



Iowa Mississippi River Parkway Commission  
Conference/Zoom call  
10:00 a.m. January 10, 2022

**Statement:** The members of the Iowa Mississippi River Parkway Commission are holding this meeting by electronic means pursuant to the provisions of the Iowa Open Meetings Law, Section 21.8, Code of Iowa. The meeting is being held by conference call originating from the F&M Bank and Trust, Burlington, Iowa. Interested parties may attend in-person or join the meeting by conference call by dialing 312-626-6799, passcode 793745 (long distance charges may apply), or online at <https://us06web.zoom.us/j/86562712897>. Passcode 793745. The phone line will be active shortly before the meeting and discontinued immediately after the meeting ends.

**MRPC Call to order and roll call**

Meeting was called to order by Vice Chair Lisa Walsh

Present: Paul Carroll, Jim Janett, Katie Hammond, Jared McGovern, Roger Thomas, Jane Regan, Leslie Webster, Paula Mayer, and Ann Geiger

Others: Emily Whaley, DOT; Katie Kenne, Iowa Economic Development, Matt Parb, Sawmill, Kelley Brown, Jackson County ED, Jim Elias, Zebulon Pike project

**Welcome and introductions**

New members Roger Thomas, Clayton County, and Katherine Hammond, Louisa County greeted the Commission.

**Approval of October 10, 2021 and December 6, 2021 minutes**

On motion by Janett seconded by Carroll the October 2021 minutes were approved.

On motion by Carroll seconded by Webster the December 2021 minutes were approved.

**Review and approval of Treasurer's report**

On motion by Geiger moved to table the report until the next meeting, seconded by Mayer and the report was tabled.

**Budget discussion**

Regan said the radio ads are going into production starting this week and will run through February. She will forward them to everyone when they are finished. The Tri-State area and western Iowa are the focus. McGovern asked why we were advertising in Western Iowa. Geiger said at a meeting several years ago she



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became aware the people on the western portion of the state were uninformed about the Road and tourism from the western part of the state has improved.

Co-ops in digital campaign have two spots left at \$1,500. Kenne said they were made available last year for \$2,500 instead of \$3,000, and she would use that price again.

On motion by Mayer to take the 2 slots for digital coop ad for \$2,500 with a second by Webster and the motion carried.

Kenne said the Commission has sponsored listing \$450 Apr – June on traveliowa.com for lodging, with sponsors listed at the top. Last year it did \$600 – Mar – June. From Mar – June had almost 102,948 impressions. Click rate of 1.59%. It is a very high percentage. Very little difference in prices from last year for this year. Availability will change.

Last year had a reach of 4,676 people looking at the ads on facebook. Mayer suggested adding northern IL to the list of ad hits. Mayer updated the success of the facebook page. She has 1,500 people who follow the page, and she checks the “likes”. She has been sharing over the Travel Iowa Passport program. Geiger said if we can cover Galena, we will get through to the Chicago market.

Janett moved to have a committee of Regan, Mayer, and Webster look at marketing options: radio, billboard, digital. This will consider reallocating a portion of the budget from one item to another, as was done last year. Meyer will look at billboards and join the rest of the committee to review and determine what ads to use and report to the Commission. Geiger seconded the motion and it carried.

Walsh said she thinks the Mississippi River Cities and Towns Initiatives is a strong avenue of support. They have several corporate sponsors which we can gain a lot from them and maybe matching some of our projects with them. Janett said he thinks the national office should be giving a media buy using all 10 states. The Commission discussed how to recognize the All American Road designation on its road signs. Jane asked if the Iowa DOT was going signs to recognize them, along with the other 8 states. Whaley said she had not heard anything as yet.

The Commission is preparing another run of the Great River Road Passport for distribution this spring. Please review and provide any updates you'd like made. The last one was printed spring 2021 and Mayer has written to the ICenters for any updates before printing. She will add a table of contents in the PDF bookmarks.



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**National committee appointments and Reports**

*Marketing Committee*

Webster said the state committee was looking at a new Lincoln Byways guide

*Transportation*

Walsh said the committee is trying to get the web page fixed properly. Also thanked Mayer for getting some information.

*Environment Recreation and Agriculture*

No report

*Heritage and Culture*

Geiger said Louisiana has three locations working as one moving forward for approval. Suggested a summary on each ED center at the national level.

**Chairman's Report - None**

**Presentation by Anne Lewis, Pilot**

Lewis reviewed the goals and activities of the MRPC at the national level. And said it is still looking to having an in-person meeting in Memphis in October.

**Comments from Interpretive Centers**

Webster said sawmill had low numbers over the holidays. Numbers were lower than expected. Probably Omicron. Food and beverage fest is January 27th and is always sold out. IT features local food and alcohol vendors. The Mill is still holding early childhood playdates, and they are still open.

Janett said Lansing is still open and things have slowed down. They have had visitors from all 50 states and 40 countries. They are getting nice year-end donations through their foundation.

Hammond said they got some funding from the county and made a video and have [www.louisaadventures.com](http://www.louisaadventures.com) which shows the things you can do on the GRR in Louisa County.

**Future meeting date, Friday, April 29, 2022 in Camanche Eco Center**

**Adjourn for Foundation meeting**