk in April, Pileated Woodpeckers, Short-billed Marsh Wrens, Bobolinks and Acadian Flycatchers.

6. Mines of Spain
Where: South of Dubuque, follow signs from Hwy. 52.
Birds: Extensive trails through a variety of habitats. Cerulean Warblers, Broad-winged Hawks. Good views of the river from the bluff tops. Interpretive center on the southwest portion of the park.

7. 274th St.
Where: Between Cty. Rd. D57 and Cty. Rd. Y61 east of Bellevue. Excellent drive through a hillside forest.
Birds: Wood Thrushes, Rose-breasted Grosbeaks, warblers and vireos.

8. Big Mill Wildlife Management Area
Where: Three miles east of Bellevue on Cty. Rd. D57.
Birds: Waterfowl, Belted Kingfishers and Common Yellow-throats. Good for warblers during migration.

9. Lock & Dam 12 and Bellevue Riverview Park
Where: City park in Bellevue at Lock & Dam 12.
Birds: Excellent eagle watching during the winter, Henslow's Sparrow, Grasshopper Sparrow, Upland Sandpiper, Orchard Oriole, Blue Grosbeak, Loggerhead Shrike
Note: Call (815) 273-3184 for more information.

10. Bellevue State Park
Where: Just south of Bellevue.
Birds: Paved roads to the bluffton with great views of the river, an interpretive center, trails through the upland forest and butterfly gardens. Excellent for upland forest birds. Carolina Wren, Yellow-throated Warbler.

11. Pleasant Creek Recreation Area
Where: Three miles south of Bellevue on Hwy. 52.
Birds: Pileated Woodpeckers, Tufted Titmouse, American Redstarts, Great Blue Herons, Common Yellowthroats, waterfowl and shorebirds during migration and an excellent variety of songbirds. Also a good location for eagle and vulture viewing.

12. Lower Pleasant Creek-Western Pond Access
Where: U.S. Fish & Wildlife Service parking area 6 miles south of Bellevue on the east side of Hwy. 52.
Birds: Hiking trails through bottomland forest and along backwater ponds. Excellent for Prothonotary Warblers, Lark Sparrow, Red-headed Woodpeckers in winter, a variety of sparrows and other forest birds as well as herons, egrets and all types of waterfowl.

13. Green Island Wildlife Area
Where: A 2500-acre wetland surrounded by upland and bottomland forest. East of Hwy. 52, 7 miles south of Bellevue and 6 miles north of Sabula.
Birds: Excellent for migrant shorebirds and waterfowl. Noteworthy breeders include Common Moorhens, Sandhill Cranes, Yellow-bellied Sapsuckers, Brown Creepers and Red-shouldered Hawks.

14. Jackson County Recreation Trail
Where: A 3.7-mile trail east of the town of Spragueville on 45th St. along the Maquoketa River to Cty. Rd. Z34.
Birds: Excellent birding trail along the river and forested hills with a variety of songbirds, woodpeckers and raptors. Search for Sandhill Cranes north of causeway.

15. Manikowsky Prairie Preserve
Where: Two miles north of Goose Lake, just east of Cty. Rd. Z34.
Birds: Northern Mockingbirds, Sandhill Cranes and Lark Sparrows, Loggerhead Shrike.

16. Goose Lake
Where: Northwest of Clinton on Hwy. 136.
Birds: Quality cattail marsh with the usual breeding marsh birds. Large numbers of migrant waterfowl, primarily puddle ducks, are present in season. Nesting Sandhill Cranes, American and Least Bitterns, Loggerhead Shrike, Trumpeter Swans and Yellow-headed Blackbirds.

17. Highway 52/64 Causeway to Bridge between Sabula and Savanna
Where: Parking area on the big curve.
Birds: Barn, Cliff, Tree and Rough-winged Swallows. A heron colony is visible from the road.

18. Bulger's Hollow
Where: East of Hwy. 62, sign on the highway.
Birds: Carolina Wrens, Belted Kingfishers and also excellent for waterfowl during migration and eagles during winter.

19. Eagle Point Park
Where: City park 30 mph in 1 hour overlooking Lock & Dam 13, on the north side of Clinton.
Birds: The upland forest and pine plantings can be excellent for woodland migrants. Also, the tower is an excellent place to watch the raptor migration during the fall.

20. Rock Creek County Park
Where: Two miles east of Follett's.
Birds: Great location for neotropical migrants and bottomland forest birds.

21. Shore Acres
Where: Go east on U.S. 20 through East Dubuque, then turn south on 6th St. Turn left on Boston Rd. and then take Harbor Dr. Park at Bent Prop Marina.
Birds: Prothonotary Warblers, Pileated Woodpeckers, Barred Owls and Wood Ducks.

22. Sykes' Farm
Where: From U.S. 20, midway between East Dubuque and Galena, turn north onto Imbus Road. Then take the second left onto Rocky (only 200 yards from U.S. 20) and follow until road changes from blacktop to gravel.
Birds: There are 110 acres of oak / pine forest, prairie grasses and hiking trails here for exploring. Watch for upland song birds, hawks, wild turkeys, as well as herons and Kingfishers by the stream.
Note: This land is privately owned. The land owners will not be held liable for any persons visiting the property.

23. Red Gates Road
Where: Across from McDonalds on the northwest side of Galena. Take the blacktop road to the railroad tracks along the Mississippi River to the "Y" at 2.5 miles (stay right). The road is narrow but traffic is usually light with good birding opportunities along the way, especially the last mile. There is a small parking area at the end of the road. Cross the tracks into the refuge.
Birds: Excellent bottomland birding, including Red-shouldered Hawks, Barred Owls, American Redstarts, Baltimore Orioles, Prothonotary Warblers, Pileated Woodpeckers and Yellow-throated Vireos.

24. Blackjack Road
Where: From Galena turn off on Blackjack Rd. three blocks east of the Apple River bridge. Follow Blackjack as it winds through a hilly region all the way to Hanover. Or turn off approximately 4 miles south of Galena, where it intersects with S. Blanding Rd. Follow S. Blanding Rd. until it comes to the river.
Birds: Meadowlarks, Dickcissels, Wild Turkeys, Red-tailed Hawks, Indigo Buntings and a good variety of songbirds and excellent opportunities for raptors during fall migration.
Note: This narrow blacktop road offers few places to pull off to watch. However, traffic is often light.

25. Tagley Woods Conservation Area
Where: Approximately 7 miles east of Galena on Hwy. 20.
Birds: The extensive upland forest tract includes an excellent diversity of birds, such as Scarlet Tanagers, American Redstarts, Pileated Woodpeckers, Wild Turkeys, Whip-poor-wills, Acadian Flycatchers and others. Excellent for migrating songbirds during spring and fall.

26. Chestnut Mountain Resort
Where: South of Galena and west off of Blackjack Rd., to Chestnut Mountain Rd.
Birds: The great blufftop view of the river makes this an excellent spot to watch the raptor migration during the fall.

27. Blanding's Landing
Where: At the intersection with Chestnut Mountain Rd. and S. Blanding Rd., take a right (south) and stay on S. Blanding Rd. At the intersection with S. River Rd., turn right (north) and take it to Blanding's Landing.
Birds: Great Blue Herons and a great spot for waterfowl during migration and eagles during winter. Potential for good shorebird activity during late summer and early autumn.

28. Witzwsky State Wildlife Area
Where: Along Blackjack Rd., about 6 miles south of Galena and 4 miles north of Hanover.
Birds: Wild Turkeys, Cooper's Hawks, Baltimore Orioles, Indigo Buntings, Field Sparrows, Red-headed Woodpeckers, Northern Flickers and a variety of other songbirds.
Note: This 950 acres — about half wooded and half open fields and reconstructed prairie — is a public hunting area.

29. Hanover Bluff State Preserve
Where: South and west of Hanover along South Whitnon Rd.
Birds: Raptor migration and upland forest birds.
Note: Hogback ridge with a steep hike, but great views of the river and Savanna Army Depot.

30. Lost Mound Unit, U.S. Fish & Wildlife Service
Where: West of Hwy. 84, south and west of Hanover.
Birds: One of the best birding areas in the region. All types of waterbirds, warblers and songbirds and also grassland species, Henslow's Sparrow, Grasshopper Sparrow, Upland Sandpiper, Orchard Oriole, Blue Grosbeak and Loggerhead Shrike.
Note: This area is currently in transition from being the Savanna Army Depot. Some points are currently accessible, but more access points are planned. Call (815) 273-3184 for more information.

31. Mississippi Palisades State Park
Where: Just north of Savanna on Hwy. 64. There are paved roads through the upland forest with great blufftop views of the river.
Birds: Excellent variety of songbirds. Potential for Kentucky, Hooded and Yellow-throated Warblers, Carolina Wren, and Yellow-throated Warbler. Also great for raptors and thrushes during migration.

32. Spring Lake
Where: Off Hwy. 84, 1 mile south of Savanna.
Birds: Fine vantage point for observing swans and other waterfowl, especially during the hunting season.
Note: Limited access between October 1 and mid-December.

33. Ayers Sand Prairie
Where: Approximately 3 miles south of Savanna and 1 mile east of Hwy. 84 on Airport Rd.
Birds: Grasshopper Sparrows, Field Sparrows and Lark Sparrow.

34. Sloane Marsh Overlook, U.S. Fish & Wildlife Service Headquarters
Where: Turn east off of Hwy. 84 approximately 5 miles south of Savanna and go 0.5 mile on Riverview Rd.
Birds: Waterfowl, shorebirds, herons, Sandhill Cranes, Grasshopper Sparrows and other prairie birds on the east side of the road.
Note: Includes visitor information and the Ingersoll Learning Center.

35. Thomson Causeway
Where: Just west of Thomson.
Birds: Migrating waterfowl, Tree Swallows in summer, concentrations of migrating swallows in August and Horned and Eared Grebes during migration.
Note: An excellent view of the Mississippi River at an extremely wide point. Playgrounds and Indian Mounds. Search for Sandhill Cranes north of causeway.

36. Lock & Dam 13 and Thomson Prairie
Where: Along the road to Lock & Dam 13 west of Thomson. Thomson Prairie is north of the access road.
Birds: Migrating waterfowl, Tree Swallows in summer and concentrations of migrating swallows in August. Check for the cormorant colony on the Iowa side of the Mississippi River.
Note: An excellent view of the Mississippi River at an extremely wide point.

37. Camall Slough Public Use Area
Where: South of Fulton and west of Hwy. 84 just south of the junction of 84 and 30.
Birds: Neotropical migrants and a good variety of songbirds, access to floodplain forest and a Mississippi River side channel.

38. Dolan Memorial Park
Where: Just off Hwy. 84 on the south end of Albany.
Birds: Waterfowl, herons and Tree Swallows.
Note: The gravel parking area is small.

39. Meridonia Bottoms
Where: Along Hwy. 84, just south of Albany.
Birds: Waterfowl and shorebirds during migration.

Birds of the Upper Mississippi River

© Audubon

Cerulean Warbler

© Gary Kramer

Bald Eagle

© Gary Kramer

Red-tailed Hawk

© Gary Kramer

Yellow-rumped Warbler

© Gary Kramer

Vesper Sparrow

© Gary Kramer

Peregrine Falcon

© Gary Kramer

Trumpeter Swans

Follow the Great River Road to Great Birding!

Imagine how the bird habitat and bird life along the Mississippi River must change as the river changes from a small stream running through the pine forests of northern Minnesota, then through what was once tall-grass prairie and oak savanna of central Minnesota. Then it changes again as it cuts through the bluffslands of southern Minnesota, northeast Iowa, southwest Wisconsin and northwest Illinois. Finally, the river habitat and bird life reflects the big, wide river of southern Illinois and Missouri, where the Missouri and Illinois rivers join in.

You can now take a self-guided birding tour on the northernmost reaches of what is likely one of America's longest birding trails. The "Great River Birding Trail" parallels both sides of the Mississippi River from the headwaters, down 1,366 miles to the confluence with the Ohio River at Cairo, Illinois. The trail is named after the already well known federally-designated scenic drive called the Great River Road that goes from Canada to the Gulf of Mexico.

The Upper Mississippi River: A Globally Important Bird Area and Migratory "Flyway" for Birds

The mighty Mississippi flows though the heart of our nation. It draws millions of visitors each year from all over the world, who come to experience the mystery and magnificence of this old river valley, rich in history, culture, habitat, and recreation. But they aren't the only visitors passing though – 40% of all North American waterfowl use the river as a migratory flyway, and 326 bird species (35% or about 1/3 of all species in North America) use the river corridor as a globally important flyway in their spring and fall migrations.

The Upper Mississippi River National Wildlife and Fish Refuge stretches southward for 261 miles along the Mississippi River from just above Wabasha, Minnesota, nearly to Rock Island, Illinois. This refuge and the entire Upper Mississippi River offer fabulous opportunities for birding among extensive marshlands, wooded bottom lands, open water, sand prairie, and wooded bluffs.

The river environment serves as a migration corridor not only for waterfowl, but also for numerous other birds such as raptors, shorebirds, and neo-tropical migratory songbirds. In the spring and summer, the river provides important nesting habitat for many species. Even in the coldest months, the area serves as a wintering ground for northern bird populations, in addition to year-round residents.

Success Stories

Conservation and reintroduction efforts have benefited several bird species in the Upper Mississippi River. The Bald Eagle is one of the greatest success stories in the recovery of an endangered species. While a few hundred eagles used to winter along the Mississippi River, there are now thousands. Peregrine Falcons, once extirpated from their entire eastern range the U.S., have been successfully reintroduced and now nest on cliffs, towers, and bridges along the river. They were recently removed from the endangered species list, but are still endangered in Iowa, Wisconsin, and Minnesota. Red-shouldered Hawks nest in large tracts of mature or medium-aged, floodplain forests along the Mississippi River. Their diet varies but includes frogs, crayfish, salamanders, snakes, small mammals, and birds. They are listed as endangered in Iowa and Illinois, and a species of concern or threatened in Wisconsin and Minnesota. Red-shoulders are still uncommon in many parts of the Upper Mississippi River, but research has indicated relatively stable populations between McGregor, IA and Cassville, WI, and on the Illinois side from East Dubuque to Savanna, IL.

Species of Concern

Neo-tropical migrants such as the Cerulean Warbler and the Prothonotary Warbler breed along the Upper Mississippi River while wintering in more suitable climates such as Central America and the northern tim of South America. Populations for both of these warblers have been in decline, but are still common along the Upper Mississippi. Red-headed Woodpeckers bore nest cavities in dead trees, fence posts, or utility poles in open woods, savannas, farmlands, and bottomlands. They feed on acorns, nuts, and berries, storing them in caches they defend vigorously. This widespread and common woodpecker's numbers have declined in the past decade due to loss of woodlands and competition with the European Starling. The Upper Mississippi River area is an important refuge for these and other bird species of concern.

Connecting People to the Mississippi River

The Great River Birding Trail was developed to help educate citizens about the ecological significance of the Upper Mississippi River as an important flyway for birds and to encourage citizens to explore the Upper Mississippi River region through a form of hands-on, low-impact, and non-consumptive recreation. The Great River Birding Trail is a project of the Audubon - Upper Mississippi River Campaign. To learn more about the Audubon - Upper Mississippi River Campaign and the Great River Birding Trail, go www.audubon.org/campaign/umr.

IBA's Take Flight: Identifying and Conserving Essential Habitat for Birds

Important Bird Areas, or IBAs, are defined as sites that provide essential habitat for one or more species of birds that are a high priority within a state, such as birds that are threatened, endangered, or have been in population decline. The IBA Program helps birds by setting science-based priorities for habitat conservation and promoting positive action to safeguard vital bird habitats. In 1995, Audubon launched an IBA initiative in the United States, working to establish IBA programs in all 50 states. IBAs include sites for breeding, wintering, and/or migrating birds, and are selected using standardized, science-based criteria. You can help identify and conserve Important Bird Areas in your state or region. For more information on the Audubon IBA Program, go to: www.audubon.org/bird/iba/. This site includes the addresses of state IBA coordinators as well as information about many other Audubon bird conservation projects.

Birds of the Upper Mississippi River Refuge Checklist

Provided below is a checklist highlighting the 302 species of birds that can be found within the Upper Mississippi River National Wildlife & Fish Refuge. It is not a comprehensive checklist for the entire Upper Mississippi River. Be sure to bring a birding book along for reference, or contact the state Department of Natural Resources or state Ornithological Union for a more specific birding list for the region you are visiting. Season, abundance and nesting status for each bird's suitable habitat along the Mississippi River corridor are coded as follows:

Season:
Spring – March through May
Summer – June through August
Fall – September through November
Winter – December through February

Abundance and Nesting Status:
A – abundant
C – common
U – uncommon
R – rare
* – Nests on the refuge

Common Name	Sp	Su	F	W
Common Loon	U		U	
Horned Grebe	U		U	
Pied-billed Grebe*	C	C	C	
Red-necked Grebe			C	
American White Pelican	C	U	C	
Double-crested Cormorant*	C	C	U	
American Bittern*	U	U	U	
Least Bittern*	U	U	U	
Great Blue Heron*	U	U	U	C
Great Egret*	U	C	U	
Snowy Egret		U		
Little Blue Heron		U		
Cattle Egret	U	C	U	
Green Heron*	C	C	C	
Black-crowned Night-Heron*	U	U	C	
Yellow-crowned Night-Heron*	U	C	U	
Tundra Swan	R		R	R
Trumpeter Swan	C	C	U	C
Mute Swan	C	C	C	C
Greater White-fronted Goose	C		C	
Snow Goose	U		U	
Canada Goose*	A	C	A	A
Wood Duck*	A	A	A	C
Green-winged Teal	C	C	A	C
American Black Duck*	C	U	A	C
Mallard*	A	C	A	A
Northern Pintail	C	C	A	C
Blue-winged Teal*	A	C	A	
Northern Shoveler	C	U	A	
Gadwall	C	U	A	
American Wigeon	A	A	A	
Canvasback	A	C	A	A
Redhead	C	C	U	U
Ring-necked Duck	U	C	A	
Greater Scaup	U		U	
Lesser Scaup	A	C	A	A
Oldsquaw	C		U	C
Black Scoter			C	C
White-winged Scoter	C		U	C
Common Goldeneye	A		A	C
Bufflehead	C		A	C
Hooded Merganser*	U	C	U	C
Common Merganser*	C		C	C
Red-breasted Merganser	C		U	U
Ruddy Duck	C	C	C	C
Turkey Vulture	C	C	C	C
Osprey*	U	U	U	
Bald Eagle*	C	C	A	C
Northern Harrier*	U	U	U	U
Sharp-shinned Hawk	U	U	U	U
Cooper's Hawk*	U	U	C	U
Northern Goshawk			C	U
Red-shouldered Hawk*	U	U	A	C
Broad-winged Hawk*	C	U	A	
Swainson's Hawk			C	
Red-tailed Hawk*	C	C	A	C
Rough-legged Hawk	U		U	U
Golden Eagle			U	C
American Kestrel*	C	C	C	U
Merlin			U	
Peregrine Falcon	U	U	U	
Gray Partridge*	U	U	U	U
Ring-necked Pheasant*	U	U	U	U
Ruffed Grouse*	U	C	C	C
Wild Turkey*	U	U	U	U
Northern Bobwhite*	U	U	U	U
King Rail*	C		C	
Virginia Rail*	C	C	C	
Sora*	C	C	U	
Common Moorhen*	U	U	U	
American Coot*	U	C	U	U
Sandhill Crane*	U	U	U	
Black-bellied Plover	U		U	
Am. Golden-Plover	U		U	
Semipalmated Plover	U	U	U	
Killdeer*	C	C	C	C
American Avocet	C	C	C	
Greater Yellowlegs	U	U	U	
Lesser Yellowlegs	U	U	U	
Solitary Sandpiper	U	U	U	
Willet	C	C	C	
Spotted Sandpiper*	C	C	C	
Upland Sandpiper*	C	C		
Hudsonian Godwit	C			
Marbled Godwit				
Ruddy Turnstone	U	C	U	
Sanderling	U	U	U	
Semipalmated Sandpiper	U	U	U	
Least Sandpiper	U	U	C	
White-rumped Sandpiper	U	U	U	
Baird's Sandpiper	U	U	U	
Pectoral Sandpiper	U	C	C	
Dunlin	U	U	U	
Stilt Sandpiper	U	U	U	
Short-billed Dowitcher	U	U	U	
Long-billed Dowitcher	U		C	
Common Snipe	U	U	C	U
American Woodcock*	U	U	U	
Wilson's Phalarope	U	U	C	
Red-necked Phalarope	C		C	
Franklin's Gull	U		U	
Bonaparte's Gull	U	U	U	
Ring-billed Gull	U	C	U	U

Common Name	Sp	Su	F	W
Herring Gull	U	U	U	U
Glaucous Gull	C		C	
Caspian Tern	U	U	U	
Common Tern	U	U	U	
Forster's Tern*	U	U	U	
Black Tern*	U	U	U	
Rock Dove*	C	C	C	C
Mourning Dove*	C	C	C	U
Black-billed Cuckoo*	U	U	U	
Yellow-billed Cuckoo*	U	U	U	
Eastern Screech-Owl*	U	U	U	U
Great Horned Owl*	C	C	C	C
Snowy Owl	C		C	C
Barred Owl*	C	C	C	C
Long-eared Owl*	U	C	U	U
Short-eared Owl	U		U	U
Northern Saw-whet Owl*	U	U	U	U
Common Nighthawk*	U	U	U	
Whip-poor-will*	U	U	U	
Chimney Swift*	C	C	C	
Ruby-throated Hummingbird*	U	C	U	
Belted Kingfisher*	C	C	U	U
Red-headed Woodpecker*	U	U	U	U
Red-bellied Woodpecker*	C	C	C	C
Yellow-bellied Sapsucker*	C	C	C	C
Downy Woodpecker*	C	C	C	C
Hairy Woodpecker*	C	C	C	C
Northern Flicker*	C	C	C	U
Pileated Woodpecker*	U	U	U	U
Olive-sided Flycatcher	C	U	U	
Eastern Wood Pewee*	C	C	C	
Yellow-bellied Flycatcher	C	C	C	
Acadian Flycatcher*	C	C	C	
Alder Flycatcher	C		C	
Willow Flycatcher*	U	U	U	
Least Flycatcher*	C	C	C	
Eastern Phoebe*	C	U	C	
Great Crested Flycatcher*	C	U	U	
Eastern Kingbird*	C	C	U	
Horned Lark*	C	C	C	U
Purple Martin*	U	U	U	
Tree Swallow*	U	A	C	
Northern Rough-winged Swallow*	C	C	C	U
Bank Swallow*	C	U	U	
Cliff Swallow*	U	C	U	
Barn Swallow*	C	C	C	
Blue Jay*	A	A	A	A
American Crow*	A	A	A	C
Black-capped Chickadee*	C	C	C	C
Tufted Titmouse*	U	U	U	U
Red-breasted Nuthatch	U		U	U
White-breasted Nuthatch*	C	C	C	C
Brown creeper*	C	U	U	U
Carolina Wren*	C	C	C	
Bewick's Wren	C		C	
House Wren*	A	A	C	
Winter Wren*	U	U	U	C
Sedge Wren*	U	U	U	
Marsh Wren*	C	C	U	
Golden-crowned Kinglet	U		U	C
Ruby-crowned Kinglet	C		C	
Blue-gray Gnatcatcher*	C	C	U	
Eastern Bluebird*	C	C	C	C
Veery*	U	C	U	
Gray-cheeked Thrush	U		U	
Swainson's Thrush	U		U	
Hermit Thrush	U		U	
Wood Thrush*	U	U	U	
American Robin*	A	A	A	U
Gray Catbird*	C	C	C	
Northern Mockingbird	C	U	C	
Brown Thrasher*	C	C	C	
American Pipit	C		C	
Bohemian Waxwing				
Cedar Waxwing*	C	C	C	U
Northern Shrike	U		C	U
Loggerhead Shrike*	C	C	C	
European Starling*	A	A	A	C
White-eyed Vireo	C	C		
Bell's Vireo*	C	C		
Blue-headed Vireo	U	U	U	
Yellow-throated Vireo*	U	U		
Warbling Vireo*	A	A	A	
Philadelphia Vireo	U		U	
Red-eyed Vireo*	A	A	A	
Blue-winged Warbler*	U	U		
Golden-winged Warbler	U		U	U
Tennessee Warbler	C			C
Orange-crowned Warbler	C			U
Nashville Warbler	C			C
Northern Parula	C			U
Yellow Warbler*	A	A	A	U
Yellow-throated Warbler*	C	C		
Chestnut-sided Warbler	C			U
Magnolia Warbler	U			U
Cape May Warbler	U			U
Black-throated Blue Warbler	C			
Yellow-rumped Warbler	U			A
Black-throated Green Warbler	U			U
Blackburnian Warbler	U			U
Pine Warbler	C			U
Palm Warbler	C			C
Bay-breasted Warbler	C			

Common Name	Sp	Su	F	W
Blackpoll Warbler	C		C	
Cerulean Warbler*	U	U		
Black-and-white Warbler	U		U	
American Redstart*	A	A	U	
Prothonotary Warbler*	U	C		
Ovenbird*	C	U	U	
Northern Waterthrush	C		U	
Louisiana Waterthrush	U	U	U	
Kentucky Warbler*	C	C		
Connecticut Warbler	C		C	
Mourning Warbler	C	C	U	
Common Yellowthroat*	A	A	C	
Hooded Warbler	C	C		
Wilson's Warbler	U		U	
Canada Warbler	C		U	
Yellow-breasted Chat*	C	C		
Scarlet Tanager*	C	U	U	
Northern Cardinal*	A	A	A	C
Rose-breasted Grosbeak*	C	C	C	
Indigo Bunting*	C	C	C	
Dickcissel*	C	C		
Eastern Towhee*	U	U	U	C
American Tree Sparrow	U	U	U	
Chipping Sparrow*	A	C	A	
Clay-colored Sparrow	A		U	
Field Sparrow*	U	C	U	C
Vesper Sparrow*	U	U	U	
Lark Sparrow*	U	U		
Savannah Sparrow*	U	U	U	
Grasshopper Sparrow*	C	C	U	
Henslow's Sparrow*	C	C		
Le Conte's Sparrow	C	C	C	
Fox Sparrow	U		C	
Song Sparrow*	U	U	U	U
Lincoln's Sparrow	U		U	
Swamp Sparrow*	C	C	C	C
White-throated Sparrow	C		C	C
White-crowned Sparrow	U		U	C
Harris Sparrow	U		U	
Dark-eyed Junco	U		U	U
Lapland Longspur	C		C	C
Snow Bunting			C	U
Bobolink*	U	U	U	
Red-winged Blackbird*	A	A	A	A
Eastern Meadowlark*	C	C	C	C
Western Meadowlark*	C	C	C	
Yellow-headed Blackbird*	U	U	U	
Rusty Blackbird	U		C	U
Brewer's Blackbird*	A	U	U	C
Common Grackle*	A	A	A	A
Brown-headed Cowbird*	U	U	U	C
Orchard Oriole*	U	U		
Baltimore Oriole*	C	U		
Pine Grosbeak		C	C	
Purple Finch	U		U	U
House Finch*	C	C	C	C
Red Crossbill	C		C	C
White-winged Crossbill	C		C	
Common Redpoll	U			U
Hoary Redpoll				C
Pine Siskin	U		U	U
American Goldfinch*	A	A	A	C
Evening Grosbeak				C
House Sparrow*	A	A	A	A

Six species formerly occurred on the refuge:
Passenger Pigeon (Extinct)
Carolina Parakeet (Extinct)
Greater Prairie Chicken
Sharp-tailed Grouse
Swallow-tailed Kite
Whooping Crane

This species list is from the U.S. Fish and Wildlife Service *Upper Mississippi River National Wildlife & Fish Refuge Bird List.* All species names are in accordance with the Seventh American Ornithologist's Union.

Additional information may be obtained by writing: Upper Mississippi River National Wildlife and Fish Refuge, 51 East Fourth Street, Room 101, Winona, MN 55987, or by contacting Refuge District offices located in Winona, Minn.; La Crosse, Wis.; McGregor, Iowa; and Savanna, Ill.

We take pride in the Upper Mississippi River. Find ways in which you or your group can help us to ensure a bright future for the magnificent resources of this region.

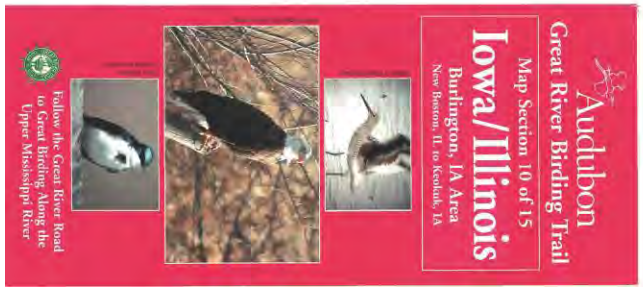
American Birding Association Code of Ethics

I. **Birders must always act in ways that do not endanger the welfare of birds or other wildlife.**
- Observe and photograph birds without knowingly disturbing them in any significant way.
- Avoid chasing or repeatedly flushing birds.
- Use recordings and similar methods of attracting birds sparingly.
- Keep an appropriate distance from nest and nesting colonies.
- Refrain from handling birds or eggs unless engaged in recognized research activities.

II. **Birders should do their best to not cause harm to the natural environment.**
- Whenever possible, stay on existing roads, trails, and pathways to avoid disturbing fragile habitat. Leave all habitat as found.

III. **Birders must always respect the right of others.**
- Respect the privacy and property of others by observing "No Trespassing" signs and by asking permission to enter private or posted lands.
- Observe all laws and the rules and regulations which govern public use of birding areas.
- Practice common courtesy in contacts with others.
- Always behave in a manner that will enhance the image of the birding community in the eyes of the public.

Audubon



Audubon
For Questions about the Great River Birding Trail or to order additional maps: Audubon - Upper Mississippi River Campaign 1707 Main Street, Suite 105 La Crosse, WI 54601 Phone: (608) 784-2992 Email bhoop@audubon.org

For More Information on Wildlife Tourism, Travel and Recreation Along the Upper Mississippi River:
National Mississippi River Parkway Commission: www.nmrpc.com (563) 212-5561
Iowa Department of Natural Resources www.state.ia.us/government/dnr/index 1-515-281-5918
Iowa Office of Tourism www.state.ia.us/tourism 1-888-472-6035
Illinois Department of Natural Resources www.dnr.state.il.us
Illinois Department of Tourism www.enjoyillinois.com 1-800-226-ONEILCT

Designed and produced by Romance Valley Graphics email rvg@aol.net
Printed by La Crosse Graphics Inc; La Crosse WI www.lacrossegraphics.com
Map illustration by Riverwise

This printing of the Great River Birding Trail map series was funded, in part by the McKnight Foundation, the Iowa Mississippi River Parkway Commission and the Federal Highway Administration.

Published by the Audubon Upper Mississippi River Campaign © 2003

Great River Birding Trail

Burlington, Iowa Map — from New Boston, Illinois, to Keokuk, Iowa (River Mile 437 to 361)

1. Lake Odessa, Toolesboro Access
Where: Turn east on the gravel road off Hwy. 99 in Toolesboro.
Birds: Excellent bird diversity including waterfowl and shorebirds during migration, bottomland forest birds such as Brown Creepers, Prothonotary Warblers, several vireos and other neotropical migrants. Also Red-shouldered Hawks, Pileated Woodpeckers, Double-crested Cormorants, as well as Bald Eagles wintering and nesting.

2. Malchow Mounds State Preserve
Where: Go 13 miles north of Burlington on Hwy. 99.
Birds: The preserve includes extensive upland forests and hilltop openings. Excellent for warblers, vireos and other songbirds and migrating raptors.

3. Starr's Cave State Preserve
Where: North of Burlington, east of Hwy 61, west of Hwy. 99 — look for signs.
Birds: Rose-breasted Grosbeaks, Yellow-throated Vireos, Scarlet Tanagers and a good variety of warblers.

4. Crapo Park & Arboretum
Where: A beautiful forested city park south of downtown Burlington with sidewalk trails and a scenic river overlook.
Birds: Baltimore Orioles, Yellow-bellied Sapsuckers, Cedar Waxwings and Catbirds.

5. Geode State Park
Where: Go 8 miles west of Burlington or 4 miles southwest of Danville.
Birds: Excellent variety of songbirds in the upland forests.

6. Sullivan Slough County Park & Blackhawk Bottoms Wildlife Area
Where: South of Burlington turn south off of Cty. Rd. W62 (Summer St.) at Cesford Construction and look for County Conservation Area signs. County- and state-owned land and extensive private land along the confluence of the Skunk and Mississippi rivers.
Birds: Prothonotary Warblers, Warbling Vireos and Red-shouldered Hawks. Also excellent for waterfowl, neotropical migrants and bottomland forest birds.

7. Lower Skunk River Access
Where: Go 7 miles southwest of Burlington – 2 miles upstream from the Hwy. 61 bridge.
Birds: Spotted Sandpipers, Great Blue Herons and American Goldfinches.

8. Heron Bend – Lee County Park
Where: Just north of Montrose.
Birds: Great Blue Herons, excellent variety of waterfowl during migration and Bald Eagles during the winter.

9. Riverview Park
Where: At Montrose.
Birds: Good viewing area for portions of Pool 19. Excellent for waterfowl during migration.

10. Rand Park
Where: City Park along the Mississippi River bluffs on the north end of Keokuk with an excellent bluff view.
Birds: Baltimore Orioles, Yellow-bellied Sapsuckers, Cedar Waxwings and Catbirds.

11. Lock & Dam 19 & George M. Verity Museum
Where: Just east of downtown Keokuk and at several locations along the river below the lock and dam.
Birds: Excellent for wintering eagles, also waterfowl during migration, including pelicans in the fall.

12. New Boston Access
Where: West end of New Boston.
Birds: Good viewing location for Sturgeon Bay and waterfowl during migration. Great Blue Herons, Double-crested Cormorants in summer and Bald Eagles during winter.

13. Crosses Corner Public Use Area
Where: Go west off of New Boston Rd. on to 176th Ave., then go south for 2 miles and go west on 160th Ave.
Birds: Barred Owls, Prothonotary Warblers, Pileated Woodpeckers and Wild Turkeys.

14. Mark Twain National Wildlife Refuge - New Boston/Keithsburg Unit
Where: South of New Boston and North of Keithsburg just west of Keithsburg Rd. Rich bottomland has very little human traffic. A variety of habitats includes coniferous thickets and good marsh areas, especially near Swan Lake.
Birds: There is a heron rookery nearby. Also, Prothonotary Warblers, Pileated Woodpeckers, Brown Creepers, Swamp Sparrows, Double-crested Cormorants and Eurasian Tree Sparrows. Good for rails in summer and for warblers during migration.

15. Big River State Forest
Where: The north end of the forest is 3 miles south of Keithsburg. The south end of the forest is 3 miles north of Oquawka. This is the largest coniferous forest in the area. Sandy soil and brushy habitats as well as bottomland forests and Mississippi River backwater habitats are accessible on the north and south ends of the park.
Birds: Lark Sparrows, Ruby and Golden-crowned Kinglets, Brown Creepers and an excellent diversity of songbirds. Long-eared and Saw-whet Owls during winter.

16. Delabar State Park
Where: One mile north of Oquawka.
Birds: Good for eagles during winter, waterfowl and warblers during migration.

17. Henderson Creek Public Access & Lock & Dam 18
Where: Follow signs west of Gladstone or north of Hwy. 34.
Birds: Wood Ducks, Prothonotary Warblers and Belted Kingfishers. Good for warblers during migration and eagles during winter.

18. Gladstone Lake - Henderson County Conservation Area
Where: Southwest of Gladstone, just north of Hwy. 34.
Birds: Great Blue Herons, waterfowl and shorebirds during migration.

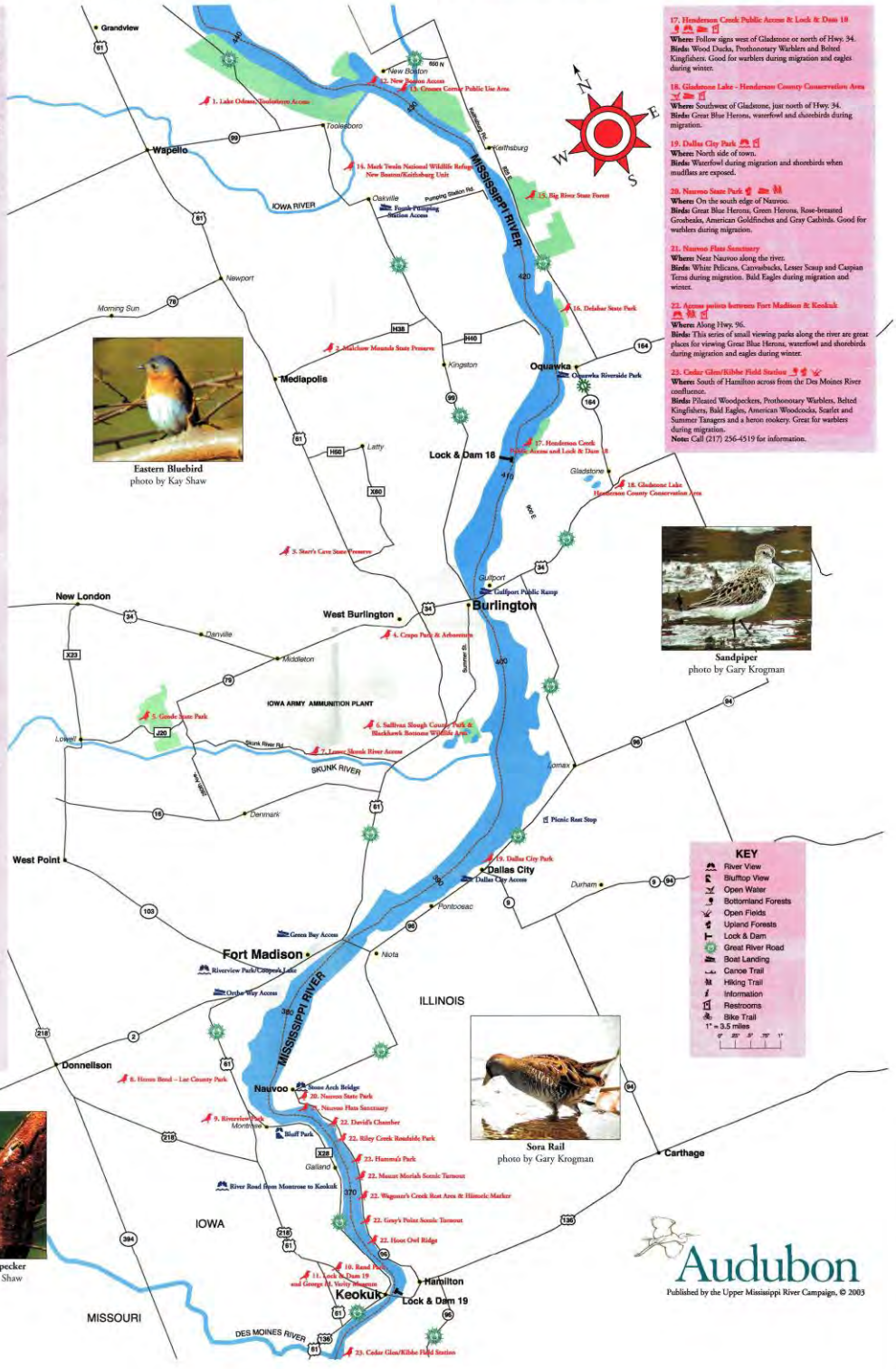
19. Dallas City Park
Where: North side of town.
Birds: Waterfowl during migration and shorebirds when mudflats are exposed.

20. Nauvoo State Park
Where: On the south edge of Nauvoo.
Birds: Great Blue Herons, Green Herons, Rose-breasted Grosbeaks, American Goldfinches and Gray Catbirds. Good for warblers during migration.

21. Nauvoo Flats Sanctuary
Where: Near Nauvoo along the river.
Birds: White Pelicans, Canvasbacks, Lesser Scaup and Caspian Terns during migration. Bald Eagles during migration and winter.

22. Access points between Fort Madison & Keokuk
Where: Along Hwy. 96.
Birds: This series of small viewing parks along the river are great places for viewing Great Blue Herons, waterfowl and shorebirds during migration and eagles during winter.

23. Cedar Glen/Kibbe Field Station
Where: South of Hamilton across from the Des Moines River confluence.
Birds: Pileated Woodpeckers, Prothonotary Warblers, Belted Kingfishers, Bald Eagles, American Woodcocks, Scarlet and Summer Tanagers and a heron rookery. Great for warblers during migration.
Note: Call (217) 256-4519 for information.



Eastern Bluebird
photo by Kay Shaw

Sandpiper
photo by Gary Krogman

Sora Rail
photo by Gary Krogman

Downy Woodpecker
photo by Kay Shaw

Audubon

Published by the Upper Mississippi River Campaign, © 2003

MRPC Annual and Semi-Annual Meeting

The National MRPC Annual meeting was held in New Orleans with five commissioner and Iowa DOT support staff from the Iowa commission present. Four Commissioners and support staff from Iowa DOT attended the Semi-Annual Meeting in La Crosse in April.

Iowa MRPC Stakeholder Meetings

MRPC stakeholder meetings took place twice this past year. The purpose of the first meeting was to meet with Governor Branstad and his staff. At this meeting, the sixteen-page Executive Summary and the eighty page 2015 Corridor Management Plan for the Iowa Great River Road was distributed and discussed. A one page, summary: "What does the 2015 Corridor Management Plan Offer?" was also distributed. During this meeting, a request for additional funding was made to implement the plan. Documents detailing the work of each commissioner were given to Governor Branstad and his staff. (Appendix p. 72). A budget request of $301,435 was forwarded through IDOT and shared with Governor Branstad. While we did not receive additional funding, our funding was not cut by the Governor nor his staff in the 2016 Transportation Bill. The economic impact and opportunities on the Great River Road were discussed at length (Appendix p. 76, 77). Opportunities including the American Queen 2015 fall visits and plans for 2016 visits and the Viking Cruise Line for 2017 were mentioned. Governor was surprised with the implementation of these events on the Mississippi River and asked us to keep him advised of future growth. He encouraged continued discussion with his staff for additional funding. Several funding sources were suggested by his staff. Follow up with IDOT stated IA MRPC would not qualify for those funds. This was a first meeting with Governor Brandstad by the IA MRPC and we were encouraged to come back and meet with him again with our plans for implementation of the Corridor Management Plans.

The second stakeholders meeting was held on November 9, 2015 with members of the Iowa Legislature who joined us for lunch. Invited guests included twenty-nine State Representatives and State Senators who represent the ten river counties along the Great River Road. Reasons for this meeting included the 2015 Corridor Management Plan, Implementation of the plan and Collaborative expectations for the Great River Road Communities. Duties of commissioners (Appendix p. 72,73) and uses of the current funding were discussed. It was pointed out commissioners have taken the 2015 Corridor Management Plan to each county board of supervisors, county conservation boards and city councils, convention and business bureaus, chamber of commerce, Rotary Clubs and economic development officials and legislators. Each group has also been provided with a copy of the 2015 IA MRPC Annual Report.

Great River Road Economic Impact Study sheet with the GRR county facts pulled out were distributed. Using the Economic development approach –attributing dollars spent, employees in travel industry etc. Scott County is one of the largest river counties and ranks #3 in the state. Most remarkable is the impact of visitors in the smaller population counties. Allamakee is #1 in the state in per capita of travel related income. These numbers illustrate the huge impact of the Mississippi River and the Great River Road on visitors. Two counties are over $4 million and Allamakee $40 million (Appendix p. 76).

Discussion followed including the challenge to local organizations along the river who fail to recognize the Mississippi River and the Great River Road and their influences, the importance of the Education tool: Our Mississippi River prepared by the Core of Engineers for teaching about the river; the riverboat cruises from New Orleans to St. Paul, and the new websites including

Iowa Great River Road, www.experiencemississippiriver.com and www.mississippiriver.natgeotourism.com - the National Geographic new geo-tourism web site as well as travelIowa.com - iowagreatriverroad. According to the Code of Iowa "The Mississippi River Planning Commission is responsible for the continued development, preservation, and promotion of the byway and its amenities."

Budgeting issues were shared with the legislators and a copy of the letter sent to Craig Markley, Office of Systems Planning, Iowa DOT. A question and answer discussion closed the meeting. Our goal of educating legislators about the Great River Road and they educating us about funding has begun. (Additional information may be found on pages 34 and 35).

Great River Road Hospitality Workshop

CVB members, business owners, elected officials and other stakeholders from Lee, Des Moines, and Louisa counties attended our Great River Road Hospitality Workshop. Topics discussed included economic impact of tourism on GRR counties, new signing projects, corridor management plans, and finally a question/answer discussion on how we can help each other in promoting the GRR. Twenty-two guests attended and stated they appreciated the information and stated they liked being "in the loop." The jump drive prepared by Dr. Ruth Hawkins and the Culture and Heritage Committee was shown with the Iowa additions showing all sixteen centers. As a result of this workshop, staff at the interpretative centers and CVB have been invited to attend our meetings. Staff of the interpretative centers were extremely helpful and we worked on marketing dollars spending for 2016-2017. A joint hospitality workshop was also done in Clinton with the CVB. Invited guests included representatives from tourist attractions, motels, restaurants and interpretative centers. Participants were encouraged to use the brand to promote their place on this phenomenal Great River Road. They were encouraged to use the GRR brand – National Scenic Byway. All participants were challenged "What is your most important asset for travel visitors?"

New Interpretative Center

Iowa was pleased to welcome our sixteenth national Mississippi River interpretative center, the Motor Mill Historic Site Interpretative Center along the Turkey River between Elkader and Guttenberg. The majestic old Mill is nearly 90 feet tall, and is believed to be the tallest structure of its kind in the Midwest. The stately old structure boasts six full stories and measures 60 feet by 45 feet. Other attractions at the site include the Cooperage, Stable, Inn, Ice House, and a replica of the1895 pin and truss bridge completed in 2012, complementing the scenic history of the Motor Mill Site.

Economic Impact Report

Jane Regan has reported data from the document titled The Economic Impact of Travel on Iowa Counties 2014. This document has been prepared by the U.S. Travel Association. She has specifically targeted the 10 Mississippi River Counties in Iowa. She has also listed the adjoining counties at the bottom of the data chart. The impact is staggering and it will be helpful for legislators and the CAT (Community Attraction and Tourism) Grant Economic Authority grant application of the Driftless Area Education and Visitor Center. (Additional charts Appendix p. 76, 77).

TRAVEL EXPENDITURES

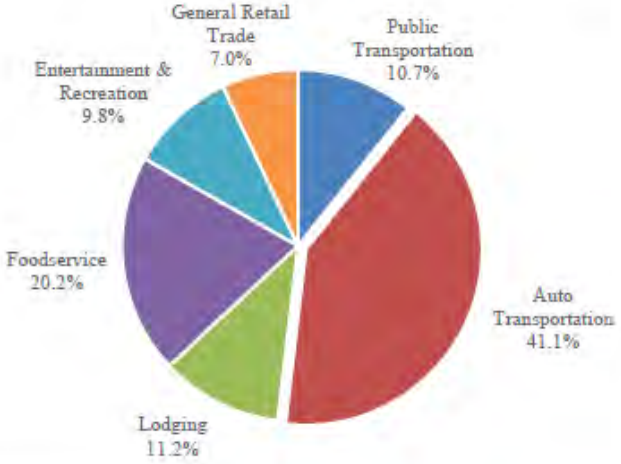
Domestic traveler spending in Iowa totaled close to $8.1 billion (in current dollars) during 2014, representing an increase of 4.0 percent from 2013.

Auto transportation, foodservices, and lodging are the top three spending categories for domestic travelers in Iowa. Domestic travelers spent $3.3 billion on auto transportation, up 1.2 percent from 2013. This sector accounted for 41.1 percent of total domestic travelers' spending in Iowa.

Accounting for 20.2 percent of the state total domestic traveler expenditures, spending on foodservice rose 5.5 percent to $1.6 billion in 2014. Domestic travelers' spending on lodging was up 9.4 percent to $902.1 million in 2014.

In 2014, domestic travelers' spending on public transportation was up 5.3 percent from 2013 to $864.9 million. Domestic travelers spent $788.9 million on entertainment and recreation sector in 2014, up 4.4 percent from 2013. Domestic travelers' spending on general retail increased 5.8 percent to $563.7 million in 2014.

Domestic Travel Expenditures in Iowa in 2014 by Industry Sector



1. Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.
2. Lodging sector consists of hotels and motels, campgrounds, and ownership or rental of vacation or second homes.
3. Public transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.
4. Auto transportation sector includes privately-owned vehicles that are used for trips (e.g., automobiles, trucks, campers or other recreational vehicles), gasoline stations, and automotive rental.
5. General retail trade sector includes gifts, clothes, souvenirs, and other incidental retail purchases.
6. Entertainment and recreation sector includes such items as golf, skiing and gaming.

Impact on the 10 Mississippi River Counties
2014 DATA: U.S. Travel Association

County and Rank in State Per Expenditure $$$ Spent	Visitor Expenditures $$ in Millions & Per Capita	% Increase over 2013	Payroll $Millions	# Employed	State Tax Revenue $ Millions	Local Tax Revenue $ Millions	Population in 2013 & Rank by Population in State
Scott 3	621.67 M 3,648 PC - 6	3.89%	95.42	6,100	31.61	9.34	170,385 (3)
Dubuque 6	329.01M 3,438 PC-8	3.07%	50.58	2,830	14.72	4.28	95,697 (7)
Des Moines 13	131.99M 3,260 PC	5.52%	22.60	1,030	5.23	1.82	40,480 (16)
Clinton 14	117.33M 2,423 PC-18	4.34%	16.19	970	5.67	1.46	48,420 (11)
Muscatine 18	80.25M 1,873 PC	4.29%	11.73	700	4.33	0.95	42,836 (14)
Lee 21	60.93M 1,707 PC	4.33%	8.82	510	3.14	0.84	35,682 (19)
Allamakee 28	40.12M 2,832 PC-10	2.84%	3.76	200	1.94	0.94	14,167 (57)
Clayton 32	33.25M 1,870 PC-28	1.05%	4.27	240	1.69	0.63	17,773 (39)
Jackson 36	31.15M 1,590 PC	3.93%	4.05	230	1.76	0.62	19,587 (36)
Louisa 6	14.23M 1,261 PC	.70%	1.72	100	0.97	0.34	11,282 (67)
TOTAL	1,459,930M	3.396%	219.14	12,910	71,060,000	21,220,000	496,309

Adjoining counties

Winneshiek	29.52	5.06	330	1.71	0.28	20,768 (30)
Howard	4.67	.53	30	.26	0.05	9,449 (79)
Fayette	17.72	1.76	90	.92	0.14	20,343 (34)
Chickasaw	10.35	1.52	100	.63	0.11	12,264 (63)
Van Buren	6.49	.82	50	.41	0.08	7,468
Davis	6.83	.63	40	.35	0.08	8,761
Henry	21.58	3.07	170	1.05	0.29	20,217
Jefferson	40.61	5.93	370	1.91	0.32	17,325
Washington	16.25	1.79	110	0.89	0.11	20,070
Keokuk	4.95	.44	20	0.27	0.05	10,231

Iowa Population: 3,092,341
16% of Total Iowa Population Lives in the Great River Road (496,625 population of 10 River Counties).
Example: If we closed off the Des Moines County boarders to our Visitors each citizen (40,480) would have to spend $3,261 each, to put back into our economy the $131,990,000 expenditures brought in by the visitors to our lodging, restaurants, and gas stations. How many of the 1,030 jobs would disappear?

DISCUSSION WITH MPO's / RPA's

Discussion has begun with the four MPO's / RPA's in Iowa along the GRR. At our June 20, 2016 meeting, Commissioner Regan provided a presentation about MRPC responsibilities and the economic impact of the Mississippi River and the Iowa Great River Road. She stated that the MRPC goal is to partner with MPO's and RPA's to support this effort and

- the interpretive centers along the Iowa GRR
- the infrastructure of the road and the signing
- better communication about the road including constant contact, web site, Facebook etc.

The MRPC is going to need assistance with funding and staffing to strengthen and support the Iowa GRR in terms of transportation and economic development. Discussion with the planning organizations present followed.

Discussion summary:

- The first point made was they do not do marketing.
- Assistance would not be for staff and operations support.
- Transportation and economic development are more in their bailiwick.
- Might be able to help with destination signing for attractions.
- On occasion, a COG will do a contract to organize and manage a project (i.g/ a trail project).
- Trails-Being aware of the GRR and the MRT needs toward projects that benefit both when we have more information.
- Bi-state is pushing to put up bike trail signing with free signs from IDOT and local posts and installation.
- Information in the Corridor Management Plan may be presented to their boards.
- Any requests for money must go thru their boards for any project.

Commissioner and General Activities

Commission members were involved in a number of activities over and above our regular meetings and stakeholder meetings.

Current and former Iowa MRPC Commissioners have contributed $1500.00 to the Great River Road Driftless Area Education and Visitor Interpretive Center being built on the Columbus Bridge property along the Great River Road, just south of Lansing, Iowa. The Driftless Area Education and Visitor Center, a three-story, 10,000 square foot building situated between Village Creek and Columbus Road, will offer experiences and exhibits reflecting the cultural, recreational, environmental and historical significance of the Driftless Area, which encompasses northeast Iowa, southwest Wisconsin, southeast Minnesota and portions of northwest Illinois. Chairman Pfeffer, of the Iowa MRPC, made the presentation at the ground breaking ceremony on November 3, 2015. She was joined by Sherry Quamme, chair of Wisconsin MRPC. This project received a National Scenic Byways Grant in 2012. Commissioner Jane Regan, treasurer Iowa MRPC, is a member of the fundraising committee. (Additional information p. 30).

Commissioners Pfeffer and Petersen attended the Travel Federation of Iowa Training Luncheon in Des Moines on January 24th. In the evening, the Iowa MRPC partnered with Byways of Iowa and participated in Iowa Tourism Legislative Show Case at the Knapp Building located on the Iowa State Fair Grounds. Commissioners Pfeffer, Petersen and Goodmann shared the story of the Iowa Great River Road with our legislators. Each legislator was given a pilot's wheel pin and

invited to visit Iowa's Eastern Gold Coast when the session was completed. This venue provided an opportunity to tell the story of the Great River Road to our State Senators and State Representatives as well as state elected officials.

February 2016, found us again partnering with Fort Madison and Keokuk, Iowa and Nauvoo, Illinois providing promotional materials to be taken to the State of Utah for three trade shows. The Great River Historic Loop has been developed by the Keokuk CVB, Fort Madison Tourism and Nauvoo Tourism Office. The Great River Historic Loop is a fifty-mile drive along some of the most scenic shorelines of the Mississippi River. Many visitors come to Nauvoo – the City Beautiful, a National Historic Landmark District, to experience what the pioneer life of the 1840's and to visit the Nauvoo Temple. This historic loop provides an excellent opportunity to show case the Great River Road in Iowa and Illinois. (See Appendix page 77, 78).

The 13th Annual Henry Farnam Dinner March 18th focused on the 200th anniversary of Fort Armstrong. Speakers for the evening included George Eaton, local historian, who talked about the Centennial Celebration of Fort Armstrong held in 1916 and Dr. Samuel Watson, professor of history at the United States Military Academy, West Point, who shared the historical context of Fort Armstrong in 1816. Iowa MRPC booth showcased our new banners and the Iowa Great River Road Interpretative Centers. MRPC key rings, MRPC pins, Great River Road Tear sheets and the Iowa Byways brochure were distributed. This venue also provided a great opportunity to tell the story of the Great River Road, its many attractions and opportunities for day trips. Three commissioners, Pfeffer, Petersen, Regan and guests attended this informative evening.

The Great Race returned to Iowa on Sunday, June 26th. Promoting the Great River Road for future races was our goal at the Iowa I-80 Truck Stop Museum. Later, drivers drove a small portion of the Iowa and Illinois Great River Road to the Moline Commons. Pilot pins, key chains, Great River Road maps and Great River Road tear sheets were distributed. Attractions in the area along the GRR were promoted by three commission members Petersen, Pfeffer and Tunnicliff.

Individually, commissioners have been telling the Great River Road story in their individual counties including Commissioner Regan, who made a presentation on the Great River Road to Clinton Rotary during our February meeting, (commissioners were noon guests of Clinton Rotary). Commissioner Regan also appeared on radio stations and at the Great River Rumble telling the story of the Iowa Great River Road. She has also been busy raising funds for the new Driftless Area Education and Visitor Interpretative Center just south of Lansing, Iowa. In addition, Commissioner Goodmann has been doing newspaper interviews including the Cedar Rapids Gazette. "Community Attractions". Our chair has been busy promoting Birding, Biking and Hiking along the Great River Road in newspaper and radio stations in Jackson and Clinton Counties. Casey's gas stations did a promotion to raise funds for an Art Project along the Iowa ByWays with two projects proposed along the Great River Road in Bellevue and Guttenberg. Commissioners provided local press releases and took information about the GRR to Casey's stores in our area. Lisa Walsh, our new commissioner from Burlington, is working on an interpretative center for Des Moines county. Watch for exciting news as the Aldo Leopold project develops in Burlington with Commissioner Walsh's determination.

We continue to promote "Our Mississippi" resource in our local school in each county. These materials have now been distributed to all the naturalists along the GRR. Camanche Middle School received an award for use of these materials in fifth, sixth, and seventh grades science by science teacher Whitney Veenstra.

Signage

Figure 6:

We look forward to the Iowa DOT implementing the new Iowa GRR pilot's wheel signs and incorporating them into the new Iowa Byway Signage project in the coming year. Commission members have been busy assisting the IDOT identifying locations in their respective counties for the new byway signs.

Great River Road Concerns

In Clayton County, the sand mine has asked to re-zone 800 acres too industrial for frack mining. The below mining is now above ground. The Clayton County Zoning Commissioners have not approved this at this time. (Voted to approve 8/22/2016).

Two portions of the Iowa Great River Road have serious infrastructure challenges. Both are in Iowa towns. We continue to remind Iowa DOT that we would like to have these areas opened and fixed.

BURLINGTON

In Burlington's bluff top Crapo Park, the bridge spanning Cascade Ravine has been closed to motor and pedestrian traffic. The bridge built in 1896 connects downtown Burlington with Crapo Park via South Main Street and is the recognized route for the Iowa Great River Road. It is now showing its age. Burlington stopped letting vehicles travel across Cascade Bridge in 2008, but does currently allow pedestrian traffic. A preliminary study has been completed and the City of Burlington has this on their list of bridges to be replaced. There is currently no timeline or funding available.

Figure 7:

MONTROSE

MONTROSE – A portion of River Road near Montrose is closed to through traffic until further notice. Heavy downpours have eroded the hillside and roadway.

- Michael Hoenig and Police Chief Jordan Maag deemed the road unsafe for travel, as the lane on the bluff side has sunk at least 4 to 5 feet. Some motorists chose to drive around the barricades, so Hoenig

placed a large pile of gravel in the intact lane to prevent traffic from traveling in the washed-out area.

- The city has made temporary repairs to River Road several times since it first washed out in 2010, according to Hoenig. He's seen the road sink as far as 8 feet in the past. He estimates the washed-out area stretches about 100 feet long and 30 feet wide this time. We need a permanent fix. The city faces several obstacles to financial assistance for repairs.
    - Homeowners in the Bluff Park housing development that sits above River Road own the ravine that extends to the city right-of-way, as well as the bluff area between the road and Burlington Northern Santa Fe's right-of-way.
    - The Federal Emergency Management Agency doesn't fund recovery projects for privately-owned property, according to Reid.
    - Jordon Moser has determined that Montrose doesn't qualify for Federal Emergency Management Agency assistance for this project for several reasons.
    - The road first washed out in 2010. The city qualified for funding in 2010 and 2013, but declined because it did not believe it could afford the grant matches.
    - According to Moser, River Road is exempt from additional funding offers because of pre-existing damage.
- The affected area of River Road is under the jurisdiction of the Federal Highway Administration. Roadways that are considered major collectors are not eligible for FEMA funds.

Figure 8:

May 2013

June 2015

- Re -Opening this important historical section, part of the oldest Iowa land grant, near the start of the famous Mormon Pioneer Trail is extremely important.

Appendix

Iowa MRPC Commissioner Responsibilities 2015-2016

Attend all Quarterly and special State Business Meetings.
Attend two National Commission Meetings (New Orleans and LaCrosse).

Culture and Heritage Committee Work:

1. Visit all Interpretive Centers (I-Centers), Conduct Training Session with all staff.
2. Provide the 10 State MRPC Maps and Iowa Tear Off Maps to the 15 I-Centers.
3. Communicate the importance of the I-Centers with our Chambers and CVBs to partner their promotions.

Condition of the Road and Signage

1. Communicate to local County Engineers and District Engineers on the condition of the road and the MRT bike trail condition.
2. 2016 will be the Year of Birding and Biking.
3. 2016 will see the replacement of the Great River Road Signage.

Communications

1. Regular communication with local Governmental entities and State officials, update them on activities of MRPC and partnering on projects for the greater economic good of our communities.
2. Newsletters to our Stakeholders and hold meetings with the Stakeholders.
3. Facebook updates regularly to show work and projects of the Great River Road.
4. Writing press releases to support and promote events and projects for the greater economic good of all along the Great River Road.

Website and Social Media

1. Iowa Great River Road website hosted by Travel Iowa. iowagreatriverroad.com
2. 10 State National Website: experiencemississippiriver.com
3. National Geographic Website: mississippiriver.natgeotourism.com
4. Update photos, itineraries for day trips, locate and add Agri-tourism sites.
5. International Tourism with the Japanese: created Japanese apps and language translation.

Advertising

1. Ten State Map Update and reprint, update Iowa Tear Off Map and reprint, and deliver said materials to Interpretive Centers.
2. Promote and Distribute **Our Mississippi** Reference Material – Corps of Engineers. Gave to County Conservation Directors, Libraries, Schools, Interpretive Centers.
3. Purchasing ads in tourism guides, outdoor and travel magazines, Casey's Poppers, and Google remarketing.

Other Promotion:

1. Quad Cities Henry Farnam Dinner
2. Legislative Showcase – Des Moines
3. Transportation Day at Capitol
4. The Great Race – June 2016
5. The Lumberjack Festival
6. Community Organizations, Lions Clubs, PEOs, Rotary, Kiawanis, Historical Societies, Booster Clubs, Chambers and Economic Development Groups, radio and T.V. stations.

Funding:

1. Requesting increased funding for a Staff Person.
2. Additional funding to promote The Great River Road National Scenic ByWay.
3. Reinstate Scenic ByWay Funding and National Scenic ByWay Funding.
4. Approach Iowa Legislature for increased funding to the Iowa MRCP Commission for promotion of The Iowa Great River Road.

Proposed Projects:

1. Develop Water Trails on Mississippi River and Tributaries located in the Corridor.
2. MRT (Mississippi River Trail) and requested to join MRPC.
3. 2016 Birding and Biking Events.
4. Prepare to Host Fall 2017 MRPC National Meeting in Iowa.
5. Implementation of New Iowa Great River Road Signs.
6. Approach Iowa Legislature for increased funding of the Iowa MRCP Commission.
7. Implementation of the 2015 Corridor Management Plan for The Great River Road.

TEXT FOR RADIO ADS:

THE IOWA MISSISSIPPI RIVER PARKWAY COMMISSION CHALLENGES THE ADVENTURE SEEKING TRAVELER TO EXPLORE IOWA'S EAST COAST NATIONAL SCENIC BY-WAY THE 'GREAT RIVER ROAD" AND VISIT ALL OF IOWA'S 16 NATIONAL INTREPRETATIVE CENTERS. IF YOU ARE LOOKING FOR HIKING OR BIKING TRAILS, BACKWATER EXCURSIONS AND STEAMBOAT PADDLE WHEELS, HISTORIC MUSEUMS AND WATER SPORTS, OR GREAT EATS AT THE MANY LOCALLY OWNED RESTAURANTS, THE GREAT RIVER ROAD HAS ALL THAT ADVENTURE, CULTURE AND MORE. PICKUP YOUR GREAT RIVER ROAD TRAVEL MAP AT ANY LOCAL MUSEUM AND

VERSION 1
LEARN THE HISTORY OF THE LUMBER INDUSTRY THAT MADE CLINTON, IOWA IN THE EARLY 1900'S, THE ECO TOURISM INTERPRETATIVE CENTER SOUTH OF CAMANCHE HAS THE LARGEST DISPLAY OF IOWA FISH, AND FOR RIVER HISTORY VISIT BUFFALO BILLOS MUSEUM IN LE CLAIRE, LOCATED 25 FEET FROM THE MIGHTY MISSISSIPPI AND MAQUOKETA'S HURSTVILLE INTERPRETIVE CENTER AND LIME KILNS. VISIT US ON LINE AT IOWAGREATRIVERROAD.COM OR EXPERIENCEMISSISSIPPIRIVER.COM AND ENTER THE BIKE THE GREAT RIVER ROAD SWEEPSTAKES TO WIN $250.00 AND MORE.

VERSION 2
VISIT THE GRIST MILL AT WILDCAT DEN STATE PARK, MUSCATINE'S HISTORY AND INDUSTRY CENTER OFFERS A GLIMPSE OF MUSCATINE'S RICH HISTORY INCLUDING THE BUTTON INDUSTRY AND IN LOUISA COUNTY THE HOPEWELLIAN MOUNDS AT TOOLESBORO VISITORS CENTER ARE AMONG THE BEST PRESERVED REMNANTS OF AN ANCIENT CULTURE THAT FLOURISED FROM 200 BC TO 400 AD. VISIT US ON LINE AT IOWAGREATRIVERROAD.COM OR EXPERIENCEMISSISSIPPIRIVER.COM AND ENTER THE BIKE THE GREAT RIVER ROAD SWEEPSTAKES TO WIN $250 AND MORE.

VERSION 3
SEE HOW HISTORY LIVES OBN, BY WAY OF AUTHENTICALLY DRESSED HISTORIC INTERPRETERS AT OLD FORT MADISON, AN ACCURATE RECONSTRUCTION OF THE FIRST MILITARY GARRISON ON THE UPPER MISSISSIPPI FROM 1808-1813 AND THE GEORGE M. VERITY RIVERBOAT MUSEUM IN KEOKUK FEATURES THE VERITY, THE FIRST OF FOUR STEAMSHIPS BUILT IN 1927 FOR REVIVAL OF CARGO TRANSPORTATION ON THE MISSISSIPPI. TOUR THE ENGINE ROOM, SLEEPING QUARTERS AND GALLERY. VISIT US ON LINE AT IOWAGREATRIVERROAD.COM OR EXPERIENCEMISSISSIPPIRIVER.COM AND ENTER THE BIKE THE GREAT RIVER ROAD SWEEPSTAKES TO WIN $250.00 AND MORE

VERSION 4
EXPLORE EFFIGY MOUNDS NATIONAL MONUMENT AND HIKE THE NATIVE AMERICAN TRAILS TO FIRE POINT LOOKOUT. TOUR THE RESTORED BRIDGE AND MILL AT MOTOR MILL ALONG THE TURKEY RIVER NEAR ELKADER. WHILE IN GUTTENBERG STOP BY LOCK & DAM 10 AND VIEW THE AQUATIC FISH AND WILDLIFE DISPLAYS AT THE FISH HATCHERY & AQUARIUM AND THE MINES OF SPAIN AND E.B. LYONS INTERPRETIVE CENTER. VISIT US ON LINE AT IOWAGREATRIVERROAD.COM OR EXPERIENCEMISSISSIPPIRIVER.COM AND ENTER THE BIKE THE GREAT RIVER ROAD SWEEPSTAKES TO WIN $250.00 AND MORE.

Great River Road

Jul 1, 2015 - Jun 30, 2016

Great River Road
1.58% Sessions

Great River Roa00:01:04 Avg for View: **00:01:10 (-9.61%)**

Sessions

Great River Road

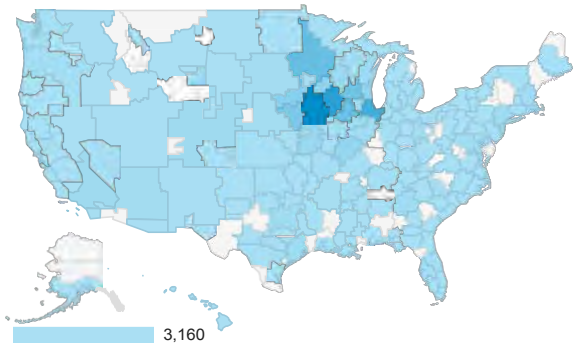
21,838
% of Total: **1.58% (1,379,26**

Sessions

Users

Great River Road

18,833
% of Total: **1.82% (1,034,192**



New Users

Great River Road

15,025
% of Total: **1.47% (1,020,257**

6

Pageviews

Great River Road

122,190
% of Total: **2.93% (4,171,180)**

Bounce Rate

Great River Road

33.35%

Avg for View: **54.17% (-**

Pages / Session

Great River Road

5.60
Avg for View: **3.02 (85.02**

Avg. Session Duration

Great River Road

00:04:53
Avg for View: **00:02:23 (105.34%)**

Avg. Time on Page

How The Travel Impacts The Counties Along The Mississippi River

	County's In Iowa	County & Rank in State Per Expenditure $$$ Spent	Visitor Expenditures $$ in Millions & Per Capita	% Increase Over 2013	Payroll $ Millions	# Employed	State Tax Revenue $ Millions	Local Tax Revenue $ Millions	Population in 2013 & Rank by Population in State
Counties Along Mississippi River in the Great River Road Corridor	Scott	3	621.67 M 3,649 PC	3.89	95.42	6,100	31.61	9.34	170,385 (3)
	Dubuque	6	329.01 M 3,438 PC	3.07	50.58	2,830	14.72	4.28	95,697 (7)
	Des Monies	13	131.99 M 3,261 PC	5.52	22.60	1,030	5.23	1.82	40,480 (16)
	Clinton	14	117.33 M 2,423 PC	4.34	16.19	970	5.67	1.46	48,420 (11)
	Muscatine	18	80.25 M 1,873 PC	4.29	11.73	700	4.33	0.95	42,836 (14)
	Lee	21	60.93 M 1,708 PC	4.33	8.82	510	3.14	0.84	35,682 (19)
	Allamakee	**28**	**40.12M $2,832**	**2.84%**	**3.76**	**200**	**1.94**	**0.94**	**14,167 (57)**
	Clayton	32	33.25 M 1,870 PC	1.05	4.27	240	1.69	0.63	17,773 (39)
	Jackson	33	31.15 M 1,590 PC	3.93	4.05	230	1.76	0.62	19,587 (36)
	Louisa	67	14.23 M 1,261 PC	.70	1.72	100	0.97	0.34	11,282 (67)
	Total		**1,459,930 B**	**3.396%**	**219.4**	**12,910**	**71,060,000**	**21,220,000**	**496,309**
Counties Surrounding Allamakee County	Winneshiek	35	29.52		5.06	330	1.71	0.28	20,768 (30)
	Howard	95	4.67		.53	30	.26	0.05	9,449 (79)
	Fayette	57	17.72		1.76	90	.92	0.14	20,343 (34)
	Chickasaw	178	10.34		1.52	100	.63	0.11	12,264 (63)

Travel Expenditures = Revenues from the Transportation Retailers (gas stations), Hotel/Motel/Campgrounds and Restaurants and Grocery Stores.

40.12 Million / 14,167 = $2,832.00

(Visitor Expenditures $$ in Millions & Per Capita) (Population) (Amount each man, woman, and child in Allamakee County would need to contribute to maintain this economic stimulus.)

Comparison of Great River Road ByWay Impact to Iowa's Other ByWays

1 Loess Hills: A National Scenic By-Way and Iowa State By-Way
200 Road Miles
7 Counties
Support Staff: Golden Hills Resources Conservation
2014 Visitor Expenditures: $375,820,00
Jobs: 6100, Payroll: $122,210,000
State Tax Revenue: $33.14 million
Local Tax Revenue: $9.24 million

2 Delaware Crossing Scenic By-Way
36 road miles
1 County
Support Staff: NE Iowa RC&D, Postville
2014 Visitor Expenditures: $9,010,000
Jobs: 50 Payroll: $910,000
State Tax Revenue: $490,000
Local Tax Revenue: $9,000

3 Glacial Trail Scenic By-Way
35 Miles
4 Counties
Support Staff: Golden Hills RC&D
2014 Visitor Expenditures: $170,230,000
Jobs: 1200 Payroll: $29,840,000
State Tax Revenue: $6,010,000
Local Tax Revenue: $1,820,000

4 Grant Wood Scenic By-Way
75 Miles
2 Counties
Support Staff: NE Iowa RC&D
2014 Visitor Expenditures: $52,670,000
Jobs: 340 Payroll: $6,080,000
State Tax Revenue: $3,000,000
Local Tax Revenue: $760,000

5 Historic Hill Scenic By-Way
105 Miles
5 Counties
Support Staff: Pathfinders RC&D
2014 Visitor Expenditures: $176,780,000
Jobs: 1340 Payroll: $23,220,000
State Tax Revenue: $9,260,000
Local Tax Revenue: $2,280,000

6 Iowa Valley Scenic By-Way
77 Miles
3 County
Support Staff: Iowa Valley RC&D
2014 Visitor Expenditures: $82,340,000
Jobs: 700 Payroll: $11,240,000
State Tax Revenue: $4,600,000
Local Tax Revenue: $960,000

7 River Bluffs Scenic By-Way
109 Miles
2 Counties
Support Staff: NE Iowa RC&D
2014 Visitor Expenditures: $50,970,000
Jobs: 330 Payroll: $6,030,000
State Tax Revenue: $2,610,000
Local Tax Revenue: $770,000

8 Lincoln Highway Heritage By-Way
460 Miles
13 Counties
Support Staff: Prairie Rivers of Iowa RC&D
2014 Visitor Expenditures: $2,184,880,000
Jobs: 19,200 Payroll: $341,070,000
State Tax Revenue: $104,530,000
Local Tax Revenue: $30,330,000

9 Driftless Area Scenic By-Way
100 Miles
1 County (Allamakee)
Support Staff: NE Iowa RC&D, Postville
2014 Visitor Expenditures: $40,120,000
Jobs: 200 Payroll: $3,760,000
State Tax Revenue: $1,940,000
Local Tax Revenue: $940,000

10 The Great River Road Scenic Byway travels through Allamakee County and 10 states along the Mississippi River.

(5) Montrose, included in the oldest land grant in the state of Iowa was the site of Fort Des Moines. It became a companion city to early Nauvoo and a "stake" (regional headquarters) of the Church of Jesus Christ of Latter-Day Saints. It was the home of many early "Mormon" leaders, including Brigham Young and Wilford Woodruff, who later became presidents of that church. The first exiles from Nauvoo landed in Montrose on a frigid February 4, 1846. Montrose had been the site of the first home for some of them, in the abandoned barracks of Fort Des Moines. This site is just east of the south end of River View Park.

The Latter-day Saint Prophet, Joseph Smith was reported to have spoken from the Masonic Hall, formerly located near the north end of the park, when he prophesied the Saints would eventually be forced to leave what was then the United States and settle in the Rocky Mountains in the West.

Visit the Hunold Heritage Center & Museum while in Montrose.

(6) Mormon Trail first encampment, at Sugar Creek. Those who wish a short, but historic side trip, will enjoy the site of the first encampment. From State Highway 218, take County Highway J72 west 5.3 miles to the Sugar Creek crossing. The 1846 encampment lies to the north.

(7) Keokuk, on the Mississippi was named for Indian Chief Keokuk, whose statue stands in Rand Park, 10 miles south of Montrose, along the river road. Located on the Civil War border between the North and South, Keokuk served as the swearing in point for Iowa soldiers. Keokuk also had five Civil War era hospitals and the first medical college in Iowa. From Rand Park, drive down Grand Avenue to Park Place and admire the old Victorian mansions which still grace the city. At Triangle Park, a new marker commemorates the encampment of 2,500 Mormon immigrants from Europe who, during the winter and spring of 1853, found employment building the streets of the city to finance their wagon trek west.

(8) The Keokuk National Cemetery at 18th & Ridge was one of the original twelve memorial cemeteries authorized by Congress for Civil War dead. Soldiers from both North and South are buried here. This was the first National Cemetery west of the Mississippi and still the only National Cemetery in Iowa. It is still an active cemetery.

(9) Lock 19 and the Keokuk Dam, built by private capital in 1913, raised the level of the Mississippi River 38 feet so river steamers could navigate beyond the Keokuk Rapids. The mile-long dam and accompanying electric power plant were the largest in the world at the time. An observation platform on the old bridge provides a good view of the locks, through which pass great river barges and their cargos on their journey to the sea.

(10) Nauvoo - the City of Joseph, a drive of 15.5 miles north along the Great River Road brings the traveler full-circle to the city of Nauvoo. Beautiful Nauvoo is a National Historic Landmark, with over 60 restored historic sites and 4 visitor centers that all come together to gracefully tell the story of Nauvoo through the stories and the writings of the past.

Once home to Joseph Smith and the Church of Jesus Christ of Latter-day Saints, Nauvoo is a place to take a step back in time: escape the present and discover the past with horse drawn wagon rides, guided walking tours, live entertainment, beautiful gardens, and hands on fun for all ages. Nauvoo is home to Illinois' Oldest Winery, the Nauvoo State Park, the Nauvoo Temple and so much more.

The Nauvoo Temple

The Great River Historic Loop

Fort Madison Tourism
811 Avenue E
Fort Madison, IA 52627
319-372-7700 X274
www.visitfortmadison.com
cityhall@fortmadison-ia.com

Keokuk Convention & Tourism Bureau
428 Main St
Keokuk, IA 52632
319-524-5599
www.keokukiowatourism.org
info@keokukiowatourism.org

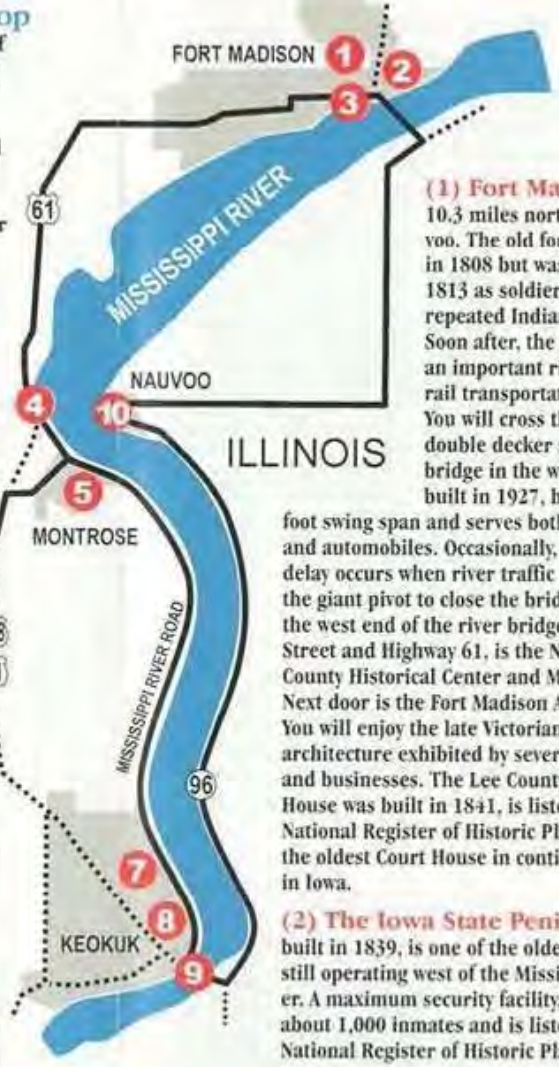
Nauvoo Tourism Office
1295 Mulholland St
PO Box 500
Nauvoo, IL 62354
217-453-6648
877 NAUVOO-1
www.beautifulnauvoo.com
vacation@beautifulnauvoo.com

The Great River Historic Loop

is a fifty mile drive along some of the most scenic shorelines of the Mississippi River. Four historic areas are seen: First, Fort Madison, named for the fourth United States President, while he was serving as Secretary of State in 1808. A short distance down river is Montrose, part of the oldest Iowa land grant, near the start of the famous Mormon Pioneer Trail. The river city of Keokuk was named for the Indian chief of the same name.

Finally, the city of Nauvoo, with its beautiful restored temple. From Fort Madison to Keokuk, you will drive along the extreme eastern edge of the "Louisiana Territory" purchased by Thomas Jefferson from France in 1803, doubling the size of the nation.

Riverview Park - Fort Madison



(1) Fort Madison, 10.3 miles north of Nauvoo. The old fort was built in 1808 but was burned in 1813 as soldiers left after repeated Indian attacks. Soon after, the city became an important river and rail transportation center. You will cross the longest double decker swing span bridge in the world. It was built in 1927, has a 525 foot swing span and serves both trains and automobiles. Occasionally, a short delay occurs when river traffic requires the giant pivot to close the bridge. Near the west end of the river bridge, at 10th Street and Highway 61, is the North Lee County Historical Center and Museum. Next door is the Fort Madison Art Center. You will enjoy the late Victorian flavor of architecture exhibited by several homes and businesses. The Lee County Court House was built in 1841, is listed on the National Register of Historic Places and is the oldest Court House in continuous use in Iowa.

(2) The Iowa State Penitentiary, built in 1839, is one of the oldest prisons still operating west of the Mississippi River. A maximum security facility, it houses about 1,000 inmates and is listed on the National Register of Historic Places.

Rand Park - Keokuk

(3) Riverview Park, located adjacent to downtown, is the site of an authentic replica of the old fort built originally on the rugged edge of the Louisiana Territory. From the Park, your drive continues south along U.S. Highway 61.

(4) Start of the Mormon Trail, downriver 11.8 miles from the Fort Madison bridge and one mile north of Montrose is the peaceful Linger Longer Rest Area. Here is located a memorial pavilion with story panels reciting the history of Nauvoo, the Nineteenth Century Mormon city, tragically abandoned in 1846, but now restored. The beautiful Nauvoo Temple, reconstructed and dedicated in 2002, is clearly visible, as it was seen from here by the departing refugees. From this area the Mormon Trail went west through southern Iowa toward Council Bluffs (Omaha) and thence to the Great Basin in the Rocky Mountains.

Linger Longer Rest Area - Montrose

The 2015 Corridor Management Plan Library for the Iowa Great River Road

A comprehensive collection of data, research findings, reports, maps, and presentations which provide additional detail and support for the 2015 Corridor Management Plan of the Iowa Great River Road. Each document is referenced with a lettered icon and title.
Document files can be downloaded at www.iowadot.gov/iowasbyways/IAGRR-CMP.html and www.ddaforum.com/DocumentLibrary.aspx.

A — Iowa Great River Road Designated Route Update
Map atlases for the ten Iowa Great River Road counties illustrating the routing of the Byway.

B — Summary Report of Representative Intrinsic Qualities and Resources, Tabulation and Map Sets
Report, tabulations and map county atlases of the intrinsic resources of the Iowa Great River Road.

C — Condition of the Road Report
A review of the existing conditions associated with the Iowa Great Road using 14 key topics recommended by the Federal Highway Administration.

D — Iowa Great River Road Route Traffic Data and Safety Report
A tabular presentation of traffic data and safety indicators for segments of the Iowa Great River Road prepared by the Iowa Department of Transportation.

E — Iowa Great River Road Document Library
An extensive listing of a wide variety of reference documents pertaining to the Mississippi River as well as the National and Iowa Great River Road.

F — Report of Spring 2012 Stakeholder Meetings
A complete report of the production, results, and public direction provided during the Spring 2012 Stakeholder Meetings.

G — The 2013 Iowa Great River Road Visitor Survey
Summary report, detailed result tabulation, and survey instrument for the 2013 Iowa Great River Road Visitor Survey.

H — The 2013 Iowa Great River Road Resident Survey
Summary report, detailed result tabulation, and survey instrument for the 2013 Iowa Great River Road Resident Survey.

I — Report of Spring 2014 Stakeholder Meetings
A complete report of the production, results, and public direction provided during the Spring 2014 Stakeholder Meetings.

J — Iowa Mississippi River Parkway Commission Stakeholder List
A tabular presentation of the contact listing for the Iowa Mississippi River Parkway Commission current as of January 2015. (Available upon request to the Commission)

K — Core Management Directions, Actions, and Financial Considerations
Detailed background and descriptions of Actions and financial considerations supporting the Core Management Directions of the Iowa Great River Road.

L — Great River Road Interpretive Plan and Tool Kit
A comprehensive guide for themes and stories for interpreting the entire Great River Road.