



**Minnesota Mississippi River Parkway Commission**  
**4th Quarter Meeting**  
**November 9, 2017 • 2:30 – 5:00 p.m.**  
**State Office Building Room 500 North**

**DRAFT AGENDA**

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<b>2:30 p.m.</b>	<b>Introductions</b>	S. Johnson
<b>2:35 p.m.</b>	<b>Approve Today's Agenda &amp; Minutes from 8/31/17</b>	S. Johnson/All
<b>2:40 p.m.</b>	<b>The Falls Initiative – A Shared Vision for the Upper Lock</b>	Kjersti Monson, Upper Lock Coalition
<b>3:00 p.m.</b>	<b>Commission Business</b> <ul style="list-style-type: none"><li>- Budget Report</li><li>- Regional Meetings/Elections Update</li><li>- Confirm 2018 Quarterly Meeting Dates</li></ul>	Miller Miller All
<b>3:15 p.m.</b>	<b>National MRPC</b> <ul style="list-style-type: none"><li>- 2017 Annual Meeting Report</li><li>- 2018 Semi-Annual Meeting – Quincy, IL – April 11 – 13</li><li>- Committee Updates</li><li>- Drive the Great River Road Month Report</li></ul>	Attendees All Committee Members Lewis/Miller
<b>3:35 p.m.</b>	<b>Letters/Actions/Meetings</b> <ul style="list-style-type: none"><li>- Transportation Alternatives Funding Applications Process and Timeline for Letters of Support</li><li>- Nov. 30 Meeting – BNSF Bridge on Great Northern Greenway</li></ul>	Zoff/Miller/All Pierson/All
<b>3:50 p.m.</b>	<b>Commission Projects &amp; Updates</b> <ul style="list-style-type: none"><li>- GIS/LIS Conference &amp; MN GRR Sense of Place Presentation</li><li>- GRR Wayfinding Signage</li><li>- Plan Your Trip/Plan Your Project Interactive Maps</li><li>- Great River Road Day at the Capitol</li></ul>	Lewis/Zoff Zoff Zoff All
<b>4:20 p.m.</b>	<b>Agency and Regional Updates</b> <ul style="list-style-type: none"><li>- Lake Itasca to Grand Rapids</li><li>- Brainerd to Elk River</li><li>- Elk River to Hastings</li><li>- Hastings to Iowa Border</li><li>- Explore MN Tourism</li><li>- Historical Society</li><li>- Natural Resources</li><li>- Transportation</li><li>- National Park Service/MISS</li></ul>	Salminen Samp Pierson Mulry A. Johnson/Philipp Kajer/Kelliher Parker Bradley/Zoff Anfinson
<b>4:55 p.m.</b>	<b>Other Business</b>	
<b>5:00 p.m.</b>	<b>Wrap Up and Adjourn</b>	



**Minnesota Mississippi River Parkway Commission  
3rd Quarter Meeting – August 31, 2017  
State Office Building, St. Paul MN  
MINUTES – Draft**

**Commissioners Present**

Karl Samp – Brainerd to Elk River  
Cordelia Pierson – Elk River to Hastings  
Anne Lewis – At Large Member  
Rep. Sheldon Johnson  
Sen. David Senjem  
Sheronne Mulry – Hastings to Iowa Border  
Scott Bradley – Transportation Appointee

**Technical Advisors & Staff Present**

Nick Karasch – NPS  
Gina Bonsignore – Natural Resources  
David Kelliher – Historical Society  
Diane Henry-Wangenstein - LCC  
Chris Miller – Staff

**Commissioners & Technical Advisors**

**Absent**

Sen. Patricia Torres-Ray  
Paul Hugunin – Agriculture Appointee  
Adam Johnson – Tourism Appointee  
Nancy Salminen – Lake Itasca to Grand Rapids  
Andrea Kajer – Historical Society Appointee  
Millie Philipp – Tourism  
Carol Zoff - Transportation

**Guests/Speakers Present**

Liz Walton, MnDOT

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The meeting was called to order at 2:35 by Chair Johnson followed by introductions. Nick Karasch, Interim Superintendent of the Mississippi National River and Recreation Area was welcomed to the meeting. Informational topics were addressed until a quorum was reached at 3:05.

**National MRPC Updates**

**2017 Annual Meeting – Marquette, Iowa (Karl Samp):** The Iowa MRPC has a full agenda in store for the meeting. MN-MRPC attendees will be Karl Samp, Sen. Senjem, Sheronne Mulry, Nancy Salminen, Anne Lewis and Carol Zoff.

**Marketing Committee (Anne Lewis):** National GRR social media efforts are drawing good results. There was lively discussion on the recent committee call regarding funding for maps and other marketing efforts. The group is looking at partnerships/sponsorships to fund maps. Committee members reviewed a preliminary list of partners and made commitments for further research and contacts. What is learned will be helpful in Minnesota since funding of state maps is also a concern.

**Drive the Great River Road Month (Anne Lewis):** A Minnesota Great River Road news release was sent out in late August to media, partners and MN-MRPC members. Thank you to members and partners for help getting the word out. The release and promotion feature six attractions/communities to find Minnesota's Sense of Place along the Great River Road. Information will be posted throughout the month on the MN Great River Road website and Facebook page. Snapchat filters will be used on a trial basis over Labor Day weekend, with one site selected in each state. Itasca State Park is Minnesota's location. Sheronne Mulry noted Explore Minnesota's Hike MN promotion as another effort this fall.

**Culture & Heritage Committee (Sheronne Mulry):** The committee works with Great River Road Interpretive Centers in all ten Mississippi River states, and would like State Commission members to visit their sites prior to the Annual Meeting. Completed visit forms should be forwarded to National Office or Chris Miller. Nancy Salminen has visited Itasca State Park and completed a form. Sheronne Mulry has visited centers in her region. New nominations are being reviewed for 2018 (GRR 80<sup>th</sup> anniversary year) including Mayo Clinic and Villa Maria. Members were asked to consider other potential sites for nomination in 2018. Deadline is September 1.

**MRPC General Update (Karl Samp):** The MRPC is seeking a location for the 2018 Semi-Annual Meeting in April. Missouri is on the schedule to host but doesn't currently have an active state Commission in place. Illinois could potentially host the meeting. Tennessee MRPC has also faced

challenges and changes in structure recently. Louisiana participates through their Tourism Agency. Sen. Senjem suggested that he and Rep. Johnson connect with Missouri elected officials if possible to discuss the importance of the MRPC and active state Commissions. Chris Miller will contact National Office for information. Pilot Samp also reported that the Mississippi River Connections Collaborative recently decided to discontinue the Mississippi River Geotourism program and website. Details and timeline are not yet available.

**Budget Report:** Chris Miller referred to materials in the meeting packet which included a budget allotment form for FY '18 and an estimated budget by activity. Anne Lewis, Treasurer, noted that new items on the activity list help meet priority goals of the Corridor Management Plan such as development and testing of online Plan Your Project/Plan Your Trip mapping tools. Contributions by MnDOT are making this possible. A suggestion was made to acknowledge the contributions and leveraging of efforts in documents about the Commission's work.

### **Review of Agenda and Minutes from 6/8/17**

Chair Johnson requested addition of an agenda item – letter of support for Historic Fort Snelling funding. Motion by Scott Bradley and seconded by Anne Lewis to approve the agenda as amended. Motion carried. Minutes from the June 8, 2017 meeting were reviewed. Motion by Cordelia Pierson and seconded by Karl Samp to approve the June 8, 2017 minutes as presented. Motion carried.

### **Commission Business**

**Letter of Comment/Support Process:** Proposed additions to the MN-MRPC process were included in the meeting packet. The change would expand the process to include comments, letters of support or related action. Details were added for clarification along with a list of information requested by the MN-MRPC to facilitate the process. Discussion followed. Motion by Anne Lewis and seconded by Cordelia Pierson to approve the revised process as presented. Motion carried. The process will be posted on the LCC/MN-MRPC webpage and is available for members to share as appropriate.

**Regional Meetings/Elections:** Three regional meetings/elections are due to be held before the end of 2017 – Headwaters/Northwoods, Crossings and Scenic Regions. Bemidji, Aitkin and Little Falls are being considered as meeting locations for late November – early December. Candidates for the Regional Commissioner positions will be sought. Assistance is appreciated in reaching out to those who may be interested in representing the Crossings Region (Grand Rapids to Brainerd) since the Commission currently has a vacancy in that area. The MN-MRPC convenes these regional meetings to implement projects, share Great River Road updates, gather input and ideas from the region, and elect a citizen Commissioner to a two-year term. Meeting dates and details will be shared with Commission members when available. Member participation is encouraged and welcome.

**Executive Committee Report:** The Executive Committee met on July 10, 2017. Notes in the meeting packet were referenced. Items highlighted included agency appointments to the MN-MRPC – letters will be sent to Agency Commissioners requesting re-appointments or new appointments of voting members to the MN-MRPC. Current appointees will be contacted to determine interest prior to letters being sent.

### **Commission Projects and Updates**

**Mississippi River Trail (Liz Walton):** New Minnesota State Bicycle Maps were distributed to the group. MRT/USBR 45 is shown on the map. If MN-MRPC members are interested in additional maps for distribution, please notify Liz. Anne Lewis asked about the possibility of getting maps to share at the GIS/LIS Conference in Bemidji where the Great River Road will be the Keynote. There are now seven designated bicycle friendly communities along the MRT in Minnesota. Amtrak roll on service is being offered on more routes nationwide, making transport of bicycles much easier. The MRT route now shows up in Google maps, though not identified by name. The BAM (Bicycling Around Minnesota) event was held last week - Great River Road and Mississippi Trail logos were included on shirts this year, and the route included Mississippi River/MRT locations. There was discussion on the process for designation of new bicycle friendly communities. Communities of any size are able to apply, and information/assistance is available through the Bicycle Alliance of Minnesota. Production of the bicycle map was discussed,

including partners involved and funding/ads. Karl Samp invited Liz Walton to attend MRPC meetings and participate in activities as a technical advisor for bicycling and the Mississippi River Trail. The MRPC recently defined a process to involve additional partners/advisors. This could include attendance at meetings, participation on committee calls, review and comment on draft information, etc. Funding is not available to support attendance, but technical expertise is valued and formalized via this process. Motion by Karl Samp and seconded by Anne Lewis to authorize technical participation of Liz Walton in the MRPC if she chooses to attend. Motion carried.

**GIS/LIS Conference & MN GRR Sense of Place Presentation (Anne Lewis):** A request was received last year for a Great River Road/MN-MRPC keynote presentation at this conference for 600 – 700 state GIS professionals to be held October 5 – 7 in Bemidji. The request was a result of the 2016 Great River Road article in Lake Time Magazine. The theme for the conference is “Navigating the North.” Carol Zoff, Boxuan Xia and Anne Lewis have been working on a presentation that takes a trip down the Great River Road centered on the 11 National Great River Road Interpretive Themes and featuring prototype Plan Your Trip story maps. The hope is that this presentation can be used for other applications as well. Conference organizers are providing MN-MRPC/GRR exhibit space and privileges for the duration of the event. Chris Miller and Nancy Salminen will assist in staffing the booth along with Zoff, Lewis and Xia.

**Great River Road Day at the Capitol:** Plans for a Minnesota Great River Road Day at the Capitol were discussed. Background and general direction were referenced from the Executive Committee notes. Dates in early March were considered along with specific locations in the Capitol. Format for the day was also addressed. A visible presence was recommended – with an example of red shirts at a Capitol event in South Dakota. The Capitol Rotunda was identified as the preferred event space. Additional recommendations included a date early in the legislative session (which begins February 20), and presentations to Senate and House committees in addition to the open house style event with information stations. Sen. Senjem offered to assist with planning and scheduling of committee presentations. David Kelliher also offered assistance drawing on experience from MNHS events. LCC will help with space reservation, information on committee schedules and event planning. Chris Miller will follow up and a date will be provided to members as soon as confirmed. Help from MN-MRPC members will be needed as planning continues and during the event.

### Letters/Actions

**Historic Fort Snelling Funding Support Letter:** The Minnesota Historical Society is requesting a letter of support from the MN-MRPC for a capital funding request for improvements to Historic Fort Snelling, a Great River Road Interpretive Center. The MN-MRPC has provided similar letters in the past. Design funding has been received and the updated request is for project construction/implementation funding. A draft letter was reviewed. Motion by Scott Bradley and seconded by Karl Samp to authorize the letter as requested. Discussion followed to clarify that as requested by MNHS, the letter will not include a specific date, but references the 2018 session in the body of the letter. Motion carried.

**U.S. Army Corps of Engineers Pool 4 Dredged Material Plan Letter:** Commission members considered the draft letter provided in the meeting packet, focused on MN-MRPC mission and potential impact to byway intrinsic resources. Although the comment deadline was August 25, if the Commission approves the letter it will be submitted post deadline with a request for consideration. Comments submitted by the DNR were included in the packet as reference. Sheronne Mulry provided background on local concerns and comments, especially from the Wabasha area. Motion by Karl Samp and seconded by Anne Lewis to authorize submission of the letter as presented. Motion carried.

**Mississippi Multimedia Gallery Partnership Letter:** As follow-up to the presentation on this project at the June MN-MRPC meeting, the Executive Committee discussed potential next steps and recommended a letter defining a potential partnership between the MN-MRPC and Hamline University as the Mississippi Multimedia Gallery continues implementation and placement. Anne Lewis commented on her visit to the kiosk at the MNRRA Upper Lock Visitor Center, the opportunity for the kiosks as tools for education and telling the story of the Mississippi River, and the MRPC’s relationship with 70+ interpretive centers along the river along with many other partners. Motion by Anne Lewis and seconded by Cordelia Pierson to authorize the letter as presented. Motion carried.

## **Agency and Regional Updates**

**Elk River to Hastings (Cordelia Pierson):** Minneapolis continues with many projects and much development related to the Mississippi River. A recent trip to Europe was a reminder of how fortunate we are with the natural resources in our midst, and the opportunity that exists to better tell the story and share information with travelers and residents.

**Brainerd to Elk River (Karl Samp):** Brainerd continues work on their riverfront plans and projects. A current goal is to find ways to connect Crow Wing State Park (south of Brainerd) with the Cuyuna Country State Recreation Area (northeast of Brainerd) to create a recreational/activity corridor. A riverfront coordinator is being hired. Vocal Essence, a musical group, will be offering "river songs and tales" shows in Grand Rapids and Brainerd next spring. The St. Cloud Riverwalk Committee reviewed a draft plan last week, is currently in editing stages and will be releasing the plan to the public soon. The plan includes two phases of riverfront development along 5<sup>th</sup> Avenue just north of downtown to increase public access and eventually become a major riverfront destination. Expansion will be taking place at the Cuyuna Lakes Trails thanks to approval of state bonding funds. On August 13, 23 travelers from the American Queen participated in a Shore Excursions trip from St. Cloud to Itasca State Park. The trip involved two nights in St. Cloud, a brief tour of Little Falls, and dinner in Brainerd in addition to the tour of Itasca State Park featuring the source of the Mississippi River. Discussions continue with Shore Excursions regarding the possibility of bus tours along the Great River Road, using empty buses that follow the American Queen.

**Hastings to Iowa Border (Sheronne Mulry):** Regional stakeholder and press lists are being updated since there have been many changes. Winona recently held a grand opening for a new dog park. Sheronne attended the grand opening and is encouraging use of the GRR logo on signage. The Lake Pepin Legacy Alliance met this month and information about their activities is available at <http://www.lakepepinlegacyalliance.org/>. Wabasha has organized a committee to work toward becoming a "Main Street" community. Plans are underway to build a ski jump at Frontenac, which would be a new attraction for the area. As the 80<sup>th</sup> anniversary of the Great River Road approaches, a historical emphasis would be welcomed. Other sites visited recently/materials gathered include - Alma, WI Brochure; Wisconsin GRR Rack Cards and Travel Guide; Riverboat Days, Wabasha; Upper Mississippi National Wildlife & Fish Refuge; Friends of Old Frontenac Brochure & DVD Ordering Information; Conservation Minnesota Summer 2017 Brochure; Wabasha-Kellogg Community Foundation Update; Visit Bluff Country Travel Guide; Pepie Postcard; Lake Pepin Legacy Alliance Brochures and related materials; Minnesota River/Greater Blue Earth Watershed Sediment Reduction – Summary of Findings. Materials were sent to the MN-MRPC office and are available upon request.

**Minnesota Historical Society (David Kelliher):** Minnesota Historic Sites have had a busy summer season, including many visitors to the newly renovated Oliver Kelley Farm. A robust public engagement process continues for the Historic Fort Snelling project. Half of the MNHS state fair booth was dedicated to Historic Fort Snelling and over 1,000 cards of support had been received before the final weekend of the fair. A courtyard preservation project is underway at Mill City Museum.

**Natural Resources (Gina Bonsignore):** The third annual Hidden Falls event is coming up soon in partnership with Saint Paul Parks. The goal is an introduction to outdoor recreation for those without experience in or access to these types of activities. A question was received from former MN-MRPC member Andy Golfis about the Border to Border Trail and potential impacts to the Great River Road and MRT. Information was provided by Mary Straka (OHV Program Consultant, Parks and Trails Division). The Border to Border (B2B) trail is an adventure touring route for high clearance all-wheel drive or four-wheel drive highway licensed vehicles still in very early planning. A route has not been identified at this time so potential impacts to the Great River Road National Scenic Byway or the Mississippi River Trail State Bikeway are difficult to assess. If the proposed B2B shares any of the roads currently open to highway licensed vehicles that are also parts of the GRR or the MRT, the road authorities and DOT will be consulted at that time. Intrinsic resources are fundamental aspects of this touring route as well.

Carol Zoff will be on the update list for this project and information will be shared with the MN-MRPC as the project develops.

**Transportation (Scott Bradley):** Plan Your Trip/Plan Your Project development continues as mentioned earlier in the meeting. MnDOT is sending out a news release, promoting the GRR on social media and publishing a newsletter article in celebration of Drive the Great River Road Month. Federal funds have been secured for byway signs, with local match provided by the DNR to make the project possible. A contract for sign fabrication and installation has been awarded. The Great River Road will be fully signed by fall of 2018, along with Avenue of Pines, Lady Slipper, Paul Bunyan, Historic Bluff Country and Apple Blossom Scenic Byways. The annual Minnesota Scenic Byways Conference will be held October 3 – 4 in Duluth and all are welcome and encouraged to attend. A Byways Advisory Group has been working on a draft strategic directions document for Minnesota Byways, and it will be released for review and comment at the conference. Conversations continue to work toward identification of funding options for scenic byways in Minnesota. Transportation Alternative Program regional solicitations will be released in late September, seeking project letters of intent. If byway projects are included, letters of support will likely be requested from the MN-MRPC and a process similar to the one followed last year would potentially be needed.

**National Park Service (Nick Karasch):** John Anfinson is currently away on a detail in the northeast. On August 28 the U.S. Army Corps of Engineers announced a \$1.2 million, two year disposition study to address the three Minneapolis locks. The resulting recommendation could be to leave them as is, transfer ownership and operation, or remove them entirely. The National Park Service will not take a position until more information is available; but is excited about the opportunities and conversations that will take place. NPS is committed to maintaining a visitor center presence at the Upper St. Anthony Lock & Dam. The Mississippi River Paddle Share program is well into its second year and two new stations were added. There is enthusiasm for the program and its capacity to lower barriers to river access. Rep. McCollum recently visited. The St. Croix National Scenic Riverway has announced that Julie Galonska, who had been serving in an interim capacity, is now the permanent superintendent.

### **Other Business**

Chris Miller shared information about the Upper Lock Visitor Center Initiative. There is a coalition in place to plan for the future of the Visitor Center. They will be meeting again in October. Soft launch of a project website will follow, and then formation of committees and full launch of the website. Kjersti Monson is the contact for the coalition and would be willing to present information at the November MN-MRPC meeting and discuss how the Commission could participate/connect if interested. Members recommended scheduling this presentation as described.

Sheronne Mulry raised questions about billboards along byways and when a full review will be completed again. Scott Bradley responded that community resolutions regarding billboard placement are generally in place along byways, and he will contact MnDOT's outdoor advertising specialist for more information.

### **Next Meeting**

2017 4th Quarter Meeting  
Thursday, November 9, 2017 • 2:30 – 5:00 p.m.  
State Office Building Room 500 North

### **Adjournment**

The meeting was adjourned at 5:00 p.m.

MN-MRPPC FY '18 Budget  
11/6/17

MN-MRPPC FY '18 Operating Budget						
Obj Code	Description	FY '18 Budget	Spent	Pending	Remaining	Comments
41070	Other Benefits (Per Diem)	\$ 3,000.00	\$ 1,045.00	\$ 533.00	\$ 1,422.00	Commissioner Per Diems. MN-MRPPC quarterly mtgs. MRPPC Annual Mtg & Semi-Annual Mtg, committee mtgs, commission representation at meetings and events
41100	Space Rental	\$ -	\$ 27.78		\$ (27.78)	
41110	Printing & Advertising	\$ 1,000.00	\$ 74.63		\$ 925.37	Commission meeting copies, materials.
41130	Prof/Tech Services	\$ 32,000.00	\$ 9,615.99	\$ 3,575.00	\$ 18,809.01	Admin contract, website design services, additional staff time for projects, other services as needed
41150	Computer & System Services		\$ 827.98		\$ (827.98)	Website hosting, stats and email
41155	Communications	\$ 1,000.00	\$ 170.95	\$ 47.11	\$ 781.94	Postage/deliveries, MN MRPPC phone line and conference calls, shipping costs, Constant Contact email marketing service. Shipping of 10-State GRR Maps.
41160	In-State Travel	\$ 4,000.00	\$ 1,072.28	\$ 991.45	\$ 1,936.27	Commissioners/Advisors/Staff. quarterly mtgs, committees, events, CMP project
41170	Out-State Travel	\$ 6,000.00	\$ 1,912.65	\$ 324.73	\$ 3,762.62	2017 Annual Meeting - Marquette, Iowa; 2018 Semi-Annual Meeting - Quincy, IL
41180	Employee Development	\$ 1,000.00	\$ 760.00		\$ 240.00	Meeting and conference registration fees, including MRPPC Annual and Semi-Annual Meetings
41300	Office Supplies		\$ (55.00)		\$ 55.00	General office supplies for Commission projects. Donations for GRR maps are placed in this line item.
43000	Other Costs (MRPPC Dues)	\$ 15,000.00	\$ -		\$ 15,000.00	MRPPC 2018 Dues
<b>TOTAL</b>		<b>\$ 63,000.00</b>	<b>\$ 15,452.26</b>	<b>\$ 5,471.29</b>	<b>\$ 42,076.45</b>	

## MN-MRPPC FY18 Activity/Project Budget

<u>Activity/Item</u>	<u>Estimate</u>	<u>Approximate YTD Expenses 11/6/17</u>	<u>% of Total</u>
Quarterly Meetings (4 @ up to \$1,600 each)	\$6,400.00	\$809.72	13.00%
Special Meeting (tentative - dependent on need)	\$1,600.00		0.00%
Executive Committee Meetings (2 @ \$500)	\$1,000.00	\$345.89	35.00%
MRPPC Dues*	\$6,000.00		0.00%
Admin Contract	\$26,400.00	\$8,800.00	33.00%
Website & phone basic costs (800 website + 300 phone + 204 Constant Contact)	\$1,100.00	\$1,119.00	102.00%
National Meetings	\$7,000.00	\$3,860.38	55.00%
Regional Meetings/Elections (3 @ \$300 +)	\$1,000.00		0.00%
GIS/LIS Conference Presentation & Exhibit (CMP Implementation Project)	\$1,300.00	\$1,294.23	99.60%
GRR Day at the Capitol (CMP Implementation Project)	\$2,000.00		0.00%
Mailing/Shipping Maps (10 State and MN GRR Maps)	\$800.00	\$95.80	12.00%
Additional Staff Hours (GIS/LIS Conference, Projects, etc. FY 17 average - 10 hrs per month @ \$55 = \$6,600 for year) Averaged 19 hours per month, July - October 2017	\$6,600.00	\$4,180.00	63.00%
Website Programming Changes - Minimal	\$500.00		0.00%
Other Meetings/Travel/Per Diems	TBD	\$431.30	
CMP Implementation (in addition to GIS/LIS Conference, Partner Update Event)	TBD		
Website Updates for Map Tools, Mobile Devices**			
Ambassador Development Pilot**			
Map Redesign/Reprint**			
Total Estimate	\$61,700.00	\$20,936.32	
Total Budget	\$63,000.00	\$63,000.00	
Amount Remaining	\$1,300.00	\$42,063.68	
Approx. % of total budget spent to date			33.00%
* a portion of the \$15,000 total was paid at end of FY '17			
** discussion needed on other sources of funding/support			

## Minnesota Mississippi River Parkway Commission Meeting Dates – 2018

Quarterly Meetings - 2:30 to 5:00 p.m. in the State Office Building  
Special Meeting could be scheduled at 2:30, or at another time of day

Please consider your preferred dates for discussion at the MN-MRPC's meeting on November 9, 2017 or email your response to [chris@togpartners.com](mailto:chris@togpartners.com).

### Potential Dates

- Special Meeting (to consider TAP funding letters of support) – January 4 or 8. Meeting length to be determined by the number of projects being considered. Members can participate by phone, or in person.
- 1<sup>st</sup> Quarter – February 8 or 22, March 8 or 15
- 2<sup>nd</sup> Quarter – June 7 or 14
- 3<sup>rd</sup> Quarter – August 16 or 23
- 4<sup>th</sup> Quarter – November 8, 15 or 29



# Out of State Travel Trip Report

Fiscal Yr:

2018

(Complete and submit within 30 days after travel.)

<b>Attendee Name:</b>	Carol Zoff	<b>Date:</b>	10/12/17
<b>Office/District:</b>	Environmental Stewardship		
<b>Meeting/Conference Name:</b>	2017 Annual Mississippi River Parkway Commission Meeting		
<b>Location:</b>	Marquette, IA		
<b>Dates of Trip:</b>	9/19-22/2017		
<b>Short Meeting Description:</b>			
<p>This meeting is one of two on-site meetings held each year to convene the ten-states that comprise the Mississippi River Parkway Commission so they can continue to develop the roads designated as the Great River Road National Scenic Byway in a coordinated manner. The meeting included a tour of a newly completed Driftless Area Education and Visitor Center, funded in part by a FHWA Scenic Byway grant. Shawna Lode, Director of Iowa Tourism, presented on the benefits of Iowa's byways and how that state is expanding its program by adding new byways, re-signing all of the existing byways, developing a new website for all Iowa byways and a set of new collateral materials for print and online use. Other meeting topics included the Emmy award-winning Mysteries of the Driftless &amp; preview of a new film Decoding the Driftless; Bee Branch Watershed flood recovery/reconstruction projects; Native American history; Ft. Madison history; drone technology; and tours of a dairy, art studio, winery, the byway &amp; Effigy Mounds National Monument.</p>			
<b>Key Topics/Benefits including how this trip increased MnDOT's financial effectiveness:</b>			
<p>MnDOT financial effectiveness was increased by using the MRPC Transportation Committee as a focus group to develop a draft survey for use by Commissioner Zelle as a member of the National Advisory Committee on Travel and Tourism Infrastructure. Since the meeting this was further developed and vetted by MnDOT planning, aeronautics, D 1 and 8, and public engagement staff. The draft survey will be used by AASHTO to survey their membership to help inform NACTTI work. In addition, the four standing committees and Board of Directors continued work to develop a new ten-state corridor management plan to help develop the roads that comprise the Great River Road and to preserve, enhance and promote the scenic, recreational, historical, archeological, natural and cultural resources that the byway received National Scenic Byway designation because of.</p>			
<b>Actions/Next Steps (Who will you share this information with and what needs to take place?):</b>			
<p>I will incorporate the MnDOT staff comments into the draft NACTTI survey and present the draft to Tim Henckle and Commissioner Zelle for their use as part of AASHTO committee work. This will also help start the discussion about how to incorporate FAST Act planning requirements related to travel and tourism by MnDOT. The ten-state Great River Road GIS alignment files gathered for the CMP have already been incorporated into a new version of the ten-state phone app - replacing an inaccurate hand drawn line. A next step is to obtain Mississippi River Trail shape files in order to add them as a layer so transportation staff can know that bicyclists are invited to be on these roads and thus the roads should include this in planning, scoping, design, construction and maintenance. Historic roadside properties, rest areas and multi-modal connections are also anticipated to be added to assure seamless, safe, convenient and informed travel.</p>			

**National Meeting**  
**Clinton and Marquette, Iowa**  
**Sept. 19 – 22, 2017**  
**Anne Lewis**

**Overview**

- Emphasis on economic development tied to tourism and other travel-related efforts
- Driftless Area Interpretive Center – new attraction
- Wineries and cheese – use of agriculture products in tourism
- Role of arts in small communities as development driver
- Capitalizing on developing international interest in Driftless Area. Making use of drones and video producers to publicize area through distinct channels such as Adventure Travel stations and bloggers.

**Marketing Committee Report**

- Solicitation of marketing efforts pertaining to 10-state CMP Vision Statement
- Midwest Living Ad Placement for 2018: Sept. Oct. 2018 edition. \$4,000 per state to be billed in 2019 budget. For future consideration.
- 80<sup>th</sup> Anniversary of Great River Road, 2018: Steve Watkins, journalist & author is proposing to walk whole Great River Road. He is requesting volunteer support in communities along the road. National Office to draw up Memorandum of Understanding. For future consideration.

## PROMOTION

### Bike the Great River Road Giveaway

#### Summary

The Bike the Great River Road Sweepstakes is a simple sweepstakes tied to an increased effort to promote biking as a recreational activity along the Great River Road.

To enter, fans will have to like the Great River Road Facebook page, provide basic contact information (name, e-mail address, zip) and tell us where they heard about the giveaway.

#### Run dates

- 6/12/2017-7/28/2017

#### Goals

- To promote biking options (trails, events, races, etc.) along the Great River Road
- To increase interaction and fan numbers on the Great River Road's social media channels
- Gain 1,500 entries (1,141 entries received in 2016)

#### Prizes offered

- A \$250 prepaid credit card

**WIN \$250 TO EXPLORE THE GREAT RIVER ROAD ON TWO WHEELS!**

Sure, the Great River Road is a fantastic summer drive, but did you know that there are plenty of opportunities for biking in the 10 states along the Mississippi River as well?

Enter the Bike the Great River Road Giveaway today, and you could win \$250 for your next exploration of our fabulous National Scenic Byway, as well as some Great River Road gear!

In the meantime, learn more about the abundant biking opportunities along the Great River Road.

**STEP 1: LIKE US ON FACEBOOK**

The Great River Road

**STEP 2: ENTER FOR YOUR CHANCE TO WIN!**

Name:

Email:

Zip:

Where did you hear about the Bike the Great River Road Giveaway?

Where did you hear about the Bike the Great River Road Giveaway?

Where did you hear about the Bike the Great River Road Giveaway?

**SUBMIT**

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Privacy Policy | Official Rules

- A men’s/women’s Great River Road jacket from the Great River Road online shop (\$75)
- A copy of the Great River Road 10-state map

## Total entries

- 1,419

## Means of advertising

- Social media posts
- Social media advertising
- E-newsletters
- Press releases
- Digital toolkit for states

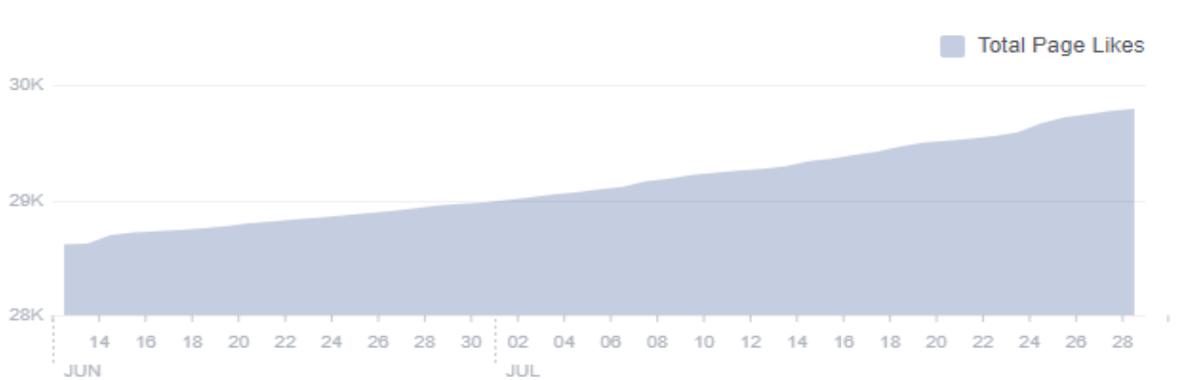
## How did you hear about the sweepstakes? (in order of response)

- Great River Road Facebook page
- E-newsletter
- Facebook ad
- Other

## The winner was

- Susan , IA

## Facebook Growth



Contest start	Contest end	Growth percentage
28,614	29,793	4.1%



Enter to win \$250 and Great River Road gear for your next adventure!



**Win \$250 for a trip on the Great River Road!**

[secure.pilchbarnet.com](https://secure.pilchbarnet.com)

**E-newsletter Growth**



Contest start	Contest end	Growth percentage
17,665	17,888	1.26%

**Takeaways**

- Promotion came very close to meeting its goal of 1,500 and outperformed 2016 by 24%.
- Given the niche focus of this promotion, it was very well received.
- Facebook page was the top referrer of entries, proving the strength and engagement of its audience.

## Drive the Great River Road Month Sweepstakes

**Drive the GREAT RIVER ROAD MONTH SWEEPSTAKES**

**WIN \$500 TO SPEND ON A GREAT RIVER ROAD TRIP!**

Want to explore the heart of America? September is Drive the Great River Road Month, and it's the perfect time to explore one of the country's oldest and longest National Scenic Byways.

Throughout September, you'll find breathtaking fall color, charming river towns and fun seasonal events along the Great River Road, which follows the Mississippi River from northern Minnesota to the Gulf of Mexico.

Now, you could win \$500 for your next road trip! Enter the Drive the Great River Road Month Sweepstakes before September 30, and you could win some spending money to

**STEP 1: LIKE US ON FACEBOOK**

The Great River Road  
30,628 likes

Liked Share

**STEP 2: ENTER FOR YOUR CHANCE TO WIN!**

Name \*

First Last

E-mail address \*

Zipcode \*

Must be between 5 and 5 digits. Currently Used: 0 digits.

How did you hear about the Drive the Great River Road Month Sweepstakes?

- Great River Road Facebook page

### Summary

The 2017 Drive the Great River Road Sweepstakes will launch September 1 and be tied into the ongoing promotion of September as Drive the Great River Road Month.

### Run dates

- 9/1/2017-9/30/2017

### Goals

- To continue the promotion of September as Drive the Great River Road Month
- To publicize the Interpretive Centers as places to visit along the Great River Road
- To increase fan numbers and interaction on the Great River Road social media channels
- Entries: 2,000 (1,799 entries received in 2016)

## Prizes offered

- \$500 prepaid gift card

## Total entries

- 2,737

## Means of advertising

- Social media posts
- Social media advertising
- E-newsletters
- Press releases
- Digital toolkit for states

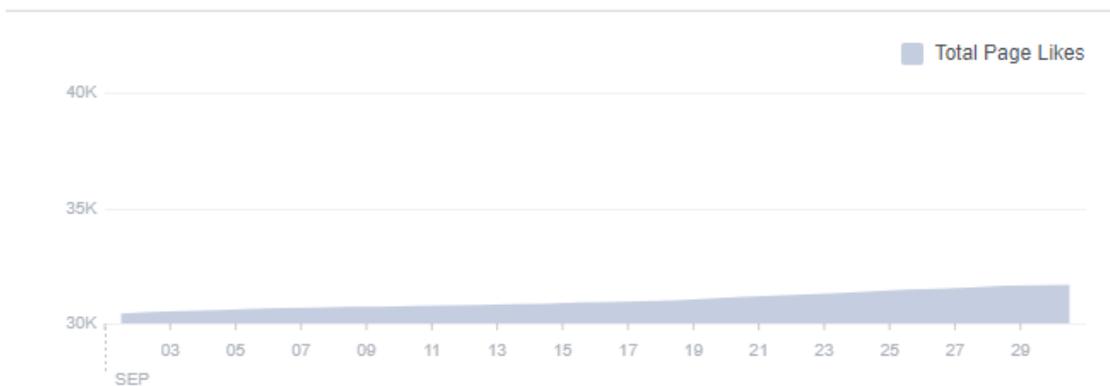
## How did you hear about the sweepstakes? (in order of response)

- Great River Road Facebook page
- E-newsletter
- Facebook ad
- Other

## The winner was

- John , IL

## Facebook Growth



Welcome to Drive the Great River Road Month! To celebrate, we're giving away \$500 for you to spend on your next Great River Road trip! Enter today!



Drive the Great River Road Month Sweepstakes  
 secure.pilchbarnet.com

Contest start	Contest end	Growth percentage
30,427	31,666	

**E-newsletter Growth**



Contest start	Contest end	Growth percentage
17,743	19,210	8.3%

**Takeaways**

- This was the most successful Drive the Great River Road Giveaway yet, besting 2016’s entries by almost a thousand, and exceeding the goal by 37%.
- Facebook was again the top referrer of entries to the giveaway – audience remains strongly engaged.

## WEBSITE

### www.experiencemississippiriver.com

2017-07-01 to 2017-09-30

Total sessions	64,948
Unique users	53,921
New users	81.10%
Returning users	18.90%
Pages viewed per session	2.2
Time spent per page visited	0:58
Avg. session duration	2:07

#### Top 10 most visited pages

	pageviews	avg. time on page
homepage	14,481	1:29
/the-great-river-road-the-best-drive-in-america/	14,460	1:31
/river-attractions/	13,855	2:30
/interactive-tools/order-a-free-great-river-road-10-state-map/	8,697	2:05
/mrpc/drive-the-grr-month-sweepstakes-2017/	7,173	1:11
/itineraries/	4,852	1:14
/states/wisconsin/	4,518	2:06
/interactive-tools/fun-facts/	4,319	3:57
/states/iowa/	3,901	2:10
/states/minnesota/	3,882	2:16

#### Top 10 Referring Sites

	sessions	avg. session duration
facebook.com	5,170	1:05
secure.pilchbarnet.com	1,306	2:40
drivethegreatriverroad.com	874	1:31
thrillist.com	266	1:05
justfreestuff.com	164	2:00
pinterest.com	152	0:57
complimentarycrap.com	116	1:57
thrillist-com.cdn.ampproject.org	107	0:44
duckduckgo.com	104	3:12
instagram.com	104	0:05

<b>Top 10 Metro Areas</b>		
	sessions	avg. session duration
Chicago IL	7,426	1:58
Minneapolis-St. Paul MN	6,372	2:23
St. Louis MO	2,669	1:47
Madison WI	2,433	2:16
Milwaukee WI	2,119	2:52
Des Moines-Ames IA	1,389	2:15
La Crosse-Eau Claire WI	1,360	1:58
Cedar Rapids-Waterloo-Iowa City & Dubuque IA	1,337	1:57
Davenport IA-Rock Island-Moline IL	1,230	1:48
Atlanta GA	1,173	2:02

<b>Top 5 Channels</b>		
	% sessions	avg. session duration
Organic Search	58.80%	2:17
Direct	16.90%	2:38
Referral	8.90%	2:02
Social	8.40%	1:05
Email	4.60%	1:10

<b>User demographics</b>		
age	% sessions	avg. session duration
55-64	24.90%	2:16
45-54	18.80%	1:58
65+	17.90%	2:39
35-44	16%	1:39
25-34	14.30%	1:44
18-24	8.20%	1:38
gender	% sessions	avg. session duration
female	55.60%	1:60
male	44.40%	2:05

<b>Device usage</b>		
	% sessions	avg. session duration
Mobile + Tablet	58.60%	2:06
Desktop	41.40%	2:35

## MOBILE APP

**Total downloads to date: 12,129**

- iOS
  - # of downloads in Q3 quarter: 3,846
  - # of downloads to date: 8,640
- Android
  - # of downloads in Q3 quarter: 740
  - # of downloads to date: 3,489

### **New version:**

- New app with updated/accurate route now live
- Contacted states/researched who to contact at state DOT for files
- Collected shape files from states. Reviewed, tested many drafts and submitted to Apple and Android app stores
- Updated app information on Apple and Android app pages
- Thanks to all who helped test the app and provided feedback

## 2017 Drive the Great River Road Month - Minnesota Promotion Drive the Great River Road to Find Minnesota's Sense of Place

### Goals

- Short term - To raise awareness of the Great River Road and its ability to connect a traveler or adventurous resident to events and places in Minnesota's history and current scene that reflect our Sense of Place.
- Long term - Get people to drive the Great River Road for even just a few of the stops that may be nearest them and to plan a trip for the future.

### MN-MRPC Member Agency Promotion

- Requested promotion assistance from MN-MRPC member agencies. Special thanks to the agencies for their help!!
- MnDOT Facebook post (2,843 reached in 6 days)
- Newsletter articles listed below (DNR, MnDOT)

### Governor's Proclamation

- Requested and received proclamation from the Governor's Office, posted at [www.mnmississippiriver.com](http://www.mnmississippiriver.com). Also referenced in MnDOT communications.

### MN GRR Social Media

- 8 Facebook posts (Great River Road MN). Two sweepstakes posts, six featured sites. Total Facebook reach – 3,324 (compared to 789 during September 2016)
- Top Facebook posts– Grand Rapids, Beltrami County History Center
- Twitter (@GreatRiverRdMN) – three tweets – two promoting sweepstakes and one linking to Star Tribune column

### MN Great River Road Website

- General information was posted on September 1 about the sweepstakes and GRR. Posts, photos and links to featured attractions added each week.
- 24,855 website visits in September (up from 2016 – 16,040 visits for month of September, also up from summer 2017 numbers – 24,004 visits in August, 23,001 in July, 24,569 in June)
- 1,066 MN Great River Road Map/Travel Planners and 3,046 MN GRR Regional Maps downloaded from September 1 – 17, 2017. (2016 - 1,441 MN GRR Map/Travel Planners and 794 Regional Maps downloaded in month of September)

### News Release

- Early August - provided draft release information to featured sites along with request for photos.
- August 23 - sent release to media list and distribution partners (CVBs/Chambers, State Parks, Interpretive Centers, Welcome Centers, etc.).
- September 11 - sent release with customized message and photo to local community papers of featured sites.
- Articles – Minneapolis Star Tribune Travel Column 9/9/17; St. Cloud Times 9/14/17; MnDOT Newline article to 5,000 MnDOT employees 9/6/17; MnDNR Traveler Newsletter GRR article in September edition 9/8/17

### Print Materials

- 10-State Great River Road Maps were provided to Interpretive Centers as needed to replenish their supplies. 1,500 shipped in late August.



**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 Hour:** Sheldon Johnson (DFL - 67B) - Chair **Members of the Senate:** David Sentim (R - 25); Patricia Torres Rey (DFL - 63)  
**State Agency Appointees:** Paul Huginth - Agriculture, Scott Bradley - Transportation, Adam Johnson - Explore, Minnesota Tourism, Keith Parker - Natural Resources, Andrea Kaler - Historical Society **Regional Appointees:** Nancy Salminen - Lake Itasca to Grand Rapids, Open - Grand Rapids to Brainerd, Karl Samp - Brainerd to Elk River, Cordelia Peterson - Elk River to Hastings, Sherone Mury - Hastings to Iowa Border **Member at Large:** Anne Lewis

**FOR IMMEDIATE RELEASE**

**CONTACTS:** Chris Miller, Director, Minnesota Mississippi River Parkway Commission, 651-341-4196  
 Anne Lewis, Minnesota Mississippi River Parkway Commission Member, 410-493-0362

**Drive the Great River Road to Find Minnesota's Sense of Place**

Waite Park, MN (August 23, 2017): Searching for the truly authentic Minnesota experience? Try exploring Minnesota's Sense of Place with a drive along the Mississippi River during National Drive the Great River Road Month this September.

One of America's beloved writers and regionalists, Wendell Berry, is often quoted as saying, "If you don't know where you are, you don't know who you are." Minnesota's Mississippi River Parkway Commission (MN-MRPC) couldn't agree more. That's why this year, during National Drive the Great River Road month, Minnesotans are encouraged to Drive the Great River Road to find their own Minnesota Sense of Place.

"The Mississippi River is integral to the Minnesota experience," said Representative Sheldon Johnson, Chair of the MN-MRPC, the state byway organization that oversees the network of roads, trails and water access points along the Mississippi River. "So much of our history and current development has been, and is still being driven, along this central corridor of our state." MN-MRPC is part of the 10-state Mississippi River Parkway Commission encouraging all Americans to get out and drive along the great American river from Lake Itasca to the Gulf of Mexico this month.

"Minnesota's history and many of its cities' and towns' well-being hinge on the Mississippi River. The same is true for the whole country. That's why travelers flock to it from around the world, and local communities are refocusing on the river for their development," said Johnson. "By getting out and driving the Great River Road, you can discover more of what it means to be a Minnesotan and see first-hand how the history and development along the river has shaped who we are."

Here are a handful of ways to find your own Minnesota Sense of Place by driving the Great River Road this September.

- To see a town that epitomizes the history of how the river's flow shaped the land and the people, start your journey in Bemidji, where First Nations people trading intersected with explorers and trappers' travels at the cross roads of the river and Lake Bemidji in the early 1800s. With deep roots in Native American heritage, Bemidji's water nexus was transformed by a second-phase crossroads - railroads. Today, the Mississippi River and Lake Bemidji are at the heart of a third wave of transformation: one of arts, culture and recreation. <http://beltramhistory.org>
- For members of many Ojibwe tribes, wild rice is not just a crop, it's part of a ribbon of life. If you travel the Great River Road in its Northwoods section, you'll find Leech Lake, where the harvest and processing are at the core of the community. If you stick around long enough to listen to the stories at the Ojibwe Fisheries Building in Cass Lake <http://www.llojibwe.org/dm/fisheries/wildrice.html>, you'll be able to learn first-hand the differences in the grains, how it's best cooked and why it's so important to Native culture.



STATE of MINNESOTA

# Proclamation

**WHEREAS:** The Great River Road is America's greatest drive, encompassing 3,000 miles of interconnected roads that follow the world's greatest river, the mighty Mississippi through 10 States, from Lake Itasca in Minnesota to the Gulf of Mexico; and

**WHEREAS:** The Great River Road has been designated a National Scenic Byway for its historical, cultural, recreational, natural, and scenic treasures; and

**WHEREAS:** The Great River Road connects hundreds of vibrant cities and unique river towns; and

**WHEREAS:** The Great River Road is the ideal way to discover and experience the rich culture of the Mississippi River region, the heart of America; and

**WHEREAS:** The Minnesota Great River Road spans 565 miles, 41 communities, 20 counties, three tribes and its unique destination areas—linking travelers from near and far with all the riches of the Mississippi River region; and

**WHEREAS:** Minnesota is the proud home of the Headwaters of the Mississippi River; and

**WHEREAS:** There is no scenic drive in America quite like the Great River Road.

NOW, THEREFORE, I, MARK DAYTON, Governor of Minnesota, do hereby proclaim the month of September 2017, as

**DRIVE THE GREAT RIVER ROAD MONTH**

In the State of Minnesota,



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the State Capitol this 31st day of August.

*Mark Dayton*  
 GOVERNOR

*Steve Pimmon*  
 SECRETARY OF STATE

**Traveler Tip - Explore the Great River Road**

You can travel the same path as our migrating monarchs on the Great River Road! The Great River Road National Scenic Byway follows the course of the Mississippi River for 3,000 miles from Itasca State Park in northern Minnesota to the Gulf of Mexico. The scenic route passes through 10 states and hundreds of river towns and is the longest scenic byway in America. It takes about 36 hours of straight driving to travel from north to south along the byway. Most people take four to 10 days to make the journey.

September has been designated as Drive the Great River Road Month. Vibrant colors paint the trees and you'll find festivals, farmers markets and fun activities all along the Mississippi River corridor. The road passes through or near several Minnesota State Parks where you will find a variety of programs and opportunities to connect to the outdoors. Find [www.mnstateparks.com](http://www.mnstateparks.com) that will help you experience the sights, sounds and tastes of the Great River Road in Minnesota, including numerous apple orchards and pumpkin patches open for tours and festivities.



Explore

Learn more about the Great River Road in Minnesota.

**TRAVEL**

**Minnesota's best fall drive? Great River Road might be it.**



By KEFRI WESTENBERG, STAR TRIBUNE  
 September 08, 2017 - 12:57 PM

**Post Details**

**Minnesota Department of Transportation**  
 Published by Kristi Lee [P] - September 6 at 12:56pm

Celebrate Drive the Great River Road Month by exploring our great state this September.

The Great River Road follows the Mississippi River from the headwaters of Lake Itasca down to the Gulf of Mexico. The national route is 3,000 miles total, with 565 stretching through Minnesota. Along the route, you'll find birding, boating, biking, history and more! Plan your trip:



September is Drive the Great River Road Month in Minnesota



The Great River Road stretch along the Mississippi River.

Get More Likes, Comments and Shares  
 Boost this post for \$30 to reach up to 8,700 people.

2,843 people reached

Boost Post

R.L. Scarborough, Michele Montlis and 5 others

## KEYNOTE SPEAKERS

**12:15 p.m., Wednesday, Oct. 4, 2017****Special Wednesday Workshop Lunch Presentation***Kyle Tredinnick, Zoo Academy for Omaha Public Schools*

Kyle Tredinnick has been active in teaching geography since graduating from St. Cloud State University with a degree in social studies education. He has taught geography at a number of public and private high schools in China, Minnesota, and now Nebraska.

Along with teaching he has been active as a member of the Minnesota Alliance for Geographic Education (MAGE), a steering committee member of the Geography Educators of Nebraska (GEON), and an Education Committee member of the Minnesota GIS/LIS Consortium. Recently Kyle was selected as a National Geographic Grosvenor Teacher Fellow, and awarded the K-12 Distinguished Educator Award by the National Council of Geographic Education. Kyle is currently teaching social studies for Omaha Public Schools and completing a Master's in Human Geography at the University of Nebraska-Omaha.

**8:45 a.m., Thursday, Oct. 5, 2017****Opening Drumming Ceremony***Ogidaaki Singers, Red Lake Band of Chippewa Indians*

Benidji is centrally located among three of the largest reservations in Minnesota (Red Lake, Leech Lake, and White Earth Bands of Ojibwe Indians). Today, many tribes celebrate together their Native American culture and history with powwow events involving feasting,

singing, and honoring their culture around the Dewe'iganag (Drum). The drum is the heartbeat of the indigenous people. It carries the heartbeat of Mother Earth and calls the spirits and nations together. The drum refers to both the instrument and the group of people gathered around it to play and sing. Native Americans believe the drum often helps bring the physical and mental side of a person back in touch with his or her spiritual side. Different tribes have different traditions about the drum and how to use it, but the basic construction is very similar in most tribes: a wooden frame or a carved and hollowed-out log, with finely tanned buckskin or elk skin for the cover.

**9:00 a.m., Thursday, Oct. 5, 2017****The Great River Road***Carol Zoff & Anne Lewis,**MN Mississippi Parkway Commission*

The Mississippi River is central to Minnesota's sense of place and the Great River Road is our connector. As it cascades from the north to the south, the Mississippi – and the Great River Road beside it – embody our collective history, culture, economy and ecology. We'll take you on Minnesota's "sense of place" journey, complete with pioneers, picturesque vistas,

economic dynamos, recreation smorgasbord and Native American celebrations. The Mississippi River holds the stories of Minnesota's heritage and future. The Great River Road is its pathway to those narratives; GIS is our compass for your journey. Carol Zoff is a Senior Landscape Architect at the Minnesota Department of Transportation in the Office of Environmental Stewardship. She is the Coordinator of the Great River Road Program and technical liaison to the Minnesota's Mississippi River Parkway Commission (MN-MRPC). She has managed 12 historic roadside property restoration projects along the Great River Road, as well as development of 26 interpretive panels and 14 Mississippi River Trail Host Community panels, and roadside landscape designs. Carol has also been a technical advisor for bridge, road, research and partner projects, including the Environmental Quality Board's "Tool to Assist Local Governments in Planning for and Regulating Silica Sand Projects," and the National Advisory Committee on Travel and Tourism Infrastructure. Anne Lewis has a Bachelor's degree in political science from Macalester College in St. Paul, MN and a Master's degree in communication from Rensselaer Polytechnic Institute in Troy, NY and is accredited by the Public Relations Society of America. She serves MN-MRPC as its at-large commissioner. The MN-MRPC is the state's statutory-based overseer and coordinator of the Great River Road, the network of roadways and trails beside the Mississippi River. Anne also guides America's Waterway, a nonprofit she founded to advocate for online civic engagement to unify approaches to the Mississippi River. Before starting America's Waterway, she worked in the marketing communications and public relations fields, in Minnesota, New York and Maryland. She has served as a volunteer leader for numerous nonprofit organizations throughout her professional career.

**Framework for GRR Day at Capitol**  
**March 1, 2018 • 12:30 – 3:30 p.m.**  
**L’Etoile du Nord Vault Room**

Guiding Key Messages

- Minnesota’s Great River Road provides access by car, foot, bike, or boat to the iconic Mississippi River, through 43 of the state’s cities and small towns, through Minnesota’s rich rural landscapes, and through the country’s northern-most, scenic portion of the 10-state byway to the Gulf of Mexico.
- Support the Mississippi River Parkway Commission and implementation of its publicly engaged Corridor Management Plan to shape and coordinate preservation, enhancement and promotion of the Great River Road.

Stations/Kiosks

- 4 to match pillars in room: Every 36” X 48” poster is a headline and a collage of visuals with a copy block of key points sitting on an easel. Side table of handouts and/or computer for demonstrations.
- **Mississippi River Tourism**
  - Details may include - local community development through promotion, a roadside storybook, Interpretive Center collaboration, byway grant assistance; Plan Your Trip website tools; annual Drive the Great River Road Month promotion; GRR Ambassador Development
  - Hand-outs/display items may include - poster collage of articles/talk photos; maps; Plan Your Trip screen grabs or live demo;
  - Copy block – website, printed maps, Facebook, byway projects, Interpretive Centers; economic impact summary; CMP customer survey infographic
- **Infrastructure Improvements and Maintenance**
  - Details may include – Plan Your Project tool; Corridor Management Plan; wayshowing sign project; historic wayside restoration projects; byway grant support and example projects; letters of support or concern on developments – integrated with agency partners (could show mapping for silica sand and EQB toolkit)
  - Hand-outs/display items may include - poster on Plan your Project goals and features;
  - Copy block - list of byway grants by house & senate district; online Plan Your Project demonstration; GRR and MRT signs; CMP desk copy
- **Mississippi River Access**
  - Details may include - Visual access/visual resource protection tool; multi-modal access
  - Handouts/display items may include - poster board of byway-funded boat landings, scenic overlooks, Mpls, St. Cloud, Brainerd, St. Paul waterfronts, new St. Anthony lock and dam visitor center
- **Mississippi River Stories**
  - Details may include - story maps demonstration; wayside interpretive signage (roadside storybook); Network of Interpretive Centers
  - Hand-outs/display items may include - poster board with images from slide presentation with Interpretive Centers; story map demonstration; Sample interpretive panels (Dakota County); VRP nomination and assessment forms

### MN-MRPC Member Involvement

- We will need at least two commissioners at each station. There will be a one-hour orientation prior to the event for volunteers. Wear logo shirts or lapel pins.
- Each commissioner would be asked to personally contact, invite and inform the legislators in their GRR segment to attend.
- Assistance from agency partners & LCC – possible borrowing of easels, computers, projectors, brochure racks, etc.

### In Addition.....

- Invitations
- News Release; should we consider a media event?
- Signage for event
- Refreshments (catering likely through Taher, Capitol vendor)
- Committee testimony
- Personal visits to GRR legislators to present GRR logo lapel pins to wear for the day

**From:** Kathleen Boe [mailto:kathleen.boe@minneapolisriverfront.org]  
**Sent:** Monday, October 30, 2017 3:12 PM  
**Subject:** FW: Closing the Gap - the Railroad Bridge on the Great Northern Greenway

All

We've had expanded interest in our meeting so I am resending to a broader group of people – and we've corrected the Eventbrite link so that you can actually order tickets!

Join us on the 30<sup>th</sup>...

That darned bridge.....

The BNSF Bridge across the Mississippi River in North/Northeast Minneapolis is a crucial link in plans to create a greenway across the northern stretch of Minneapolis, the only greenway of its kind in this part of the City. The bridge is also a critical element to the Park Board's RiverFirst Vision – envisioning parks and public access along the riverfront throughout north and northeast Minneapolis.

We invite you to attend a meeting to begin the process of turning this dream into a reality. In our first gathering of stakeholders, we will develop an understanding of the current status of the bridge and develop a framework for moving forward.

Please join us on Thursday, November 30 at 8 am at the Mississippi Watershed Management Organization to launch this important effort.

Let us know you are onboard: <https://www.eventbrite.com/e/closing-the-gap-the-railroad-bridge-on-the-great-northern-greenway-tickets-12129418417>

See you on the 30th.

Kathleen Boe

Executive Director, Minneapolis Riverfront Partnership

For the Great Northern Greenway Steering Committee

## MnDOT November 2017 Update to Mississippi River Parkway Commission of Minnesota

### *GRR Wayshowing*

- Let a construction contract July 28, 2017 to resign entire Great River Road, Lady Slipper, Avenue of Pines, Paul Bunyan, Bluff Country and Apple Blossom byways by September 2018
- GRR CMP wayshowing database was instrumental in identifying the need and providing the format for project scoping and pre-design.
- Funding by FHWA, MnDOT and MnDNR

### *2017 Minnesota Commissioner On Wheels – September 18, 2017, St. Paul to Winona*

- Provided a presentation, video, collateral materials, and informal discussion about GRR

### *2017 MRPC Annual Meeting – September 19-22, 2017, Marquette, IA*

- See attached Out Of State Trip Report

### *Minnesota Scenic Byway Advisory Committee – 13 members from byways and MnSB Commission/agencies*

- Developing a Minnesota Scenic Byway Program Strategic Plan
- Serves to help implement the MnSB MOU, renewed in 2016.
- Serves to help implement byway corridor management plans - 16 CMPs updated in 2015-16
- *Draft goals:*
  - **Education:** Identify and share knowledge and best practices.
  - **Funding:** Identify funding needs and sources where appropriate.
  - **Communication:** Develop public awareness, representation, engagement and support for Byways statewide.

### *Minnesota 2017 Scenic Byway Workshop October 3-4, 2017 Duluth*

- Minnesota Scenic Byway Program Strategic Plan – draft overview and work session
- Presentations from Visit Duluth, Mayor of Duluth, Gitchi Gami Trail, Glensheen Mansion, Skyline Parkway, Commission Charlie Zelle, Boarder to Boarder Touring Trail, Social Media, ADA accessibility

### *Minnesota GIS/LIS Consortium Conference October 4 – 6, 2017 Bemidji - Sanford Center*

- Provided a 45 minute keynote presentation to 600+ conference attendees
- Hosted MnGRR booth including PC and Ipad live demonstration of interactive maps and storymaps
- Received comments and suggestions to better the product development
- Networked with current and potential partners
- Distributed ten-state map, MnGRR brochure, Mn Bicycle map, MnMRPC- CMP summary brochure, GRR pins and keychains.

### *National Advisory Committee on Travel and Tourism Infrastructure (NACTTI)*

- Developing national travel and tourism infrastructure survey to be distributed by the American Association of State Highway and Transportation Officials – Committee on Planning

### *Transportation Alternative Program 2017 solicitation*

- 64 Letters of Intent were received by MnDOT by the October 30 deadline
- Up to 12 are in GRR communities and may benefit byway travel

Date: November 7, 2017

Commissioner Charles Zelle  
Minnesota Department of Transportation  
395 John Ireland Blvd.  
St. Paul, MN 55155

Dear Commissioner Zelle:

Thank you for attending the 2017 Scenic Byways Workshop in Duluth. We not only appreciate your presence at the Workshop, but we also value that you deeply and personally understand the importance of the work that the Scenic Byway community does.

It was also great to have you take questions and be part of the conversation on the Scenic Byway community's strategic priorities and planning process. We had a great conversation at the Workshop, with great participation from many Byway viewpoints.

While the Scenic Byway Commission and the Advisory Committee will continue the conversation on strategic priorities for Scenic Byways, we wanted to request your assistance in a few key areas:

**Staffing:** We want to reiterate our appreciation for the dedicated Minnesota Department of Transportation staff who help to coordinate Scenic Byway activities. However, with only limited staff dedicated to Scenic Byway activities, the amount of work that can be accomplished is also limited.

*Therefore, please consider assigning additional MnDOT staff to support the great efforts that are underway across the state.*

**Dedicated funding:** Thank you for mentioning the strong benefits of dedicated funding. We would appreciate your continuing to share the importance of byway funding with national colleagues and elected officials.

**Funding for individual byways:** as mentioned in our conversation, even small amounts of planning and operational funding for individual byways can make a big difference. Please consider providing funding for individual Scenic Byway organizations.

Sincerely,



Scott Bradley, Chair of the Scenic Byway Commission on behalf of the  
Scenic Byway Advisory Committee & Members

Attachment: Scenic Byway Advisory Committee Members

# Travel the Great River Road



## Bemidji



## Cuyuna



## Itasca State Park



## Little Falls



## Grand Rapids



The name Mississippi comes from the word "Misi-sipi", the French rendering of the Ojibwe name for the river.



Learn how logging drove westward expansion at the Keweenaw Forest History Center.

## Fort Snelling



Discover the diverse stories of the women, men and children who lived, or crossed paths, here.

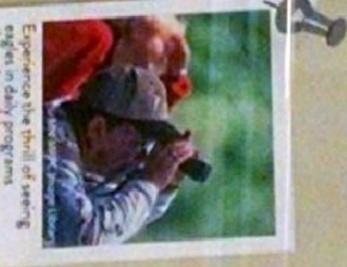


Explore Minnesota's past through tours, demonstrations and conversations.

## Wabasha

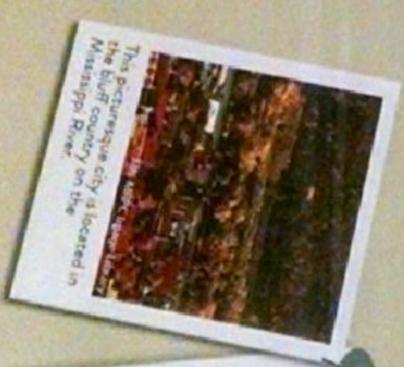


Visit the National Eagle Center located on the banks of the Mississippi River.



Experience the thrill of seeing eagles in day programs throughout the year.

## Winona



This picturesque city is located in the bluff country on the Mississippi River.



Visitors can hike and kayak, as well as ice skate and snowshoe in winter months.