



Minnesota Mississippi River Parkway Commission
2nd Quarter Meeting
May 19, 2016 • 2:30 – 5:00 p.m.
State Office Building Room 500 North
DRAFT AGENDA

- 2:30 p.m. Welcome & Introductions** S. Johnson
- 2:35 p.m. Approve Today's Agenda & Minutes from 2/4/16** S. Johnson/All
- 2:40 p.m. Mississippi Corridor Critical Area Rulemaking Update** Jennifer Shillcox, DNR
- 3:00 p.m. Commission Business**
- FY '16 Budget Status Anderson/Miller
 - Regional & At-Large Member Elections S. Johnson/All
 - Letters of Support and Commission Comments S. Johnson/Miller/All
 - Process Revision
 - Current Requests
- 3:20 p.m. Corridor Management Plan**
- CMP Final Report – Print and Online Zoff/Miller
 - Summary Brochure Distribution All
 - Next Steps - Grant Closeout and CMP Implementation Zoff/Miller/All
- 3:50 p.m. National MRPC Updates**
- 2016 Semi-Annual Meeting – La Crosse, Apr. 27-29 Attendees
 - Mississippi River Geotourism Project Samp/Lewis
 - Communications & Marketing Committee Lewis
 - Culture & Heritage Committee Mulry/Salminen
 - Environment, Recreation & Agriculture Committee Samp
 - Transportation Committee Zoff
 - 2016 Annual Meeting – Natchez, MS, Sept. 14 – 16 Samp/S. Johnson
 - Upcoming Nomination and Report Deadlines Zoff/Miller
- 4:20 p.m. Old Business - Mississippi River Trail (MRT) Update** Liz Walton, MnDOT
- 4:25 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/Zeller
 - Historical Society Kajer/Kelliher
 - Natural Resources Parker/Bonsignore
 - Transportation Bradley/Zoff
 - National Park Service/MISS Anfinson
- 4:50 p.m. Other Business**
- 5:00 p.m. Wrap Up and Adjourn**



Minnesota Mississippi River Parkway Commission
1st Quarter Meeting – February 4, 2016
State Office Building, St. Paul MN
MINUTES – Draft

Commissioners Present

Karl Samp – Brainerd to Elk River
Anne Lewis – Grand Rapids to Brainerd
Nancy Salminen – Lake Itasca to Grand Rapids
Rep. Sheldon Johnson – Chair
Cordelia Pierson – Elk River to Hastings
Scott Bradley – Transportation Appointee
Andrea Kajer – Historical Society Appointee
Keith Parker – DNR Appointee

Technical Advisors & Staff Present

John Anfinson – National Park Service
Carol Zoff – Transportation
Gina Bonsignore – DNR
David Kelliher – Historical Society
Diane Henry-Wangenstein – LCC

Greg Hubinger - LCC

Chris Miller – Staff

Commissioners & Technical Advisors

Absent

Paul Hugunin – Agriculture Appointee
Adam Johnson – Explore Minnesota Appointee
Sheronne Mulry – Hastings to Iowa Border
Explore Minnesota Tourism Technical Advisor
Sen. David Senjem
Sen. Patricia Torres-Ray
Mark Anderson – At Large Member

Guests/Speakers Present

Holly Slagle, MnDOT
Bryan Anderson, MnDOT

The meeting was called to order at 2:35 by Chair Sheldon Johnson, followed by introductions. A quorum was present.

Review of Agenda

The draft agenda was reviewed. Rep. Johnson proposed adding a letter of support request as part of the Minnesota Historical Society report. Motion by Karl Samp and seconded by Andrea to approve the agenda as amended. Motion carried.

Review of Minutes from 11/12/15 Meeting

Motion by Cordelia Pierson and seconded by Anne Lewis to approve the November 12 meeting minutes as presented. Motion carried.

Agency and Regional Updates

Lake Itasca to Grand Rapids: Nancy Salminen reported that the 2016 Minnesota Tourism Conference was held in Bemidji this week with approximately 300 people in attendance. Word has been received that the Headwaters to Hills Bicycle Tour will be held for the second time, in July 2016. Nancy also shared that the dam at the outlet of Cass Lake is scheduled for removal and replacement with a natural structure. The project is being videotaped.

Grand Rapids to Brainerd: Anne Lewis has been working on a Great River Road article for Lake Time magazine. It will appear in the spring 2016 edition and copies will be available for sharing at the MRPC Semi-Annual Meeting. Grand Rapids is planning for a new footbridge across the Mississippi River and the project is currently included in the state bonding bill.

Brainerd to Elk River: Karl Samp announced that St. Cloud will be holding a community priorities meeting on March 11 at the Rivers Edge Convention Center. Brainerd continues work on implementation of their riverfront plan. SEH has been hired to begin preliminary engineering. Funding options are also being explored. Karl is now working as Executive Director of the Brainerd Lakes Area Community Foundation.

Minnesota Historical Society: Andrea Kajer gave an update on the Oliver Kelley Farm construction project. All is going well, on time and on budget. Projected opening will be fall 2016. MNHS is working hard on revitalization of Historic Fort Snelling including telling the all the stories of the area's history.

David Kelliher requested a letter of support from the MN-MRPC as MNHS requests funds for improvements to Historic Fort Snelling. A draft letter was shared. The river will be a main focus, including a visitor center with river view and improved wayfinding. Historic Fort Snelling is a National Great River Road Interpretive Center, and there was discussion about nomination of additional MNHS sites for that designation. Motion by Karl Samp and seconded by Cordelia Pierson authorizing the letter of support for Historic Fort Snelling funding. Motion carried.

Natural Resources: Keith Parker reported on projects to connect people to the Mississippi River, including the DNR's role with Fort Snelling Upper Post redevelopment along with MNHS and other partners including NPS and Hennepin County. The joint powers team has been working with a firm to develop several of the buildings into Section 42 affordable housing. Many projects are underway in the 23 county central region and there is a priority on ensuring that projects meet environmental restrictions to preserve and maintain the health of public water. In the metro area, industry has traditionally been located between communities and the river. Cities and counties are looking at ways to better connect communities to the river. DNR Central Region Headquarters has 80 acres along the Mississippi River and is always thinking about how industry and conservation intersect. A fishing pond and archery range are examples of the ideas for the Central Region Headquarters area.

Keith welcomed and introduced Gina Bonsignore, the DNR technical advisor to the MN-MRPC after Cynthia Wheeler's retirement. Gina reported that planning is continuing for spring-summer outreach events. A series of events will culminate on Public Lands Day. A new event in the Rochester area is being considered. 2016 marks the 125th anniversary of Minnesota State Parks and Trails. Celebratory events are being planned. Chris Miller requested information for posting on the MN-MRPC website and social media.

Transportation: Scott Bradley reviewed changes in transportation funding structures impacting Scenic Byways. The three year transition period into the MAP 21 transportation alternatives process is now complete with funding decisions made by Area Transportation Partnerships. Approvals for new projects will be announced in April. The Federal FAST Act has now been passed and MnDOT is determining what this means and what the direction will be for Minnesota. More will likely be known by the next MN-MRPC quarterly meeting. The Minnesota Scenic Byways Commission is currently updating their Memorandum of Understanding and is in discussion with agency commissioners about how to move forward. Since marketing and planning for byways are no longer allowable activities for federal transportation funds, the Scenic Byways Commission is looking for ways to address these needs in the future.

Carol Zoff reported on the Minnesota Scenic Byways Workshop held in November in Detroit Lakes. 60 attendees participated in a variety of sessions and networking opportunities. Other meetings attended included the Mississippi Headwaters Board Annual Meeting; MnDOT Project Management Forum; Marshall Street NE Protected Bikeway Meeting; National Scenic Byways State Coordinators call; MRPC Transportation Committee conference call; MRPC Board conference call; as well as meetings with Leech Lake Band of Ojibwe, White Earth Community and Prairie Island Indian Community in follow up to discussions during the CMP development process. Work has continued on final activities related to the Corridor Management Plan project. The MnDOT Office of Communications provided ADA compliance review of the CMP report, comments received from MN-MRPC members have been incorporated into the report, final deliverables from Kimley-Horn have been reviewed and accepted, and MnDOT has issued a close out letter to LCC regarding the agreement that facilitate funding flows to sign the MRT in MN. The Mississippi Headwaters Board has produced videos about aquatic invasive species – available at www.mississippiheadwaters.org.

There was discussion regarding the new Transportation Bill (FAST Act) and the creation of the National Advisory Committee on Travel and Tourism Infrastructure. MN-MRPC members agreed that a letter should be sent to Rep. Nolan requesting inquiring about MRPC representation on this committee.

National Park Service: John Anfinson noted that federal legislation has been introduced that would direct NPS to do a study to find a site along the river for a Mississippi National River and Recreation Area headquarters. Several upcoming events that may be of interest – February 24 premiere of the "National Park Adventure" film at the Science Museum of Minnesota, March 10 Invasive Carp Forum in Bloomington, and April 7 premiere of a film describing the creation of MNRRA to be held at the Guthrie Theater. An agreement is under development between NPS and the U.S. Army Corps of Engineers

whereby MNRRA would manage and open the visitor center at the Upper St. Anthony Lock. The goal is to have the agreement in place by Memorial Day. Many events are being held to celebrate the NPS Centennial in 2016. John will share a calendar with the MN-MRPC office, and the MN-MRPC will help promote.

Commission Business

FY '16 Budget Status: A year to date budget status report was included in the meeting packet. After discussion, motion by Anne Lewis and seconded by Cordelia Pierson to accept the report. Motion carried.

Regional and At-Large Member Elections: Rep. Johnson noted that elections will be coming up for regional members, likely in spring-summer 2016. Current four year terms were extended through completion of the Corridor Management Plan. There was discussion regarding the possibility of staggering terms moving forward to facilitate continuity. One option would be to schedule elections the following year for those who were elected mid-term. In addition, Mark Anderson has provided notice of his resignation from the MN-MRPC. He has graciously agreed to serve until a new at-large member is selected. Chris Miller reviewed processes used in the past for elections. Regional members are elected by stakeholders in those regions, with the position vacancy announced, applications invited and then meetings scheduled to hold elections. Electronic (email) votes are also accepted. The at-large member is elected by the other 14 members of the MN-MRPC. MN-MRPC members are invited to nominate candidates and a vote is then taken. The process and timeline for elections will be assigned to a small work team (or Executive Committee, if formed).

National MRPC Updates

2016 Semi-Annual Meeting, La Crosse: Meeting dates are April 27 – 29, 2016. The agenda will be forwarded when available. Members were asked to notify Chris Miller if interested in attending. Karl Samp will be attending as National Pilot. For future reference, the 2016 Annual Meeting will be September 14 – 16 in Natchez, Mississippi. The schedule for National MRPC Meetings was discussed. MN-MRPC members indicated no preference on a Tuesday, Wednesday, Thursday versus Wednesday, Thursday, Friday timeframe.

MRPC Board Report: Karl Samp reported. The next MRPC Board call is scheduled for February 12. Geotourism continues to be a primary topic. Nomination numbers are looking good and webinars will be offered in the future to provide information to those interested in submitting new nominations. Mississippi River Trail Inc. will likely be preparing a proposal to merge with the MRPC at the ten state level. This will be discussed further at the Semi-Annual Meeting or Annual Meeting.

MRPC Communications & Marketing Committee Report: Anne Lewis referred to the notes from the last committee conference call, included in the meeting packet. The 10 state Great River Road map is in the process of being updated. The maps are scheduled to be available at the Semi-Annual Meeting. The committee is expanding marketing efforts to focus on three promotions during 2016 – one focused on biking, one on birding and one for Drive the Great River Road Month. An advertising plan is in process.

MRPC Culture & Heritage Committee Report: Nancy Salminen reported that two new National Great River Road Interpretive Centers have been designated – Sikeston Depot, Missouri and Motor Mill Historic Site, Iowa. There was discussion regarding new nominations from Minnesota, possibly the Charles A. Lindbergh Historic Site and Oliver Kelley Farm.

MRPC Transportation Committee Report: Carol Zoff reported that the current priority is to assemble shape files for the Great River Road in all ten states as well as sign inventories as a step toward development of a Corridor Management Plan for the full ten state route. The Transportation Committee would also like a role as the merger with MRT Inc. is considered, since state transportation departments manage the route.

Corridor Management Plan

Final Version of Full Plan: Carol Zoff and Chris Miller reported on status of the final report. Feedback provided by members is greatly appreciated. Text edits and clarifications have been made by Carol as much as possible within the current layout. Maps, photographs and charts cannot be edited at this time, but all suggestions received are appreciated and will be carried forward into other materials and applications. An electronic copy of the final plan will be posted online soon for MN-MRPC final review and acceptance, with printing to follow. Special thanks were expressed to Carol and the MnDOT Communications Department for their help.

Summary Brochure: Due to suggestions received at the last MN-MRPC meeting, a team (Lewis, Zoff, Miller) has been working on development of a brochure describing the Great River Road, MN-MRPC and CMP priorities. The overall format is based on the MN-MRPC informational brochure from several years ago – four 8 ½ x 11 panels. Anne Lewis provided background on the approach and intent for the brochure. This piece would be used for broad distribution while the full report is intended for Commission members and resource managers. Audiences for the brochure could potentially include legislators, administration officials, legislative committees, interpretive centers, CVBs, cities, counties, and other partners/stakeholders. The brochure could also be used in CMP rollout meetings. Draft copies of the brochure were distributed and discussed. MN-MRPC members were in favor of moving forward with the brochure. Printing quotes will be requested. Feedback from members was noted and will be incorporated. Suggestions included adding infographics/charts including number of miles, adding MN-MRPC to the cover, highlighting economic impact, and keeping the 10 state context/map graphic. Members were asked to provide any additional feedback by February 19.

Committee Structure & Next Steps: A draft committee structure was provided for consideration. The MN-MRPC had four standing committees (work groups) in the past which were placed on hold during development of the new CMP. The Commission now needs to determine their preferred structure for project implementation moving forward. The proposed committee structure aligns with the committees of the National MRPC to facilitate implementation of both ten state and Minnesota Great River Road projects and initiatives. The committees would be Communications and Marketing; Culture and Heritage; Environment, Recreation and Agriculture; and Transportation. An Executive Committee would also be created to handle overall Commission operation and resources. A few examples of potential tasks and topics for each committee were provided. Committees would carry out National MRPC work at the state level and also work with strategies listed in the Minnesota Great River Road Corridor Management Plan starting with the four initial implementation projects. There was discussion regarding standing committees, project teams or ad hoc committees. Tasks need to be well defined, but Commission members also have limited time for participation. Diane Henry-Wangenstein provided background on general required processes for committee meetings. LCC will provide examples of committee structures utilized by other state commissions. Motion by Cordelia Pierson and seconded by Anne Lewis to authorize creation of an Executive Committee (with membership at the discretion of the Chair and LCC) to provide recommendations on how to move forward. Motion carried.

Old Business

Mississippi River Trail Report: Liz Walton provided an update, included in the meeting packet.

Mississippi River Geotourism Project: As noted in the National MRPC Board report, nominations continue to be accepted. The website is expected to go live in May 2016. There was discussion on ways to continue promotion and encouragement of nominations. To help facilitate and focus the process, a list of Minnesota sites already nominated was requested. Chris Miller will request a list and also review the information on the nomination website.

New Business

Wabasha Silica Sand Crossing: Carol Zoff received information regarding a public meeting on January 12 at Buffalo County Courthouse in Alma to consider a conditional use permit for a 4 year sand mine and 20 year processing plant, with Wabasha listed as the primary destination point. The Wisconsin MRPC was in attendance. Bob Miller testified as an expert witness and reported that the application for a zoning change was not approved.

Other Business: Karl Samp referenced Blandin Foundation projects as potential resources for CMP implementation. One option might be creation of a Mississippi River/Great River Road "Community of Interest" for internet based marketing. This could potentially also assist with Great River Road Ambassador Development. Karl encouraged members to start thinking about this possibility and will gather more information before the next quarterly meeting. An RFP will be released in the fall, with applications due in November. Matching funds would be required at 20% - 50% of the total project cost.

Letters of Support: If other projects are out there that would benefit from MN-MRPC letters of support, especially those included in the bonding bill, please forward requests to Chris Miller.

Next Meeting:

Thursday, May 19, 2016

2:30 – 5:00 p.m.

State Office Building Room 500 North

Adjournment:

The meeting was adjourned at 4:45 p.m.

MN-MRPC FY '16 Budget
5/3/16

MN-MRPC FY '16 Operating Budget						
Obj Code	Description	FY '16 Budget	Spent	Pending	Remaining	Comments
41070	Other Benefits (Per Diem)	\$ 4,000.00	\$ 1,798.00		\$ 2,202.00	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	\$ 62.49		\$ 937.51	Commission meeting copies, materials
41130	Prof/Tech Services	\$ 36,000.00	\$ 23,702.47	\$ 2,200.00	\$ 10,097.53	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	\$ 850.14	\$ 6.00	\$ 143.86	Website hosting, stats and email
41155	Communications	\$ 1,000.00	\$ 627.00	\$ 31.36	\$ 341.64	Postage/deliveries, MN MRPC phone line and conference calls, shipping costs, Constant Contact email marketing service
41160	In-State Travel	\$ 4,000.00	\$ 2,856.12		\$ 1,143.88	Commissioners/Advisors/Staff: quarterly mtgs, committees, events, CMP project
41170	Out-State Travel	\$ 7,000.00	\$ 3,856.50	\$ 635.49	\$ 2,508.01	MRPC 2015 Annual Meeting - New Orleans and 2016 Semi-Annual Meeting - La Crosse
41180	Employee Development	\$ 1,150.00	\$ 1,150.00	\$ 300.00	\$ (300.00)	Meeting and conference registration fees, including MRPC Annual and Semi-Annual Meetings
41300	Office Supplies		\$ (212.50)		\$ 212.50	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
TOTAL		\$ 66,150.00	\$ 42,398.73	\$ 3,172.85	\$ 20,578.42	
MN-MRPC Grants						
	CMP - National Scenic Byways	\$ 81,920.82	\$ 78,882.70	\$ 895.95	\$ 2,142.17	CMP contract, MN-MRPC CMP project costs, final report printing, CMP/GRR Brochures
	CMP - National Park Service	\$ 8,481.12	\$ 2,074.25		\$ 6,406.87	MRT final costs, MN-MRPC CMP project costs



Mississippi River Parkway Commission of Minnesota

300 33rd Avenue South, Suite 101 • Waite Park, Minnesota 56387

Phone: 651-341-4196 • E-Mail: info@MnMississippiRiver.com

Members of the House: Sheldon Johnson (DFL – 67B) – Chair **Members of the Senate:** David Senjem (R – 25); Patricia Torres Ray (DFL – 63) **State Agency Appointees:** Paul Hugunin – Agriculture, Scott Bradley – Transportation, Adam Johnson – Explore Minnesota Tourism, Keith Parker – Natural Resources, Andrea Kajer – Historical Society **Regional Appointees:** Nancy Salminen – Lake Itasca to Grand Rapids, John Schaubach – Grand Rapids to Brainerd, Karl Samp – Brainerd to Elk River, Cordelia Pierson – Elk River to Hastings, Sheronne Mulry – Hastings to Iowa Border **Member at Large:** Mark Anderson

Process for Letters of Support

Adopted 2/26/15

Recommended Revisions for Consideration 5/19/16 – See Below

The following actions will be taken after a request for a letter of support is received.

- 1) If the timeline allows for discussion at a regular quarterly meeting –
 - The topic will be placed on the agenda with information sent out to members in advance for review and consideration.
 - Discussion will take place at the meeting and action will be taken.
 - Staff will follow up with letter requestor as directed by the Commission.

- 2) If the timeline does not allow for discussion at a regular quarterly meeting –
 - The request and any background information will be emailed to MN-MRPC members asking if there is support.
 - ~~If no concerns are raised, the letter will be provided as requested.~~
 - ~~If concerns are noted, Aa~~ phone meeting of the MN-MRPC will be scheduled to allow for public testimony at the discretion of the Chair.
 - A meeting notice will be posted on the Legislative Coordinating Commission website, and a room will be available at the State Office Building to allow for members of the public to attend. MN-MRPC members may participate by phone or in person.
 - Discussion will take place and a decision will be made on how to proceed.
 - Staff will follow up with letter requestor as directed by the Commission.



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DRAFT – FOR COMMISSION CONSIDERATION 5/19/16

Date

Mr. Kevin Roggenbuck
Transportation Coordinator
Transportation Advisory Board
Metropolitan Council

Re: Bruce Vento Bicycle and Pedestrian Bridge Project - TAP Grant Application

Dear Mr. Roggenbuck,

This letter expresses the Minnesota Mississippi River Parkway Commission's (MN-MRPC) support for the Bruce Vento Bicycle and Pedestrian Bridge project. The MN-MRPC is a statutory commission whose mission is to promote, preserve and enhance the resources of the Mississippi River Valley and to develop the highways and amenities of the Great River Road National Scenic Byway.

The Bruce Vento Bicycle and Pedestrian Bridge would be an important new amenity with the potential to substantially enhance the byway traveler experience by providing a direct connection from the Samuel H. Morgan Regional Trail into the Bruce Vento Nature Sanctuary and beyond to the Bruce Vento Regional Trail. The bridge design carefully negotiates a set of very complex site conditions and artfully integrates a new trail link into this significant cultural, historic and natural landscape.

Byway visitors will be able to bicycle from downtown Saint Paul and pass over the Warner Road segment of the Great River Road Scenic Byway and numerous busy railroad lines into the Bruce Vento Nature Sanctuary. With the planned future addition of the Wakan Tipi Interpretive Center, educational opportunities will be available to learn about the geology, natural history and early native settlements within the site, still regarded as sacred to the people of the Dakota Nation. The presence of other cultural historic eras will also be visible and the sanctuary provides the ideal setting to gain a deep understanding of Saint Paul and the region.

The users' view from the bridge will include downtown, the Mississippi River barge and boat traffic, nearby airport activity, road and rail transportation links that continue to draw energy from other parts of the world.

Many important elements of the Great River Road Scenic Byway will be greatly enhanced with addition of the bicycle and pedestrian bridge and we are pleased to support and partner with the City of Saint Paul to continue the development and construction of this important connection. If you have questions about our support or if there is additional information we can provide, please contact the MN-MRPC office at 651-341-4196.

Sincerely,

Rep. Sheldon Johnson, Chair



Minnesota Mississippi River Parkway Commission MRPC Semi-Annual Meeting Report April 27 – 29, 2016

Overall

Good meeting with good attendance and great enthusiasm around specific initiatives:

- GRR wayshowing and MRT shape files for ten-state CMP, GRR App, GRR print and online maps
- GRR ten-state CMP to be addressed first by compiling historic and current plans, projects and design guides, as well as mapping – by the standing committees and Board of Directors
- A Great River Road Bike Race
- An economic impact case statement for the Great River Road

Presentation via Gayle Harper, Author & Photographer: Road Trip with a Raindrop: Gayle narrated some of the photos of people and places she explored and met on her journey down the Great River Road. She reminded us all of the river's enduring role as a window into America.

Presentation via La Crosse Mayor: Mayor Kabat reported on the efforts of the Mississippi River Cities and Towns Initiative, the 10-state Mississippi River mayor organization. Having secured federal dollars for infrastructure and having built partnerships with FEMA, USACE, and the US Fish and Wildlife Service, the group is turning its attention to water quality.

Discussion & Recommendations for Minnesota

1. MN-MRPC agencies to review files and archives for GRR planning and design documents.
2. Review existing economic impact information we have on hand and might need. Followed up with Iowa MRPC on what questions they receive and how they use the data they gather (see attached report).
3. Review our experience with river bike rides here in Minnesota. Collect "lessons learned" and write a Letter of Support for the idea to the MRPC executive committee, using the results of our inquiries. Urge MRPC to get rights to the idea protected legally and to form a task force of commissioners and experienced bicycle-event organizations and individuals to explore opportunities and report to the executive committee.
4. Explore a meeting with Minnesota's Mississippi River mayors to learn what we have in common and to see if there is an interest in supporting tourism and travel infrastructure issues together.

Reminder

Annual visits to Great River Road Interpretive Centers (checklist attached)

Upcoming Deadlines

June 15	Nominations for MRPC Stewardship Award
September 1	Nominations - Network of Great River Road Interpretive Centers (require letter of support from MN-MRPC)
September 1	Nominations – MRPC Distinguished Service Award
September 1	Annual Reports Due from Each State

How The Travel Impacts The Counties Along The Mississippi River

	County's In Iowa	County & Rank in State Per Expenditure \$\$\$ Spent	Visitor Expenditures \$\$ in Millions & Per Capita	% Increase Over 2013	Payroll \$ Millions	# Employed	State Tax Revenue \$ Millions	Local Tax Revenue \$ Millions	Population in 2013 & Rank by Population in State
Counties Along Mississippi River in the Great River Road Corridor	Scott	3	621.67 M 3,649 PC	3.89	95.42	6,100	31.61	9.34	170,385 (3)
	Dubuque	6	329.01 M 3,438 PC	3.07	50.58	2,830	14.72	4.28	95,697 (7)
	Des Monies	13	131.99 M 3,261 PC	5.52	22.60	1,030	5.23	1.82	40,480 (16)
	Clinton	14	117.33 M 2,423 PC	4.34	16.19	970	5.67	1.46	48,420 (11)
	Muscatine	18	80.25 M 1,873 PC	4.29	11.73	700	4.33	0.95	42,836 (14)
	Lee	21	60.93 M 1,708 PC	4.33	8.82	510	3.14	0.84	35,682 (19)
	Allamakee	28	40.12M \$2,832	2.84%	3.76	200	1.94	0.94	14,167 (57)
	Clayton	32	33.25 M 1,870 PC	1.05	4.27	240	1.69	0.63	17,773 (39)
	Jackson	33	31.15 M 1,590 PC	3.93	4.05	230	1.76	0.62	19,587 (36)
	Louisa	67	14.23 M 1,261 PC	.70	1.72	100	0.97	0.34	11,282 (67)
	Total		1,459,930 B	3.396%	219.4	12,910	71,060,000	21,220,000	496,309
Counties Surrounding Allamakee County	Winneshiek	35	29.52		5.06	330	1.71	0.28	20,768 (30)
	Howard	95	4.67		.53	30	.26	0.05	9,449 (79)
	Fayette	57	17.72		1.76	90	.92	0.14	20,343 (34)
	Chickasaw	178	10.34		1.52	100	.63	0.11	12,264 (63)

Travel Expenditures = Revenues from the Transportation Retailers (gas stations), Hotel/Motel/Campgrounds and Restaurants and Grocery Stores.

$$40.12 \text{ Million} / 14,167 = \$2,832.00$$

(Visitor Expenditures \$\$ in Millions & Per Capita)

(Population)

(Amount each man, woman, and child in Allamakee County would need to contribute to maintain this economic stimulus.)

Comparison of Great River Road ByWay Impact to Iowa's Other ByWays

1 Loess Hills: A National Scenic By-Way and Iowa State By-Way
 200 Road Miles
 7 Counties
 Support Staff: Golden Hills Resources Conservation
 2014 Visitor Expenditures: \$375,820,00
 Jobs: 6100, Payroll: \$122,210,000
 State Tax Revenue: \$33.14 million
 Local Tax Revenue: \$9.24 million

2 Delaware Crossing Scenic By-Way
 36 road miles
 1 County
 Support Staff: NE Iowa RC&D, Postville
 2014 Visitor Expenditures: \$9,010,000
 Jobs: 50 Payroll: \$910,000
 State Tax Revenue: \$490,000
 Local Tax Revenue: \$9,000

3 Glacial Trail Scenic By-Way
 35 Miles
 4 Counties
 Support Staff: Golden Hills RC&D
 2014 Visitor Expenditures: \$170,230,000
 Jobs: 1200 Payroll: \$29,840,000
 State Tax Revenue: \$6,010,000
 Local Tax Revenue: \$1,820,000

4 Grant Wood Scenic By-Way
 75 Miles
 2 Counties
 Support Staff: NE Iowa RC&D
 2014 Visitor Expenditures: \$52,670,000
 Jobs: 340 Payroll: \$6,080,000
 State Tax Revenue: \$3,000,000
 Local Tax Revenue: \$760,000

5 Historic Hill Scenic By-Way
 105 Miles
 5 Counties
 Support Staff: Pathfinders RC&D
 2014 Visitor Expenditures: \$176,780,000
 Jobs: 1340 Payroll: \$23,220,000
 State Tax Revenue: \$9,260,000
 Local Tax Revenue: \$2,280,000

6 Iowa Valley Scenic By-Way
 77 Miles
 3 County
 Support Staff: Iowa Valley RC&D
 2014 Visitor Expenditures: \$82,340,000
 Jobs: 700 Payroll: \$11,240,000
 State Tax Revenue: \$4,600,000
 Local Tax Revenue: \$960,000

7 River Bluffs Scenic By-Way
 109 Miles
 2 Counties
 Support Staff: NE Iowa RC&D
 2014 Visitor Expenditures: \$50,970,000
 Jobs: 330 Payroll: \$6,030,000
 State Tax Revenue: \$2,610,000
 Local Tax Revenue: \$770,000

8 Lincoln Highway Heritage By-Way
 460 Miles
 13 Counties
 Support Staff: Prairie Rivers of Iowa RC&D
 2014 Visitor Expenditures: \$2,184,880,000
 Jobs: 19,200 Payroll: \$341,070,000
 State Tax Revenue: \$104,530,000
 Local Tax Revenue: \$30,330,000



9 Driftless Area Scenic By-Way
 100 Miles
 1 County (Allamakee)
 Support Staff: NE Iowa RC&D, Postville
 2014 Visitor Expenditures: \$40,120,000
 Jobs: 200 Payroll: \$3,760,000
 State Tax Revenue: \$1,940,000
 Local Tax Revenue: \$940,000

10 The Great River Road Scenic Byway travels through Allamakee County and 10 states along the Mississippi River.

Great River Road Network of Interpretive Centers Visit Checklist

State commissioner visits annually or bi-annually by making an appointment with the I.C. Director or other appropriate personnel.

The goal is to develop a stronger relationship between the Interpretive Centers (I.C.) and the MRPC.

During the visit, the commissioner will review the checklist and share new or ongoing information about the MRPC. These talking points should include benefits of being an I.C. (e.g., featured on website, printed maps, social media, itineraries and more.)

Comments

What other Interpretive Centers do you communicate with regarding Great River Road activities?

Name of interpretive center

Visiting commissioner's name

Date of visit

Name, title, email and telephone number of I.C. personnel interviewed

What are your regular hours?

What is your admission pricing?

How many visitors do you see annually?

Does I.C. have a website?
Please provide the url link.

Do you have a button on your website with the Great River Road logo and link to the experiencemississippiriver.com website?
Please provide url link to page where it is located. If not, when will you be adding logo and link?

Does your I.C. have a Facebook page?
Please provide url link.

Do you carry GRR maps or rack cards for sale, Yes No
distribution or on display?

Do you display a Great River Road banner or Yes No
other signage?

Are your frontline personnel knowledgeable Yes No
of the Great River Road? Do they receive any
formal training?

Do you have photos or video of your I.C. to Yes No
share for promotional use?
*Please send photos, video or other media to the
National Office.*

Commissioner's Signature

I.C. Personnel Signature



ExperienceMississippiRiver.com
1-866-763-8310 | FAX: 1-608-242-8896

Mississippi River Parkway Commission
701 East Washington Avenue, Suite 202
Madison, WI 53703



Save the Date

Brainerd Mississippi Watershed Project Kickoff Event



When: Thursday, May 19, 2016
4:00 p.m. to 7:00 p.m.

Where: Northland Arboretum
14250 Conservation Dr., Brainerd, Minnesota 56401

Ask experts your water questions. Learn about
Clean Water Programs and Projects.

More Info to Follow

2017 fishing opener to highlight Mississippi, community



Ben Rodgers, brodgers@stcloudtimes.com 6:08 a.m. CDT May 16, 2016



(Photo: Jason Wachter, jwachter@stcloudtimes.com)

Aaron Kreller, owner of Stop Light Bait Shop in St. Cloud, said the weather for this year's fishing opener made it slower compared some years.

Next year, however, Kreller knows to expect a boom in customers as the Minnesota Governor's Fishing Opener will be hosted in the St. Cloud area.

"It's going to be a different animal," Kreller said about the weekend that is already busy enough.

On Saturday the St. Cloud area was picked to host the 70th Minnesota Governor's Fishing Opener. The Governor's Fishing Opener has been going on since 1948. According to its website, it was designed to improve

Minnesota's economy through the development and promotion of the state's fishing opportunities.

"We're excited to be able to host the governor's 70th fishing opener," Mayor Dave Kleis said. "It's great to be able to showcase St. Cloud and Central Minnesota hospitality."

Buy Photo



Kevin Luhmann, Monticello, comes into the boat landing with three walleyes after spending the morning fishing on the Mississippi River Sunday, May 15, near the boat access at Mississippi River County Park. *(Photo: Jason Wachter, jwachter@stcloudtimes.com)*

15

Sartell and Sauk Rapids will also be involved in hosting events throughout the weekend.

Both Kleis and the Julie Lunning, executive director of the St. Cloud Area Convention & Visitors Bureau, said the biggest highlight of having the governor's is the chance to highlight the area's "most important resource": the Mississippi.

Lunning said the opener plans to offer fishing on three different sections of the Mississippi. The first section being the above the Sartell Dam, which she said is the most similar to lake fishing.

Between the Sartell Dam and St. Cloud State Dam is what Julie said will be considered an urban fishing experience. Lunning said the urban fishing experience is not something that is typically offered for a fishing opener, as most people think about going further north to fish.

"That small stretch of river is so completely different and diverse we can expose people to different things," she said.



Urban fishing: Stocked ponds draw city dwellers, newbies

(<http://www.sctimes.com/story/news/local/2016/05/13/urban-fishing-stocked-ponds-draw-city-dwellers-newbies/82654330/>)

Lastly, below the St. Cloud State dam, Lunning said anglers will have the opportunity to experience shallow water fishing. She also said this will be an opportunity to demonstrate kayak fishing, which she said is a rising trend in fishing.

Kreller said one thing he also hopes to see promoted at the 2017 opener is shore fishing, something he said is popular in the St. Cloud area.

Buy Photo



Jason Power, Albany, casts as he fishes along the bank of the Mississippi River Sunday, May 15, near the boat access at Mississippi River County Park. (Photo: Jason Wachter, jwachter@stcloudtimes.com)

"That's what St. Cloud is about," Kreller said. "The community around here fishes the piers. Sauk Rapids just put in a new fishing pier and St. Cloud is doing a walkway down by the civic center."

Officials are also pleased about the economic benefits the opener will bring into the area as well. Kleis cited restaurant, hotel and entertainment and sight seeing options in the city offer anglers multiple options during their stay.

"Main purpose is for the fishing opener, but it's a time to celebrate community," Kleis said. "We have a lot of things we have to showcase."

As a bait shop owner, Kreller said he is looking forward to the extra business that can be expected with the opener.

"I think having an extra 100 people in the area, that's where you're guaranteed to have more traffic," Kreller said.

Kreller said one unique thing about his shop is that he carries locally made lures from places Leena Lures in St. Joseph and Jimmy D's River Bugs from Sartell. Kreller said he could see the opener as an opportunity to lend some exposure to those local craftsmen.



Now that the bid has been announced, the next step is planning. Kreller said he had been involved during the application process in speaking with fishing pros and sportsman clubs about helping with boats and serving as possible guides. Kreller said because the opener is on the river instead of a lake, it's important to have guides who know the river.

Kleis said the city and St. Cloud Area Convention & Visitors Bureau will also soon be ramping up efforts to find volunteers. He also said they plan to reach out to area businesses for possible partnerships.

Overall, Lunning said she hopes the opener will put St. Cloud on the map for anglers across the state.

Aaron Kreller, owner of Stop Light Bait Shop, talks Sunday, May 15, about the impact of having the Minnesota Governor's Fishing Opener next year on the Mississippi River in the St. Cloud area. (Photo: Jason Wachter, jwachter@stcloudtimes.com)

"People don't think of St. Cloud necessarily as a big fishing destination or outdoor destination when those of us who live here do know of those opportunities," she said.

Follow Ben Rodgers on Twitter at [@benrodgers1](https://twitter.com/benrodgers1) and on Facebook at Ben Rodgers — St. Cloud Times.

Kate Kompas contributed to this report.

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Kevin Luhmann, Monticello, trailers his boat after spending the morning fishing on the Mississippi River Sunday, May 15, near the boat access at Mississippi River County Park. (Photo: Jason Wachter, jwachter@stcloudtimes.com)

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