



MISSISSIPPI RIVER PARKWAY COMMISSION TRANSPORTATION COMMITTEE MEETING MINUTES

December 14, 2007
Teleconference

Attendees: Marty Beekman, WI DOT/MRPC; Art Ollie, IA MRPC; Craig Mitches, IL DOT; Mark Kross, MO MRPC; Allyson Johnson, MS DOT; Bob Robinson, MS MRPC; Rich Nowack, IL MRPC; Carol Zoff, MN DOT; Bob Kennedy, AR MRPC; Lyn Pilch, MRPC National Office/Pilch & Barnet

I. The meeting was called to order by Committee CoChair Zoff. Announcements as follows:

Mark Kross announced he will retire from the Missouri DOT December 31. He is hoping to stay involved as a Commissioner. Send future Committee information to Gail Unruh; E-Mail: gayle.unruh@modot.mo.gov; P.O. Box 270; Jefferson City, MO 65102; Phone (573) 526-6676; Fax: (573) 522-1973.

The Committee reviewed a summary of the 2007 National Scenic Byway Grants announced December 6th. Six Great River Road states received \$2,364,464 for 19 projects, out of a National total of \$30,533,369 for 276 projects. To see the complete list of grants awarded nationally go to www.bywaysonline.org

The GRR Investment Summary was updated to reflect investments in all ten states. For FY 06 the total is \$296,074,000 and for FY 07-09 is estimated to be \$1,013,081,000.

II. A motion to approve the minutes from the July 30, 2007 teleconference meeting was made by Mitches; seconded by Kross. Minutes approved.

III. With the following corrections: under Transportation Chair Election, add a "c" in the first Nowack; under adjournment revise date to read September 22; a motion to approve the minutes from the September 21-22, 2007 Annual meeting was made by Ollie; seconded by Nowack. Minutes approved.

III. Moving Forward with MRPC Work Plan

D. Assist states in securing state and national scenic byway status and to foster networking and partnerships with other national byways and federal organizations.

1. **Review GRR NSB PowerPoint:** Initial discussion centered on the intended audience. It was agreed that there will be many. It can be used to encourage those seeking designation and by those who are designated but not yet fully applying the benefits of designation. Commissioners, stakeholders, transportation officials (project managers and planners especially) can all use it or be appropriate audiences. Craig thinks it can be used by all Illinois byways. Art thinks presenting to local stakeholders will help expand their use of the program. Mark thinks it will be useful to educate new leaders in city and county government. Marty thinks groups like Rotary and Lions will be very interested.

Both presentations are intended to be used as is or, preferably, modified based upon the audience and to include more local examples.

It was agreed that some slides are still too text heavy. Since all of the slides serve a purpose, and in fact can be deleted per each presentation, it was agreed to place much more of the text in the notes a presenter can print for their use but the audience does not see. Mark suggested the GRR and NSB logo be reduced in prominence on many slides.

2. **External review to assure objectives will be met:** Committee members are encouraged to preview both PowerPoints with a variety of audiences in order to seek input on improvements. Any review comments are requested to be sent to all of the Committee.

3. **Distribution strategy and funding:** The National Office will research media options for writable CDs and memory sticks as well as labels, cases and mailing packaging for each. Upon conference with the CoChairs, the 2007 \$500 Committee budget will be applied to the purchase.

The Semi-Annual meeting has a 30 minute general session slot for the Committee to present the projects (NSB and CSS). Pilot Ramacitti prefers more emphasis on NSB. The Committee agreed that the session should include a brief summary of both efforts and time for questions. Allyson or Robby can work with Carol to add more Mississippi content if desired for the presentation, since many local stakeholders will be attending. Beta-version CDs will be available for attendees wishing to review and provide feedback. This will serve as a teaser, marketing our efforts to the larger group and soliciting feedback on a voluntary basis.

At the Annual meeting we will provide a final-version CD to all participants in their meeting packet, including instructions on how to use it. Lyn suggested a display could be set up to run constantly in the Market Place Center, where other displays will be. Committee members will take turns manning the display during anticipated peak times to answer questions and encourage its use. A feedback tool should be developed to help guide future improvements and measure effectiveness.

Committee members will serve as front line train the trainers, to teach their state Commissioners and Agency staff how to best apply the presentations as tools to help them better apply the benefits of NSB designation and CSS principles to the work they do.

E. Continue the implementation and development of the GRR Interpretive Plan.

1. **Review draft GRR CSS PowerPoint:** Many of the comments from above apply.

2. **External review to assure objectives will be met:** Committee members are encouraged to preview both PowerPoints with a variety of audiences in order to seek input on improvements.

Carol presented the CSS ppt to Mn/DOT colleagues and management staff and received specific advise on graphics, flow and content. In general all felt they were very informative and they learned things they did not know. They suggested it be developed to more clearly relate to road authorities and stakeholders, perhaps as two distinct presentations or segmented.

Committee members are encouraged to use the presentations to various groups to gauge the effectiveness of the messages and seek input on improvements. Share all comments via email with the entire Committee. These suggestions can be incorporated for further discussion at our next teleconference some time February or March.

3. **Distribution strategy and funding:** Same as above.

VI. Meeting was adjourned at 11:30 a.m. on December 14, 2007.