



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 (IGRR) was awarded the “2015 Champion of Tourism Award” from the Clinton Convention and Visitors Bureau.
- Edith also personally received the AI 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

outgoing 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 Iowa to 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 Tunncliff
Nominations ceased.

Confirmed: Dan Petersen, Vice Chair

Secretary: Nomination of John Goodmann: Dan Petersen, Second: Scott Tunncliff
Nominations ceased.

Confirmed: John Goodmann, Secretary

Treasurer: Jane Regan nominated: John Goodmann, Second: Scott Tunncliff
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 3-4 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