



## MISSISSIPPI RIVER PARKWAY COMMISSION TRANSPORTATION COMMITTEE MEETING MINUTES

9 – 10 am July 30, 2007  
Teleconference

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Attendees: Marty Beekman, WI DOT/MRPC; Craig Mitckes, IL DOT; Carol Zoff, MN DOT; Lyn Pilch, National MRPC Office/Pilch & Barnet; Jessica McCarty, National MRPC Office/Pilch & Barnet; Mark Kross, MO DOT; Julie Hart, AR MRPC; Brian Parsons, LA DOT

- I. The meeting was called to order informally by Jessica McCarty until Chair Zoff could join the call.
- II. MRPC Work Plan – PowerPoint Presentation Review
  - 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 content: what stays, what goes, what is missing.
    2. External review to assure objectives will be met.
    3. Distribution strategy and funding

Discussion took place about how to improve the NSB PowerPoint, who the different audiences are and what the call to action is. The group agreed that the slides are currently too text heavy and should be edited down or separated into additional slides. Julia suggested a more pictorial representation of the intrinsic qualities, perhaps one IQ per slide. Mark Kross suggested that large portions of text could be taken out of the slides and added to a notes section that will only be seen by the presenter. Suggestions were also made to include more information from all states, including amenities in states that do not yet have NSB designation that illustrate the intrinsic qualities they would include in their nomination. Adding a call to action at the end of the presentation so people know what to do once they have heard this information, specific for anticipated audience type, would increase its effectiveness.

When completed, a shorter, more succinct pdf version can be posted on the “Experience Mississippi River” web site for information and public use. The MRPC members website can host a PowerPoint version with a complete set of information that members can modify for specific uses. This will be done for the CSS presentation as well.

The Committee suggests the following revision to the MRPC Objectives, as listed in the presentation, be considered by the MPRC Board of Directors at their next meeting: “To (cultivate partnerships) to develop and enhance the Great River Road and its amenities.” Rational: The Commission rarely, if ever, develops or enhances the GRR and its amenities. They leverage it through relationships. The Commission needs to be honest in its presentation of its responsibilities and give credit to its partners.

Marty Beekman asked that Carol Zoff verify the PowerPoint is hitting the mark with those states that do not yet have NSB designation. Brian and Mark said it was helpful and will be more so with the suggested revisions. Carol will call Greg Pruitt and John Sheahan to get their comments.

Zoff requested that committee members send additional photos, testimonials, content and feedback to her by August 20. The next teleconference will occur at the end of August. The Committee requests time is scheduled at the September meeting for a General Session presentation of both products.

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

1. Review GRR CSS PowerPoint content: what stays, what goes, what is missing.
2. External review to assure objectives will be met.
3. Distribution strategy and funding.
4. Review GRR Investment Summary

The group commented about how the bullet point format was useful and should be used whenever possible. Zoff shared feedback she received from groups who saw this PowerPoint presentation. She also asked Brian Parsons to send her information to add to the presentation about the bridge project in Louisiana that included a bike and pedestrian component. Discussion took place about the main audiences—politicians, local stakeholders and road agencies—and how to educate these groups with this presentation.

Additional feedback was given about the slides that include the history of CSS and Beekman shared information from a project that was completed in 1952. Beekman will send that information to Zoff for inclusion in the CSS PowerPoint.

III. Who is planning to attend the Annual Meeting in Quincy, IL September 20 -22?  
Suggestions for Annual Meeting Transportation Committee Agenda.

Marty Beekman, Craig Mitckes, Carol Zoff, Lyn Pilch and Jessica McCarty will attend the annual meeting. Brian Parsons and Mark Kross are finalizing plans and Julia Hart will not attend.

Discussion took place about adding commissioner biographies to the [www.experiencemississippiriver.com](http://www.experiencemississippiriver.com) and [www.mrpcmembers.com](http://www.mrpcmembers.com) websites. The committee asks that the Board consider this suggestion.

IV. Approval of Minutes

May 8, 2007 <http://www.mrpcmembers.com/transportation.htm>; this agenda item was put on hold until the next meeting. The committee discussed meeting via a teleconference at the end of August. A finalized date will be announced in the coming weeks.

V. The meeting was adjourned at 10:20 a.m.