

MRPC Marketing Committee
Meeting Notes
November 5, 2007, 10am
(Draft)

Members Present:

Nancy Clark—co-chair (AR)

Alice Burke (IA)

Bill Seratt (MS)

Holly Cain (IL)

Rep. Sandy Wollschlager (MN)

Lyn Pilch, National Office

1. Quincy IL meeting notes approved
2. American Roads Complimentary Ad approved, try to use complimentary ad in the March/April issue
3. 70th Anniversary Event Planning Goals and Marketing Initiatives
 - Nancy Clark updated on her discussion with Groundspeak. Lyn will follow-up with them to get clarification on the event plans.
 - 10-State Geocaching event with the goal to place 70 caches in 2008 (7 caches in 10 states) with a focus on history and education within the counties along the GRR. Cache locations to be submitted to National Office on November 14th.
 - Use the \$500 in the 2007 Marketing committee budget for Travel Bugs based on findings from discussion with Groundspeak. Motion by Mississippi. Second by Iowa. Motion carried.
 - Travel bugs:
<http://shop.groundspeak.com/productDetail.cfm?CategoryID=4&ProductID=23>
4. Each state to provide National Office with feedback on www.experiencemississippiriver.com by December 1st.
5. Style Manual was reviewed. Motion made to approve the Style Guide and submit to the Board for approval by Illinois. Second by Arkansas. Motion carried.
6. MRPC/MRC Fulfillment Piece
 - 600 maps at the National office
 - How many pieces would each state take if we reprint the map? Each state to provide their counts by December 1st.
 - National Office to provide price for reprint with an insert for new Interpretive Centers.
7. No other business. Meeting adjourned at 10:32am.