



Iowa Mississippi River Parkway Commission
Conference call
10:00 p.m. December 6, 2021
800-509-6344. Passcode. 5778996

The meeting was called to order by the Chair at 10:45

Present: Martin Graber, Chair; Lisa Walsh, Vice-Chair; Leslie Webster, Jim Janett, Paul Carroll, Jane Regan, Leslie Webster, Jerod McGovern, and Ann Geiger

Absent: Paula Mayer

Others: Emily Whaley, Iowa DOT; Gerod Strong, Iowa Capitol Dispatch; Katie Kenne, Iowa Tourism

Strong said he was new with the Dispatch and has been joining meetings when possible. Graber said he would be glad to meeting with him and telling him more about the organization when he is in Des Moines.

Discussion and approval of winter radio ads

Geiger said she spoke with Pat O'Brien at WENN and they said they would do the promos and put them on MP3's for \$3,000.

Regan said she would reach out to IHeart, and other radio companies to cover the state. She would ask them to focus on NW and central Iowa She asked for a dollar amount to spend. The Commission would like to spend \$7,500 on radio ads.

A discussion will take place at January meeting on the google ads which Travel Iowa has and a review of available budget.

Janett said Lansing got a lot of central and northwest Iowa this past fall visiting. He asked if the ads needed to be tweaked. Regan said yes. When asking for ideas for the winter ad, Walsh said there is eagle-watching, the road is open, and the river is beautiful. Janett suggested in the ad it be mentioned to check with the local centers for programs, hours, and activities during the winter. Graber wanted to be sure everyone knows there are ICenters open all winter for visitors. Regan asked that each of the ICenters have their information up to date with Travel Iowa and she would discuss with Mayer.

Regan suggest IHeart come up with a time frame for running the ads, and get the Saturday morning ads.



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Motion to approve the radio ads by Webster up to the amount of \$7,500. The motion was seconded by Walsh and it carried.

Presentation by Anne Lewis, Pilot. Janett moved to table until the January 10, 2022 meeting. Geiger seconded the motion and it carried.

Janett asked if the National Office had scheduled any in-person meetings in the future. Graber said they were trying to do one in the spring, but with the new variant that may have changed. He will get the information and let everyone know.

Adjourn