

Iowa Mississippi River Parkway Commission
August 9, 2013
The Lodge Hotel and Conference Center
900 Spruce Hills Drive, Bettendorf, Iowa

Welcome and Introduction of Newly Appointed and Ex-officio Members

- Jane Regan, Treasurer, called meeting to order at 10:04.
- John Goodman, Chair, and Larry Kruse, Vice Chair, are ill.
- Jane welcomed the newly appointed members Glenn Pelecky from Scott county, Daniel Petersen of Muscatine county, and Lori Roling of Jackson county.

Distribution of Commission Handbooks

- Mary Stahlhut distributed handbooks to all commissioners.

Roll Call

- **Commissioners/Ex-Commissioners Present:** **Deb Jochims, Glenn Pelecky, Daniel Petersen, Edith Pfeffer, Jane Regan, Lori Roling/** Al Bohling, John Oberhaus, and Patsy Ramacitti
- **Commissioners Absent:** **Larry Kruse, John Goodmann, Jay Schweitzer, and Lori Wallace**
- **Technical Present:** Shawna Lode and Mary Stahlhut, with Margo Underwood by phone
- **Technical Absent:** Ron Deiss and someone from the Department of Cultural Affairs
- **Independent Contractor:** David Dahlquist

****Approval of June 6th, 2013 Meeting Minutes***

- Patsy moved and John O seconded. Carried.

Treasurer's Reports & Funding

- MRPC Administrative Budget Report: Mary Stahlhut
 - See Attachment 1 Edith moved and Patsy seconded to accept the year-end report
Carried
 - The surplus (\$2,892.71) goes back to road use tax fund
- MRPC Local Match: Jane Regan
 - See Attachment 2a and 2b Edith moved and Deb seconded to accept Jane's report.
Carried
 - \$6,566.69 Balance
 - Our goal is to raise \$12,000. ***Jane will send copies of letters to be sent to stakeholders.*** Each county is responsible for a certain amount per capita.

Future Actions Needed:

- Connect with Planning Agencies for funding of projects (Regional Commissions – see Tab 9)
- Meet before the end of the fiscal year to disburse surplus funds.
- Follow up with Iowa State Byways and join their group
- Need representatives on monthly calls and training
- CMP activity
- Promotional items, i.e. pins, decals, clings
- Put section in handbook that deals with acronyms and glossary
- Executive board and committees should be more active between board meetings
- Develop a work plan annually. We operate from the National work plan. So do this in October or later.
- Spell out more clearly the state officers and clarification between treasurer (DOT) and Jane's funds.
- Develop Iowa by-laws
 - Our organization is based on National MRPC by-laws
 - Iowa code
 - Iowa commissions law
- Communication

- Conference calls, etc.
- Always cc the technical and honorary members
- Constant contact
- Newsletter
- Give a schedule of meetings to members
- Get new members reported to National
 - Get an e-mail distribution list
- Promote Iowa's unique features as the only state that starts with two vowels, bordered by two rivers, bordered by two states with ???, has more pigs than people
- GRR t-shirt distribution to John G and Lori W
- Interpretive Center information to members
- Distribution of NGRR and Iowa GRR tear-sheets
- Land and Water Conservation money (David D.) "Law-Con"
- Flyer of David's that needs updates. See Attachment 3
- Follow-up on eco-center listing
- Money review of budget needs Lori, Jane, and Mary
- Everyone use template and get proclamation from your county and towns on the GRR.

New Member Orientation

- Commission Handbooks
 - Letter from J Goodman
 - Tab 1 - Members and information. ***E-mail your information to Mary if it's missing.***
 - Tab 2 – National MRPC Bylaws. We don't have Iowa by-laws.
 - Tab 3 – Background information, latest of 3-year strategic plan.
 - Tab 4 – Iowa code, Employee Handbook, Legal Overview for New Board and Commission Members
 - Tab 5 – Things relating just to Iowa, i.e. new signage, job descriptions for commissioners, many web links to related organizations
 - Tab 6 – Budget
 - Tab 7 – Iowa MRPC Minutes
 - Tab 8 – Iowa MRPC Newsletters
 - Tab 9 – Funding, list of planning organizations, list of projects funded
 - Tab 10 – maps, tear-sheet that we print and give to local attractions and hotels
 - Tab 11 – Current Stakeholders' List by counties
 - Tab 12 – Annual Report from 2011-2012 for new members
 - Tab 13 - Reimbursement forms for travel, lunch, meetings
 - Tab 14 & 15 - empty
 - In front panel – brochures/maps from state, Mary's business card
- Annual Report
 - Tabled until next meeting because it's not completed
- Outgoing Member Reports
 - Patsy – Proudest of 1) Providing this new member notebook to Iowa members. She transferred this idea to National. It's a good leadership guide. 2) Iowa receiving an enormous amount of money (over \$50 M) in National Scenic Byway grants that have benefitted all counties in Iowa. 3) Trail of Interpretive Centers in all 10 states with Iowa leading the group. 4) Developing the Dalquist plan..
 - Al – Proudest of 1) Iowa's GRR is designated as a full Iowa Byway and a National Scenic Byway. 2) Economic benefit is exponential. 3) Mississippi River Bike Trail agreement which is a good partner for the GRR
 - John – Proudest of 1) 32 miles of GRR in Louisa County paved. It was the last piece of IGRR to be paved. 2) Receiving money for an interpretive center.
- Advice and Information
 - Attend National orientation at National meeting in St. Louis
 - Respect the process
 - Represent your county
 - Keep attractions up-to-date

- Communicate locally
 - Use promotional material
 - Contact your Convention and Tourism Bureaus
 - Promote our GRR
- The relationship between MRPC and MRC is that Mississippi River Country voted separately to do tourism promotion to other countries. Shawna is a member of this group. The MRC fulfills the obligation from the National DOT. The MRC is a commission that deals with water/flooding/transportation. See notebook

Committee and Project Reports

- Iowa
 - Status of GRR Grants: Mary Stahlhut
 - See Tab 9 in your notebook
 - Allamakee County is in the process of applying for additional money through a REAP Grant. Jane asked if the MRPC will sign a letter of support for the REAP Grant. Edith moved and Lori seconded to send a letter of support for the Driftless Area Byway Visitor Center REAP Grant Application. Carried
 - They are doing pre-construction engineering for the Marquette Overlook
 - Call Mary for more information regarding the Mississippi River Trail in Riverdale and the Port Louisa Rest Area.
 - They are trying to get closure on byway signage before starting the IGRR
 - The bicycle lane in Louisa County is gathering support
 - Bee Branch Creek Mississippi River Trail has had issues with the railroad
 - They got the OK to go ahead to buy land for the Leopold Property Acquisition
 - ***For our next meeting Mary will change the color of those grants that are on-going***

During lunch

- Iowa Great River Road Corridor Management Plan Update: David L. Dahlquist Associates, LLC
 - Developing in the last week or so is a federally funded program that is dedicated from offshore oil leases into the Land and Water Conservation Fund. Half of the money would go to states where many states take half and put it into competitive grants. This money is dispersed through the Department of Natural Resources. The State has to maintain a state outdoor recreation plan. Driving for pleasure is ranked very high because it is one of the most popular activities. David knows a member who will try to get scenic byways included. States would have to explore how this can be in Iowa's outdoor and recreation plan.
 - Corridor Management Plan – We received a \$325,000 grant (approximately) to help pay for this. Eighty percent is federal money (\$260,000) and twenty percent (\$65,000) is local money with amounts of about \$12,000 to \$15,000 per year needing to be raised by our commission. Whenever we raise money, the federal match is at 80%.
 - ***David and/or Mary with post the CMP PDFs***
 - ***David and/or Mary will update the CMP flyer with new commissioner contact information.***
 - ***Commissioners should give update to David regarding the CMP***
 - Background documents are available. ***David will update the PDFs for the record and put all of the files on a DVD***
 - ***Mary and/or David will get PDF's of all materials for all (absent) commissioners.***
 - Attachment 3 – Corridor Management Plan Update
 - Attachment 4 – Visitor and Resident Satisfaction Survey Project Update
 - Attachment 5 (Tan) is the visitor survey
 - Attachment 6 (Blue) is the resident survey
 - He wants to have 400 completed surveys in each category.

- Edith is going to Rotary and handing out surveys. He'll ask each one of us to do something similar to this in our communities.
 - If we see a place that is giving out our surveys, be sure to thank them.
 - The Sub-Committee needs to be reconfigured.
 - We will have stakeholder meetings the end of March/early April 2014.
 - **Deb will submit the new members' names, addresses and e-mail addresses to National. Include all members, technical members, etc.**
 - Go to the home page of National MRPC for members to get downloads.
 - David has been doing the distribution of the newsletter.
 - **David will send out a reformatted list of stakeholders and we should advise him of any updates.**
 - **John G – get t-shirts to Becca (if available – SM), Lori R, Dan and Lori Wallace**
- National:
 - Technical Committees:
 - Transportation
 - Jay is absent
 - Environment, Recreation and Agriculture
 - Larry is absent
 - Culture & Heritage
 - Edith said an application for Interpretive Center status was submitted the first of August for the Saw Mill. They are also working on gathering stories and new signs for each Interpretive Center.
 - Marketing
 - Jane said they are completely looking at redoing the Experience Mississippi River website. It will also be in Japanese.

Old Business

- The Great Race on June 23rd stopped in Dubuque and Davenport. We passed out pilot wheel pins to drivers.
- The Great River Road Ramble will be Oct 2nd
 - John G. has information about this old car race. On Oct 2nd they will drive from St. Paul to Prairie Du Chien then they will be in Burlington on Oct 4th (overnight). **Jane will contact John G. to see what this is about and then he'll e-mail us if volunteers are needed.**
- Website Management
 - Mary tabled this discussion
- **New commissioners should get a proclamation from their county and city governments. Go to experienceMississippiRiver.com. or MRPC@pilchbarnet.com to get a packet. Tell her you are a new commissioner and she'll send you a template. There are events to advertise GRR. There are 328 miles of IGRR. Get the proclamations signed by mayors and Board of Supervisors in your counties and send them to Edith. Give a copy of the signed proclamations to your Convention and Tourism offices and see if they can get in their September newsletter. Edith will follow-up with people by sending us the link. Also include "Extensions of Remarks" for promotional material. See Attachment 8.**

New Business

- *Election of Officers
 - Tabled to next meeting
- *Fiscal Year 2014 Budget*
 - Tabled to next meeting.
 - The draft is in our handbooks under Tab 6.
 - Line 8 \$12,000 (at least \$3,000 from our account)

- We need to include costs for running a website and other marketing projects besides maps.
- We need to ask the State for at least \$15,000 more per year. Get an estimate of fees.
- **Mary and Lori R will put together a draft budget with the above ideas and then e-mail us. Jane will talk to John G and perhaps he'll help with the budget.**
- Could the Office of Tourism pick up some marketing expenses or are there other departments which could help?
- *Committee Assignments
 - **Let John G know which committee you want to be on**
 - **Mary will e-mail us the description of each committee**
- MRC (Mississippi River Commission) trip August 13
 - They oversee the Corps of Engineers and this boat goes up and down the River.
 - Meet in Dubuque at 1:00.
 - We could also do a five minute presentation about our commission. There is a power point on-line that you have to send them ahead of time.
 - Edith and Patsy have signed up. Lori will call them.
 - David asked that they give our appreciation to the Corps for letting us do surveys at locks and dams.
- *Vote on Honorary Memberships
 - Edith moved and Dan seconded that we recommend MJ Smith and John Oberhaus for honorary membership. Carried
- *National Annual Meeting-St. Louis
 - Mary will send us information
 - Patsy as Pilot Emeritus gets a suite at the National meeting in St. Louis gratis that we could use for our meeting. Or we could get a room within the restaurant. **Mary, Jane and John should call ASAP to get this room.**
 - **Patsy will give info about MRT to John and it can be done in St. Louis**
- Thanks to Jane for chairing the meeting.

Adjourn

- Lori R moved and Dan seconded to adjourn the meeting. Carried. Adjourned at 3:14.

Respectfully submitted,
Debbie Jochims. Secretary