



# Mississippi River Parkway Commission

## Work Plan 2009-2010

### **Culture and Heritage Committee**

- Evaluate existing Interpretive Centers (I.C.) and selectively add qualifying I.C.
- Develop social media tools to promote and form a partnership with I.C.
- Seek a grant for a part-time staff person to work with and communicate to I.C. This person could create e-newsletters to promote tourism between GRR states and develop template for I.C. magnet
- Update I.C. signage for all current I.C. using AR NSB grant funding
- Complete collection of oral histories and discuss editing oral histories into usable excerpts for promotional and historical use
- Further develop and edit existing multi-state themed itineraries to promote stories of the river

### **Marketing**

- Continue geocaching event focusing on 10 finds in three states, including at least one Interpretive Center. Prizes to include a gift basket and overnight stay from each state and produce collectible geocoins to distribute in the caches
- Develop and contribute content for blog to [experiencemississippiriver.com](http://experiencemississippiriver.com) web site
- Place links to web cams located along the Mississippi River Parkway
- Incorporate social media to [experiencemississippiriver.com](http://experiencemississippiriver.com)
- Add ag-tourism inventory to [experiencemississippiriver.com](http://experiencemississippiriver.com)
- Contribute content related to marketing for electronic newsletter including logo use policy for encouraged logo use in states
- Investigate how points of interest can be made accessible on GPS systems—especially Interpretive centers
- Provide a logo use policy update and distribute it to all marketing committee members and board members
- Facilitate communication with chairs and vice chairs at each meeting (annual and semi-annual)

### **Environment, Recreation and Agriculture**

- Finish collecting data for agri-tourism enterprises along the 10 states of GRR and if NSB grant is approved, begin work
- Committee develops criteria for MRPC Stewardship Award as instructed by the Board
- Present to the Board a request to establish and develop criteria for a Community Excellence Award
- Committee recommends that the MPRC support a speaker to discuss the problem of the anoxic zone in the Gulf and solutions to eliminate this problem