

MRPC Marketing Committee Notes

November 9, 2011

Attendees: IL, IA, MO, KY, AR, National Office (NO)

- 10-state rack card
 - Reprint pricing for 10,000= \$1,000 total or \$100 per state for 1,000 or 25,000 = \$1,350 total or 2500 = \$135 per state
 - Redo rack card as a co-op 1,000 per state = \$350 including design or \$425/2,500
- Reviewed social media program—see attachment
 - Review Facebook user report
 - State reciprocal fan/partner opportunities (interpretive centers, tourism organizations, community pages, etc)—remind partners to fan our page and to post pertinent content
- MRPC/MRC fulfillment piece
 - Draft will be available for review mid-November
 - Each state needs to provide NO contact information to include on the map
 - Discussed river mile marker option—since the markers aren't consistent along the river or river road, the decision was made to omit these markers at this time
- Discuss ideas on a 75th anniversary event (2013)
 - Bike rally—Gran Fondo idea—reviewed information on this possibility. Nancy Clark will send the NO contact information on the event coordinators. MRT and bike clubs would all be possible partners on creating a bicycling promotion.
 - Car, motorcycle tour/rally—good tie-into the Great River Road
 - MO discussed idea to do a food/culinary tour of the Great River Road
- Reminder to send NO corridor management plans/resource inventory/summary
- Discussed passport promotion ideas—KY will keep the group informed on the success of their quilting tour
- IL updated group on Upper Mississippi River Valley. Focused now on eagle viewing with Facebook promotions, packages and press releases to push during slow winter season. Promotion starts after Thanksgiving and runs through February. Dues supported.
- Continue adding web cams on experiencemississippiriver.com
- Mark your calendar for our 2012 conference calls at 10am CST
 - January 11th, 2012 to discuss launch of agritourism grant
 - March 14th, 2012
 - June 13th, 2012
 - September at Annual Meeting