



**Minnesota Mississippi River Parkway Commission**  
**1st Quarter Meeting**  
**February 4, 2016**  
**2:30 – 5:00 p.m.**  
**State Office Building Room 500 North**

**DRAFT AGENDA**

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- 2:30 p.m. Welcome & Introductions** S. Johnson
- 2:35 p.m. Approve Today's Agenda & Minutes from 11/12/15** S. Johnson/All
- 2:40 p.m. Agency and Regional Updates**
- Lake Itasca to Grand Rapids Salminen
  - Grand Rapids to Brainerd Lewis
  - Brainerd to Elk River Samp
  - Elk River to Hastings Pierson
  - Hastings to Iowa Border Mulry
  - Agriculture Hugunin
  - Explore MN Tourism A. Johnson/Tollefson
  - Historical Society Kajer/Kelliher
  - Natural Resources Parker/Bonsignore
  - Transportation Bradley/Zoff
  - National Park Service/MISS Anfinson
- 3:10 p.m. Commission Business**
- FY '16 Budget Status Miller
  - Regional & At-Large Member Elections S. Johnson/All
- 3:25 p.m. National MRPC Updates**
- 2016 Semi-Annual Meeting – La Crosse, Apr. 27-29 All
  - Board Report Samp/S. Johnson
  - Communications & Marketing Committee Lewis
  - Culture & Heritage Committee Mulry/Salminen
  - Environment, Recreation & Agriculture Committee Samp
  - Transportation Committee Zoff
- 3:50 p.m. Corridor Management Plan**
- Final Version of Full Plan Zoff/Miller
  - Summary Brochure Lewis/Zoff/Miller
  - MN-MRPC Committee Structure & Next Steps Zoff/Miller/All
- 4:30 p.m. Old Business**
- Mississippi River Trail (MRT) Handout
  - Mississippi River Geotourism Project All
- 4:45 p.m. New Business**
- Wabasha Silica Sand Crossing Miller
- 5:00 p.m. Wrap Up and Adjourn**



**Minnesota Mississippi River Parkway Commission**  
**4th Quarter Meeting – November 12, 2015**  
**State Office Building, St. Paul MN**  
**MINUTES – Draft**

**Commissioners Present**

Karl Samp – Brainerd to Elk River  
Anne Lewis – Grand Rapids to Brainerd  
Mark Anderson – At Large Member  
Nancy Salminen – Lake Itasca to Grand Rapids  
Rep. Sheldon Johnson – Chair  
Cordelia Pierson – Elk River to Hastings  
Sen. David Senjem  
Sen. Patricia Torres Ray

**Technical Advisors & Staff Present**

John Anfinson – National Park Service  
Carol Zoff – Transportation  
Gina Bonsignore - DNR  
Diane Henry-Wangensteen – LCC  
Chris Miller – Staff

**Commissioners & Technical Advisors**

**Absent**

Scott Bradley – Transportation Appointee  
Paul Huginin – Agriculture Appointee  
Adam Johnson – Explore Minnesota Appointee  
Sheronne Mulry – Hastings to Iowa Border  
Keith Parker – DNR Appointee  
Andrea Kajer – Historical Society Appointee  
David Kelliher – Historical Society  
Colleen Tollefson – Explore Minnesota Tourism

**Guests/Speakers Present**

Brian Smalkoski, Kimley-Horn  
Liz Walton, MnDOT  
Bryan Anderson, MnDOT  
Steve Huser, Metro Cities  
Jim Gelbmann – House DFL Research

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The meeting was called to order at 2:30 by Chair Sheldon Johnson, followed by introductions. A quorum was present. Gina Bonsignore was welcomed as the MN-MRPC's new technical advisor from the DNR.

**Review of Agenda**

The agenda was considered. Motion by Karl Samp and seconded by Mark Anderson to approve the agenda as presented. Motion carried.

**Review of Minutes from 8/20/15 Meeting**

Motion by Cordelia Pierson and seconded by Nancy Salminen to approve the August 20 meeting minutes as presented. Motion carried.

**CMP Project Final Comments**

On behalf of everyone on the consulting team, Brian Smalkoski of Kimley-Horn and Associates thanked the Commission for their work over the past 18 months on the Corridor Management Plan Project.

**MRT Project Update**

Liz Walton provided Mississippi River Trail updates. Thanks were noted to Nancy Salminen, John Anfinson and Chris Miller for their help with celebration events during the inaugural Headwaters to Hills Tour. Positive feedback was received regarding the tour and discussions are underway for an event in 2016. MnDOT and Explore Minnesota Tourism representatives were interviewed about promotion of the MRT including the marketing toolkit and bicycle friendly community designations; considered best practices. Copies of the 2015-16 Minnesota Biking Guide and new version of the Minnesota State Bicycle Map were distributed. MRT nomination information will be entered soon on the Mississippi River Geotourism Website. Minnesota will be hosting the 4<sup>th</sup> annual international Winter Cycling Congress, Feb. 2-4: <http://wintercyclingcongress2016.org/about/>. In conjunction with this event, an MRT/Bike with a Ranger Ride will be held to showcase the MRT to attendees from around the world. Sign management efforts continue after recent installation of the MRT signs. The MRT sign will be included in the MUTCD next time it is updated.

**Agency and Regional Updates**

**Natural Resources:** Gina Bonsignore reported on a successful event held on September 26 (National Public Lands Day) in collaboration with Saint Paul Parks. It was the culminating event of the "Explore Outdoor Saint Paul" initiative. Outreach took place in nearby communities to encourage participation.

High school students helped staff the event. Activities included archery, canoeing and outdoor campfire cooking. Response was very positive.

**Lake Itasca to Grand Rapids:** Nancy Salminen noted that the Lady Slipper Scenic Byway has received a grant to move forward with design for a pedestrian bridge across the Mississippi River (also on the Great River Road). Beltrami County will be requesting bids. Nancy has been visiting area businesses to let them know about the Mississippi River Geotourism Project. Approximately 25 people attended the meeting in Bemidji, and a small group of key leaders met the following week to strategize for local nominations. The goal is to have 15 nominations submitted by the 15<sup>th</sup> of November.

**Grand Rapids to Brainerd:** Anne Lewis shared information on recent activities in her region including the CMP stakeholder meeting at the Forest History Center. The proposed pedestrian bridge over the Mississippi River in Grand Rapids is on the bonding tour for this fall. The local Geotourism Project meeting drew 14 attendees, and Anne also delivered information to several local businesses. Aitkin County trail and park improvements were recently featured in a local newspaper article. Grand Rapids placed fourth in Arts Activities recognized by MN Citizens for the Arts. Many of these local activities would be good candidates for the Geotourism website.

**Brainerd to Elk River:** Karl Samp announced that the Brainerd Riverfront Steering Committee has released an RFP for an engineering planning firm to begin implementation of the Riverfront Plan. The Cuyuna Lakes Trails Association is moving ahead with trail expansion efforts. Karl presented a session with Jessica Laabs of Kimley-Horn at the Minnesota APA Conference in Bemidji, on the GRR CMP project. Geotourism meetings were held in Monticello (7 attendees); St. Cloud (12 attendees); Little Falls (8 attendees); and Brainerd (11 attendees). The meetings were good opportunities to share information about the Great River Road.

**Elk River to Hastings:** Cordelia Pierson reported light attendance at the Geotourism Project meetings in Minneapolis and Saint Paul. Expansion of our network and promotion in the metro area is needed. Cordelia expressed appreciation to the Mill City Museum for hosting the CMP stakeholder meeting. She also suggested presentations at future MN-MRPC meetings on the Minneapolis Riverfront Partnership's Riverfront Indicators Report and Saint Paul Riverfront Corporation Riverfront Development Plans.

**Transportation:** Carol Zoff discussed recent activity on the CMP project. She also noted that MnDOT has facilitated recent updates to all CMP's for Minnesota Scenic Byways. The Minnesota Scenic Byways Workshop is scheduled for November 17 – 18 in Detroit Lakes. An overview of the agenda was provided. The Minnesota Scenic Byways Commission will be updating its Memorandum of Understanding. MnDOT recently awarded Scenic Byway Grants to two projects along the Great River Road – Lady Slipper Scenic Byway Pedestrian Bridge Design/Engineering and City of Red Wing Trail Development. This was the last in a series of Scenic Byway Grants provided by MnDOT to help transition byways into the new Transportation Alternatives Program (TAP) funding structure. A TAP solicitation process is currently underway. Letters of intent were due October 30, grant applications are due January 8 and funded projects will be announced in April. Letters of support from byways will be needed with applications. Carol presented a mobile workshop on the MRT and GRR with Brian Smalkoski of Kimley-Horn at the Minnesota APA Conference in Bemidji. Temporary (winter) traffic control changes will begin soon for the Dresbach Bridge.

**National Park Service:** John Anfinson echoed Cordelia Pierson's comments regarding attendance at the Geotourism Project meetings, and noted that meeting attendance is often a challenge in the metro. An agreement is being negotiated to have MNRRA take over visitor management at Upper St. Anthony Falls (after closure of the lock), in partnership with other agencies. The visitor center would be open Memorial Day through Labor Day. MNRRA has secured funding to conduct the first bird/bridge strike study in the country. The Hastings Bridge will be included in the study, which will look at how design can impact or protect birds along the flyway. The film "National Parks Adventure" will premiere at the Science Museum of Minnesota on February 24, in conjunction with NPS Centennial celebrations. The Science Museum will be the second stop for the film, after Washington DC. A late afternoon showing will be offered for partners and friends, followed by an evening gala fund raising event. MN-MRPC members are invited to the afternoon showing and are asked to notify John if interested in attending.

A question was raised regarding the status of the Mississippi Corridor Critical Area Rules. Gina Bonsignore replied that publication of the notice of intent to adopt rules has taken place, with a winter timeline for final adoption of the rules. Cordelia Pierson noted that the City of Minneapolis is placing increased focus on places and public experiences. "Pathways to Places" design guidelines are being developed – this might be another good topic for a future MN-MRPC meeting.

### **Commission Business**

**FY '16 Budget Status:** Treasurer Mark Anderson introduced and provided an overview of the report in the meeting packet, and Chris Miller provided additional details.

### **National MRPC Updates**

**2015 Annual Meeting, New Orleans:** Attendees reported on their experiences and impressions. Sen. Senjem has attended several meetings in the past and noted that the organization seems to be strong, with a lot happening in most member states and positive energy. Sen. Senjem congratulated Karl Samp on his election as National Pilot and identified a possible future goal of having a single project in all ten states at the same time, to bring attention to the river. Nancy Salminen described lessons learned about the Gulf Coast, coastal protection, and issues with land loss. Carol Zoff mentioned the exhibit "Katrina and Beyond" as a highlight, including the information on how our systems are used to manage disaster response. Carol also applauded the work of other Mississippi River states as shared at the meeting. Anne Lewis agreed with comments on positive energy and information on coastal restoration, and also called out the presentation about music along the Mississippi River. The presenter, from NPR's "American Roads," provided a great example of how to tell the story of the river and its impact on America.

**MRPC Board Report:** Karl Samp reported on the MRPC Board Meeting. The board adopted the MRPC Strategic Plan for 2015 – 2017. MRT Inc. board members presented a suggestion to roll their organization into the MRPC. The MRPC Board requested a proposal on details to be considered at the 2016 Semi-Annual Meeting in La Crosse. One possibility would be to place the MRT within the Environment, Recreation and Agriculture Committee. New officers were elected – Karl Samp, Pilot; Terri McCullough (Arkansas), Pilot Pro Tem; Faye Wilkinson (Mississippi), Secretary; Holly Cain (Illinois), Treasurer. 2016 is designated as the Year of Birding by the Mississippi River Connections Collaborative and the MRPC will help promote. The mobile app developed by Mississippi River Country is complete and has been released in the Japanese version, with an English version to follow soon. Upcoming meetings – 2016 Semi-Annual Meeting, April 27- 29 in La Crosse, Wisconsin; 2016 Annual Meeting, will be in Natchez, Mississippi as they celebrate the city's 300<sup>th</sup> anniversary. There is a proposal being considered for a national project focused on a bike ride along the full length of the river, potentially in May. Details are being determined.

**MRPC Marketing Committee Report:** Anne Lewis reported on the Marketing Committee meeting and referenced the written information in the meeting packet. The Marketing Committee has requested funding from the board to expand Drive the Great River Road month next year. Contest entries in 2015 were up significantly from prior years. There was also discussion on more promotion focused on the Year of Birding, as well as opportunities for biking along the Mississippi River. Two states have "Great River Road Day at the Capitol" during the legislative session to share information about the GRR. This might be something to consider in Minnesota. John Anfinson mentioned the NPS Centennial and opportunities for marketing. There are many NPS units along the river and John would help connect with them. Sharon Stiteler of MNRRA is a recognized expert on birds and could be of help with Year of Birding promotion.

**MRPC Transportation Committee Report:** Carol Zoff shared that current priorities for the Transportation Committee include identifying which states have shapefiles of their sections of Great River Road, coming up with a standard file format, and then addressing 10-state way showing.

**Legislative Presentation on the Great River Road:** Anne Lewis explained ideas from informal discussions in New Orleans, regarding how to get the word out about the Great River Road and Corridor Management Plan. Sen. Senjem suggested presentations to introduce information to key committees, tying in with a possible Great River Road Day at the Capitol with an information booth or table, as done in other MRPC states.

## **Corridor Management Plan**

Carol Zoff and Chris Miller distributed copies of the CMP in final draft form, and requested feedback from members.

Discussion/suggestions included:

- Corrections were made to legislative districts in the list of members.
- There was a question regarding whether work can be accomplished in quarterly meetings or if additional meetings will be necessary as the CMP is implemented. Committees will likely be activated between meetings to carry out projects.
- Any thoughts from member agencies on what is most valuable and why in the CMP would be helpful as we communicate with audiences in the future.
- There should be a critical summary at the beginning of the document to provide guidance on what is included and what to look for. Key audiences need to be able to find the information that speaks to them.
- It's necessary to grab interest at the beginning and the report might benefit from an introduction stating why the Great River Road and this plan are important.
- Consider rewriting text on Executive Summary header page.
- Who is the audience for this report? Mostly resource managers, the MN-MRPC and partners for use in management of the byway.
- A suggestion has been made to develop highlight sheets for various audiences – to go along with the plan. PowerPoint presentations or videos were also suggested to highlight topics.
- People should be able to see themselves in the plan, including in the photographs.
- Different audiences have different needs. The CMP includes a communications plan, with an overall recommendation for an "elevator speech," that should help reach various audiences.
- Blandin "Community of Interest" Grants were suggested as a possible source of funds for marketing projects.

Feedback plan/timeline –

- Copies of the report will be mailed to those unable to attend today's meeting.
- An electronic copy of the report with all appendices will be posted to a secure webpage for members to use in review as needed.
- Comment forms will be developed and emailed to members along with the link to the secure webpage.
- All are asked to submit comments and edits to Chris Miller by December 18.
- Comments will be reviewed and incorporated as much as possible, with a goal of bringing the final version to the Commission for acceptance at the next meeting.

## **Old Business**

**Mississippi River Geotourism Project – MN Community Meetings:** Carol Zoff provided background on the history and status of the Mississippi River Geotourism Project, led by the Mississippi River Connections Collaborative, a group of partners including National Park Service, U.S. Fish & Wildlife Service, MRT Inc., Delta Regional Authority, and the MRPC. The project focuses on self-nominated local businesses and attractions that will be considered for inclusion on a National Geographic branded website. Jim Dion of the National Geographic Maps Division is heading up the project and recently completed a series of community meetings in 11 Minnesota locations. Karl Samp added that the National MRPC has contributed \$40,000 to the effort, has a seat at the table of the Connections Collaborative, and will be represented on the Geotourism Stewardship Council that will make recommendations to National Geographic on the nominated sites to be included. The website is expected to go live in May of 2016.

There was discussion on ways to continue outreach to Minnesota businesses and attractions along the river.

- It would be worth it to promote this further. Local sites should be encouraged to submit nominations by February – March.
- Sen. Torres Ray noted the work of a Senate Committee resulting in mapping of parks and trails by the DNR.
- Much data on local resources has been collected as part of the CMP project. How can this be included? Each individual site needs to submit a nomination. A database cannot just be shared.

In addition, not all sites nominated will be chosen for inclusion and those decisions will be handled by the Geotourism Council and National Geographic.

- The "Plan Your Trip" online tool recommended in the CMP will include all or most of the resources in the CMP database. This data is focused mainly on public resources which will be a good complement to the Geotourism website which includes many private businesses and attractions.
- What is the Commission's role? We should continue to get the word out to local sites. This project is also a way to start or continue local conversations about the Mississippi River as an asset.
- MNHS and DNR are encouraged to make sure all their sites along the river are nominated.
- A postcard might be helpful for local businesses. Karl Samp will be receiving more postcards from National Geographic.
- One page flyer and MN-MRPC fact sheet have been distributed to local businesses and worked well.
- GRR Ambassador Development could help target and address different audiences.
- If a site is accepted, they will receive a QR code/widget that they can use. The code will link to the National Geographic Mississippi River website and also could link to the local business website.
- Metro Independent Business Association might be a better contact than the CVB for this purpose.
- More work is needed to identify sites in the metro area.
- Is a podcast available of the Mississippi River music presentation in New Orleans? Could be a helpful tool in conversations and generating interest.

### **New Business**

**2016 Quarterly Meeting Schedule:** Options for 2016 meeting dates were distributed. A Doodle Poll will be emailed out to members to help determine dates.

**Regional Commissioner Elections:** Chair Johnson noted that Regional Commissioner elections will likely be held sometime in the first half of 2016. Terms have been four years in length with all elections taking place in the same year. Options for staggering terms will be considered.

**Other:** Carol Zoff referred to the meeting packet and the flyer regarding a recent ribbon cutting event hosted by the Leech Lake Band of Ojibwe to celebrate completion of a trail project. Congratulations to all who worked on this important project.

### **Next Meeting:**

2016 meeting dates are to be determined.

### **Adjournment:**

The meeting was adjourned at 4:55 p.m.

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# MPRB agrees to purchase key connection along North Minneapolis riverfront

## MPRB agrees to purchase key connection along North Minneapolis riverfront

Posted on January 26, 2016

At its Jan. 20, 2016 meeting, the Minneapolis Park and Recreation Board (MPRB) of Commissioners authorized a purchase agreement for the acquisition of 4022 ½ Washington Ave. N and 4050 ½ Washington Ave. N.

The 4022 ½ Washington Ave. N property covers approximately 3.88 acres of land containing more than 500 linear feet of shoreline. Someday that land will become part of the continuous network of parks and trails along Minneapolis' Upper Riverfront envisioned the Above the Falls Master Plan and RiverFirst Initiative.

“This purchase is a big step forward as we work with our partners to accomplish the exciting vision laid out for the Upper Riverfront,” said MPRB Assistant Superintendent for Planning Michael Schroeder. “In the short-term we can use the land for our own operational needs and help pay down the acquisition cost by renting it to existing private businesses, while working toward the long-term plan of creating dynamic park land and river connections in North Minneapolis. It’s win now, win later.”

Acquiring this piece of North Minneapolis riverfront real estate is vital to developing Above the Falls Regional Park, which covers both sides of Minneapolis' Upper Riverfront from the Plymouth Avenue Bridge to the Camden Bridge [[MAP](#)].

It's important to distinguish Minneapolis' regional parks from its network of 160 neighborhood parks. Regional parks like Above the Falls, Minneapolis Chain of Lakes, Minnehaha and Theodore Wirth serve many people from outside Minneapolis and rely on funds from the state, Met Council and other public agencies with broad constituencies to develop and maintain park amenities. Neighborhood parks are smaller, primarily funded by local tax dollars and predominantly serve nearby residents.

The 4022 ½ Washington Ave. N property is a key link in redeveloping the Minneapolis' Upper Riverfront. The Upper Harbor Terminal site – 48 acres of city-owned land the MPRB and City of Minneapolis are jointly redeveloping – sits one block south, and the southern boundary of North Mississippi Regional Park sits directly north.

The 4050 ½ Washington Ave. N property is not within the Above the Falls Regional Park boundary, but the seller refuses to separate it from the sale of the riverfront parcel. MPRB staff recommends reselling the approximately half-acre parcel of land.

The MPRB agreed to purchase the two properties for \$2.7 million, which includes up to \$1 million in relocation costs. According to state law (MN Statutes Sec. [117.52](#) and [473.315](#)), a government entity must offer relocation costs whenever it purchases real estate that relocates an existing business.

The MPRB expects to submit an application for a \$500,000 grant from the Mississippi Watershed Management Organization to defray part of the land acquisition cost. The seller is willing to finance the remaining purchase balance of \$2.2 million by a mortgage amortized for 10 years at 6 percent interest with no prepayment penalty and a balloon payment in two years. This will provide MPRB staff time to determine the best plan for refinancing the debt, which could include leasing all or part of both parcels to private industrial business, using it for MPRB operational needs on an interim basis, or a combination of both.

The MPRB is considering using part of the 4022 ½ Washington property as a temporary site for its wood processing operation. The previous wood processing center, located near Fort Snelling, became untenable after new veteran housing opened nearby.

MN-MRPC FY '16 Budget  
1/29/16

<b>MN-MRPC FY '16 Operating Budget</b>						
Obj Code	Description	FY '16 Budget	Spent	Est. Pending	Remaining	Comments
41070	Other Benefits (Per Diem)	\$ 4,000.00	\$ 1,578.00		\$ 2,422.00	Commissioner Per Diems: MN-MRPC quarterly mtgs, MRPC Annual Mtg & Semi-Annual Mtg, committee mtgs, commission representation at meetings and events, CMP project
41110	Printing & Advertising	\$ 1,000.00			\$ 1,000.00	Commission meeting copies, materials
41130	Prof/Tech Services	\$ 36,000.00	\$ 16,924.27		\$ 19,075.73	Admin contract, website design services, additional staff time for projects including CMP project admin, other services as needed
41150	Computer & System Services	\$ 1,000.00	\$ 814.00		\$ 186.00	Website hosting, stats and email
41155	Communications	\$ 1,000.00	\$ 504.12		\$ 495.88	Postage/deliveries, MN MRPC phone line and conference calls, shipping costs, Constant Contact email marketing service
41160	In-State Travel	\$ 4,000.00	\$ 2,214.94		\$ 1,785.06	Commissioners/Advisors/Staff: quarterly mtgs, committees, events, CMP project
41170	Out-State Travel	\$ 7,000.00	\$ 3,856.50		\$ 3,143.50	MRPC 2015 Annual Meeting - New Orleans and 2016 Semi-Annual Meeting - La Crosse
41180	Employee Development	\$ 1,150.00	\$ 780.00		\$ 370.00	Meeting and conference registration fees, including MRPC Annual and Semi-Annual Meetings
41300	Office Supplies		\$ (172.50)		\$ 172.50	General office supplies for Commission projects. Donations for GRR maps are placed in this line item.
43000	Other Costs (MRPC Dues)	\$ 11,000.00		\$ 7,708.51	\$ 3,291.49	MRPC 2016 Dues
<b>TOTAL</b>		<b>\$ 66,150.00</b>	<b>\$ 26,499.33</b>	<b>\$ 7,708.51</b>	<b>\$ 31,942.16</b>	
<b>MN-MRPC Grants</b>						
	CMP - National Scenic Byways	\$ 81,920.82	\$ 73,166.61		\$ 8,754.21	CMP contract, MN-MRPC CMP project costs
	CMP - National Park Service	\$ 8,481.12	\$ 2,074.25		\$ 6,406.87	MRT final costs, MN-MRPC CMP project costs

## MRPC Marketing Committee Conference Call Notes December 18, 2015

**Attendees:** MN, WI, IA, MO, KY, MS, LA, Pilot Pro Tem, National Office (NO)

**Meeting began at 10:03am.**

- **National Geographic Geotourism update:** NO reported that nominations can still be submitted on the website, but cannot be guaranteed for inclusion since the deadline has passed. 300 nominations have been approved and 250 nominations are pending. There are duplications on the website, yet some interpretive centers are missing. Marketing Committee requested a list of the interpretive centers that have been approved and the ones that are pending. NO will pass along this request and will update the committee.

During the Board call, a request was made to add a “Great River Road Interpretive Center” category to the website. NO will update the committee on the decision.

- **2016 marketing/advertising plan options:** NO confirmed the Board approved the marketing budget for 2016 that includes the production of a new 10-state map and three seasonal promotions. NO requested that any state that needs to provide, or amend, their requested map quantity should do so by December 23<sup>rd</sup>. Once the cost of the map is determined, the remaining budget will be used for the seasonal promotions. The map budget is determined by the print quantity.

KY shared an advertising package that *Southern Travel and Lifestyle* extended to them through their “Power of Partnership” program. KY recommended committee members send NO their favorite advertising vehicles and any sales contacts for consideration. Additionally, MN recommended adding any recommended niche marketing vehicles, including birding and biking vehicles. NO will then contact them for potential advertising packages and cooperative advertising opportunities. NO will provide a deadline for submitting this information.

- **Discuss map sponsorship ideas for 2016:** NO shared that they are working with Meredith Publications to draft a proposal to create a 10-state advertising supported travel guide. NO will provide the proposal when it is submitted.

NO discussed the possibility of finding a corporate sponsor (or sponsors) to cover production costs without needing to sell advertising. KY recommended that a partnership package be drafted that can be used to present to potential sponsors. NO said they could create a sponsorship package and presentation that could be used when meeting with possible sponsors based on the list of potential sponsors to tailor the package to their interests. MS recommended that each state create a list of potential sponsors that is then

shared with the committee prior to contact so there is a cohesive presentation and not multiple requests from states. All states agreed. MN requested a deadline to present a list of potential sponsors. NO will provide a deadline for submitting this information.

- **Create priorities and steps for work plan items:** NO reviewed the Work Plan items. Most items are in progress. NO discussed a partnership with National Scenic Byway Foundation (NSBF). LA provided information on membership dues which are \$150 for a state to join. KY confirmed they are members and find value in their programs including brochure distribution at IPW. LA announced Rob Draper from NSBF is currently looking to fill open positions on their National Board of Directors. LA will send an email with more information and NO will share the email with the committee. KY recommended MRPC join the NSBF. NO confirmed with Pilot Pro Tem that Marketing Committee can approve the use of their 2016 line item. NO will contact NSBF.

Motion to approve using allocated Marketing Committee budget to pay National Scenic Byway Foundation dues for 2016 by MN. Second by LA. Motion carried.

- **Committee collaboration ideas:** NO introduced an idea for a 10-state biking event that was presented on the Board call. KY confirmed concept for the bike event incorporate Interpretive Centers with activities for families who are supporting the bike riders. NO discussed bringing the event to the Environmental, Recreation, Agriculture (ERA) committee since it has a recreational component and the Marketing Committee can market the event once it is planned. KY requested giving ERA a deadline to decide whether they will take the lead on the project so momentum continues on planning the event. MN also offered that the Transportation Committee may also have interest in organizing the event. Committee agreed the concept of the event touches each committee.

KY proposed including event related sponsorship options in the sponsorship packages being developed for the travel guide. Potential sponsors may also want to be involved in the event's planning process. MN agreed and said bike companies may be interested in a partnerships related to the bike trails along the Great River Road and this event. NO said they will include event sponsorship opportunities in the sponsorship package options.

KY believes that the committee that best feels they can get the event started should take on the project. KY referenced a local bike event that has grown to over 300 riders and has many options for involvement as inspiration. More information on that ride can be found at [ridethefaultline.com](http://ridethefaultline.com). MO confirmed the popularity of bike rides and races and recommended that bicycling-related consumer shows may be a good option to find potential sponsors and advertising options. MN asked what Mississippi River Trail's involvement will be in the event. NO said they will find out. KY requested the original email outlining the idea for the event be sent to the full committee. NO will distribute the email. MN requested that the MRPC keep the momentum going on the event as someone will do an event like this and the MRPC should do it first.

- **Merchandise update:** NO confirmed that Land's End is producing the MRPC apparel now which is higher quality than the merchandise produced by Café Press. Land's End doesn't produce non-apparel merchandise and a vendor is still needed for those materials. A link to purchase the merchandise is on [experiencemississippiriver.com](http://experiencemississippiriver.com). Pilot Pro Tem asked if Land's End will present their materials at the Semi-Annual meeting in La Crosse. NO said they will discuss the idea with Wisconsin.
- **Other business:** Committee members wished each other a joyful holiday season.

**Meeting adjourned at 11:06am.**

**Updates on agenda items not discussed during the meeting:**

- **Promotional toolkit updates:** The PowerPoint is online at [mrpcmembers.com](http://mrpcmembers.com) and was distributed on USB drives provided by Dr. Ruth Hawkins. The certificate of completion is also available online. NO has more clings available if states need them. NO will add this item to the next Marketing Committee agenda to get an update on how the meetings are going with businesses and stakeholders.
- **MRC updates:** MRC held their strategic planning session on December 8 in St Louis, MO. The meeting was attended by five states. The committee voted to host a breakfast for Japanese attendees at IPW in New Orleans, taking advantage of the event's location on the Mississippi River. Notes for the session will be available soon.
- **State reports:** NO encouraged states to provide reports via email to share what they are working on in their states.
- **Set meeting dates for 2016:** NO will email potential dates for consideration.



## **Minnesota Mississippi River Parkway Commission Draft Working Committees - February 4, 2016**

The committee structure below aligns with the committee structure of the National MRPC to facilitate implementation of both ten state and Minnesota Great River Road projects and initiatives. A few examples of potential tasks and topics for each committee are listed below. Committees will carry out National MRPC work at the state level, and will work with strategies listed in the Minnesota Great River Road Corridor Management Plan starting with the four initial implementation projects.

### **Executive Committee**

- MRPC - Board representation and related activities, facilitate MRPC meeting attendance
- MN-MRPC - Overall operations and budget, funding/resources, regional elections, legislative communications

### **Communications and Marketing Committee**

- MRPC –Map development and distribution, informational materials, advertising, promotional toolkit, Drive the Great River Road Month and similar promotions, website, ten state CMP
- MN-MRPC –Coordinate print materials, website, implementation of CMP Communications Plan, GRR Ambassador Development, Education & Engagement strategies, communications around Plan Your Project and Plan Your Trip Interactive Mapping Tools

### **Culture & Heritage Committee**

- MRPC - Network of Great River Road Interpretive Centers – promote and assist with new applications and coordinate ongoing communications and relationships/training with existing centers, ten state CMP
- MN-MRPC – GRR Ambassador Development, Plan Your Project and Plan Your Trip Interactive Mapping Tools, Completion of Minnesota GRR Roadside Storybooks (interpretive panels) for all locations, Placemaking strategies

### **Environment, Recreation & Agriculture Committee**

- MRPC – Mississippi River Geotourism Project participation & promotion, agritourism promotion, Stewardship Award nominations, ten state CMP
- MN-MRPC – GRR Ambassador Development, Plan Your Project and Plan Your Trip Interactive Mapping Tools, Agritourism promotion and partnerships, review and comment on GRR-related environmental rules and regulations as appropriate, MRT partnership and promotion, Health & Active Living strategies

### **Transportation Committee**

- MRPC - Signage and Wayfinding, GIS route mapping for all ten states, ten state CMP
- MN-MRPC – Signage and Wayfinding, Plan Your Project and Plan Your Trip Interactive Mapping Tools, GRR Ambassador Development, Facilities Management strategies, MRT management, Health & Active Living strategies

## Draft MN-MRPC Committee Sign Up 2/4/16

For discussion. Suggested membership below based on recommendations in CMP.

<b>Communications &amp; Marketing Committee</b>	<b>Culture &amp; Heritage Committee</b>
<b>Adam Johnson</b> Explore Minnesota Tourism	<b>Andrea Kajer</b> Historical Society
<b>Colleen Tollefson</b> Explore Minnesota Tourism	<b>David Kelliher</b> Minnesota Historical Society
<b>Andrea Kajer</b> Historical Society	<b>Paul Hugunin</b> Agriculture
<b>Paul Hugunin</b> Agriculture	<b>Carol Zoff</b> Department of Transportation
<b>Keith Parker</b> Department of Natural Resources	Add Regional/At Large Members
<b>Carol Zoff</b> Department of Transportation	
Anne Lewis	
Add Regional/At Large Members	
<b>Chris Miller</b> MN-MRPC Director	<b>Chris Miller</b> MN-MRPC Director
<b>Environment, Recreation &amp; Agriculture Committee</b>	<b>Transportation Committee</b>
<b>Keith Parker</b> Department of Natural Resources	<b>Scott Bradley</b> Department of Transportation
<b>Paul Hugunin</b> Agriculture	<b>Carol Zoff</b> Department of Transportation
<b>Dr. John Anfinson</b> National Park Service	<b>Colleen Tollefson</b> Explore Minnesota Tourism
Add Regional/At Large Members	<b>Regina Bonsignore</b> Department of Natural Resources
	Add Regional/At Large Members
<b>Chris Miller</b> MN-MRPC Director	<b>Chris Miller</b> MN-MRPC Director
<b>Executive Committee</b>	
<b>Rep. Sheldon Johnson</b>	
<b>Sen. Patricia Torres Ray</b>	
<b>Sen. David Senjem</b>	
<b>Carol Zoff</b> Department of Transportation - GRR Program Manager	
<b>Chris Miller</b> MN-MRPC Director	
<b>Greg Hubinger/Diane Henry-Wangensteen</b> , Legislative Coordinating Commission	
House Member – to be determined	
<b>National MRPC Pilot</b>	
<b>Karl Samp</b>	



**Minnesota Mississippi River Parkway Commission**  
**Agency & Regional Updates**  
**February 2016**

**Mississippi River Trail (MRT) – Liz Walton**

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- MRT highlighted on an MRT/NPS mobile workshop at the Winter Cycling Congress on Feb 3<sup>rd</sup>. NPS ranger Brian Valentine and I will co-lead the ride. People are attending from around the world.
- Entered MRT-MN into National Geographic.
- 2015 Headwaters to Hills ride was so successful, there will be a 2016 ride also (July 10-17).
- Not sure if MRPC is aware of the DNR's plans to develop the Mississippi Blufflands Trail. It will extend from Red Wing to Lake City and provide connections to Frontenac State Park and the Rattlesnake Bluff Trail. A DNR master plan is underway. When someday built, MRT will shift off-road to the trail.