

## **MRPC Marketing Committee Meeting**

September 21-22, 2007

(Approved 11-5-07)

Attendees include: Nancy Clark (AR), Patsy Ramacitti (IA), Anna Grizzle (AR), Holly Cain (IL), Eva Hollawell, Bill Seratt (MS), Al Lorenz (WI), Jack Frost (MN), George Walley (MO), Cali Beals (IA), Alice Burke (IA), Patti Porter (KY), Doug Bourgeois (LA), Rep. Sandy Wollschlager (MN)

Elected Nancy Clark (AR) and Jack Frost (MN) as co-chairs. Iowa motioned, second by Arkansas. Next Marketing Committee Meeting to be scheduled in November, 2007.

1. American Roads Complimentary Ads
  - Place in Spring/Summer and Fall/Winter if available
  - P&B to design and focus on the 70<sup>th</sup> Anniversary, promote the Website and free guide, and geocaching event\
  - P&B to email PDF for review at the next committee call
  
2. 70<sup>th</sup> Anniversary Event Planning Goals and Marketing Initiatives
  - Educate travelers on the MRPC, its 70<sup>th</sup> anniversary, and its significance
  - Cultivate new travelers to the Great River Road and the 10-Mississippi River states
  - Use the 70<sup>th</sup> Anniversary seal as button on [experiencemississippiriver.com](http://experiencemississippiriver.com) with instructions to click for MRPC information
  - Create a 10-State Geocaching event with the goal to place 70 caches in 2008 (7 caches in 10 states)
    - Sub-committee to create guidelines and specifics for the event: Bill Seratt, Anna Grizzle, Holly Cain, Alice Burke, P&B
    - Plan a conference call for late October/early November to discuss the event specifics and outline the contests
    - Discuss the organization of events during the conference call
    - P& B to put together a FAQ for States
    - Use the \$500 marketing committee budget in '07 and '08 toward the geocaching event
    - P&B to plan something that each of the states can put in their cache to explain the contests, 70<sup>th</sup> Anniversary and MRPC after the committee report for review at the November conference call
    - Plan an announcement of the contest to all MRPC members and the mailing list
    - Use website to launch a viral campaign
    - Create a PR campaign for the launch of the contest
    - States agreed to contribute the operational cost of the event by each state supplying cache boxes, stickers, cache materials and find contest prize materials
    - P& B to price out promotional items based on the committee meeting to report at the November conference call

- Geocaching committee to put together a listed of donated items they are interested in finding, especially prizes which will be given to each state to look for partners
  - States should start discussing the project with their state and put together a state geocaching planning committee that includes experienced area geocachers
  - Create a sponsorship letter to GPS manufacturers with the values established included a display at the annual conference and logo on the website
3. [www.experiencemississippiriver.com](http://www.experiencemississippiriver.com)
- P&B to complete getting MRPC information on the site
  - By the conference call in November, marketing committee members need to review the site and submit their feedback to P&B
  - 70<sup>th</sup> Anniversary Seal needs to be added
4. MRPC/MRC Fulfillment Piece
- P&B to find costs, the number printed and needed, reprint estimates costs by the conference call
  - P&B to survey each state to see how many pieces they would take in a reprint
  - Consider printing a rack card to insert with the new interpretive centers on it
  - Review information at the November call
5. Media Kit
- Get to P&B one week prior to conference call
  - Receive feedback from P&B at conference call