

**MRPC Marketing Committee Notes  
Semi-Annual Meeting in Baton Rouge, LA  
April 8-9, 2010**

- **Create plan for 2010 geocaching contest**
  - Change to only needing to find caches in two states
  - Keep the prizes the same—but remind states to get them out sooner
  - Try to get coordinates for the different Interpretive Centers
- **Add web cams on [experiencemississippiriver.com](http://experiencemississippiriver.com)**
  - More will be sent—one with an eagle’s nest
- **Discuss how GRR Interpretive centers and tourism organizations can be recognized on GPS systems**
  - Look at adding overviews too
  - Navteq may be a resource to get this done
  - National Scenic Byways Office may have ways to get this done and should be consulted
  - Does AAA do anything with this information?
  - Notice that taking the GRR is sometimes faster, but is not generally found on GPS’ if you select fastest route
- **River view information on [experiencemississippiriver.com](http://experiencemississippiriver.com)**
  - Continue to work on this to add to the website
- **Incorporating social media**
  - Reviews the social media efforts and encouraged everyone to become a fan of “The Great River Road” and get others to do the same
- **Agri-tourism NSB grant**
  - Reviewed the Agri-tourism NSB grant and alerted the marketing committee there may be some assistance needed on this project and to keep state commissions aware
- **Discuss new Upper Mississippi River Valley marketing group**
  - Holly Cain updated the committee on group
  - 15 organizations involved in Illinois and Iowa
  - Created a website [travelmississippiriver.org](http://travelmississippiriver.org)
  - Combining itineraries
  - Quad Cities taking the lead on this initiative
  - Keep everyone informed on the area
  - No budget for the project just grass roots
  - Look at coordinating some of the various Mississippi River websites for 2011