



Scenic Regional Meeting
(Brainerd to Elk River)

October 29, 2025 ● 9:00 a.m.



Agenda & Introductions

- I. Welcome & Introductions
- II. Ten-State Great River
Road
- III. Minnesota Great River
Road
- IV. Regional Commissioner
Recommendation
- V. Your Regional Updates





MN-MRPC Mission

To preserve, promote and enhance the scenic, historic and recreational resources of the Mississippi River,

to foster economic growth in the corridor,

and to develop the national, scenic and historic byway known as the Great River Road.

Ten-State Great River Road



Initiated in 1938

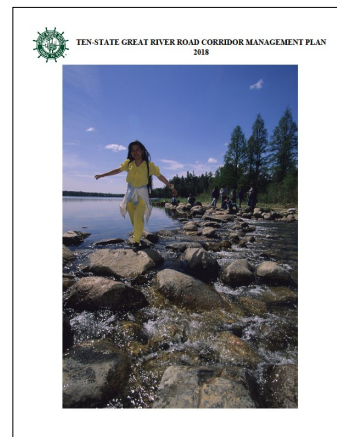
A National Scenic Byway through ten states, following the winding course of the Mississippi River

Ten state coordination through the Mississippi River Parkway Commission

In Minnesota, partnership of the MN Mississippi River Parkway Commission and MN Dept of Transportation

Ten-State Great River Road Tools

www.experiencemississippiriver.com



USA Today 10Best Readers' Choice

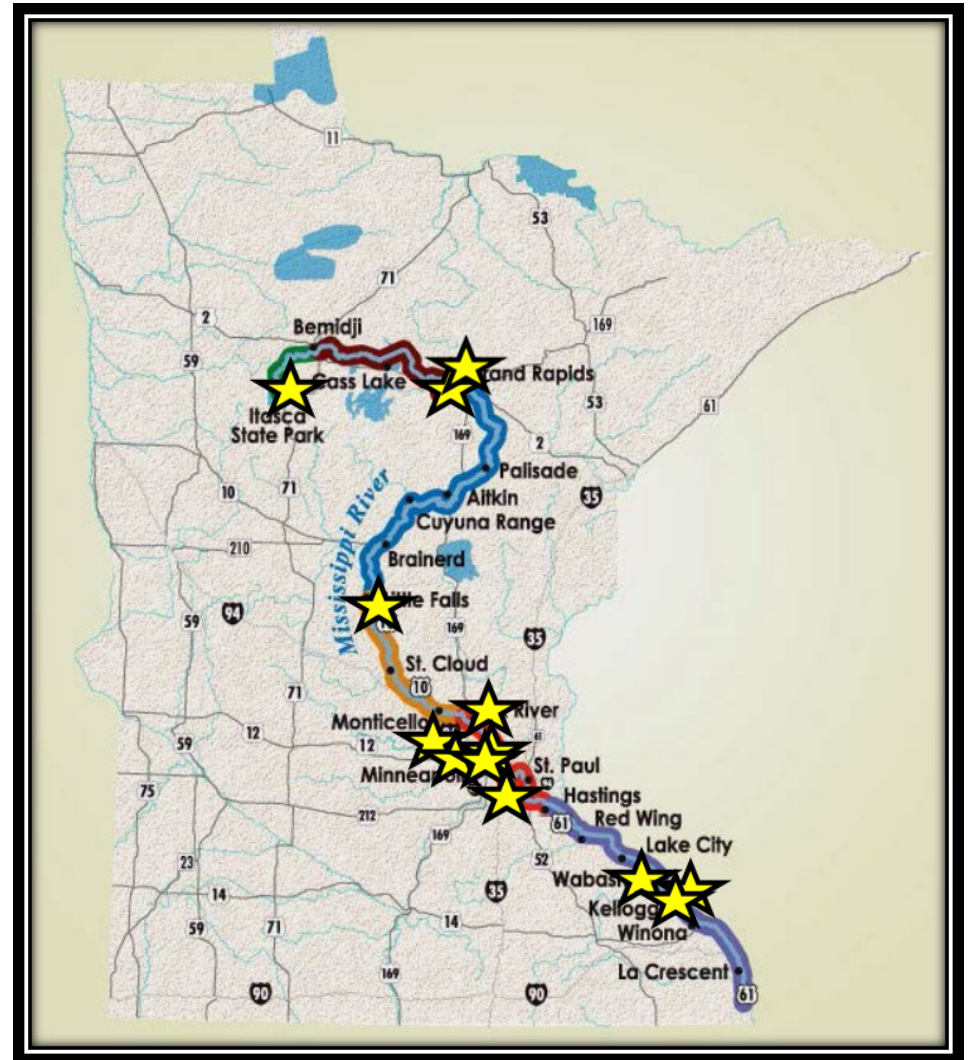
Great River Road Voted Best Scenic Drive!

<https://10best.usatoday.com/awards/best-scenic-drive/>

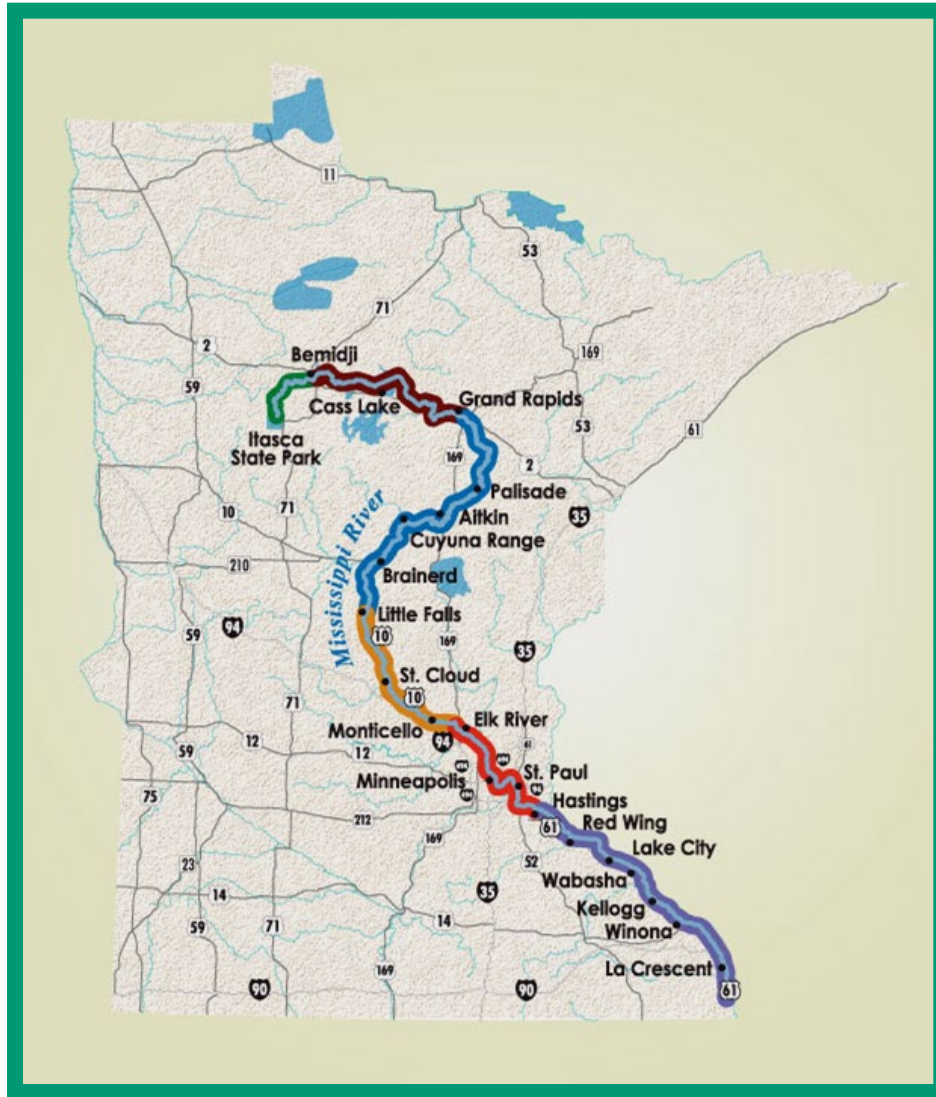


Photo Credit: Adam Alexander/Courtesy of the Illinois Office of Tourism

Ten-State Network of Interpretive Centers



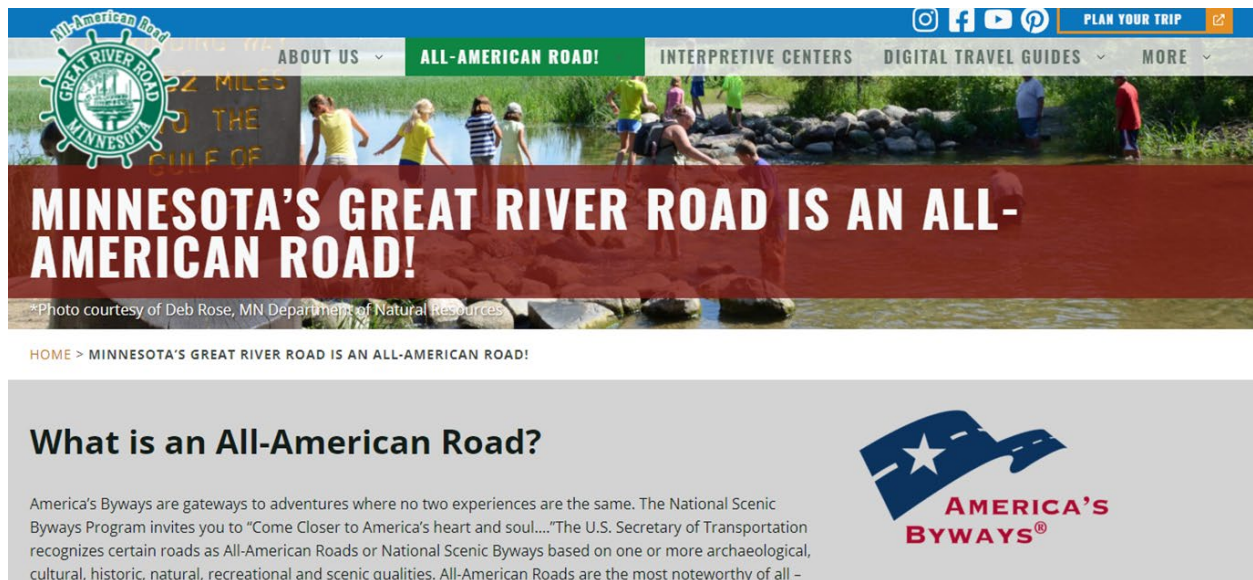
Minnesota's Great River Road



- 565-Mile Route
- 43 Communities
- 20 Counties
- 6 Destination Areas
- 3 Tribal Communities

All-American Road Designation

- This is the highest level of byway designation awarded by the Federal Highway Administration.
- 8 of 10 states, including MN, submitted nominations in 2020 and were notified of the designation in early 2021.
- Nominations must highlight two features of national or international significance demonstrating how the byway is a destination unto itself. Minnesota highlighted historic and scenic features in the nomination.



The screenshot shows the homepage of the Minnesota All-American Road website. The header features a blue navigation bar with social media icons (Instagram, Facebook, YouTube, Pinterest) and a 'PLAN YOUR TRIP' button. Below the header is a green bar with the text 'ALL-AMERICAN ROAD!' and links to 'ABOUT US', 'INTERPRETIVE CENTERS', 'DIGITAL TRAVEL GUIDES', and 'MORE'. The main content area has a large red banner with the text 'MINNESOTA'S GREAT RIVER ROAD IS AN ALL-AMERICAN ROAD!' and a photo of people walking along a riverbank. Below the banner is a small text credit: '*Photo courtesy of Deb Rose, MN Department of Natural Resources'. At the bottom, there is a section titled 'What is an All-American Road?' with a paragraph of text and the 'AMERICA'S BYWAYS' logo.

HOME > MINNESOTA'S GREAT RIVER ROAD IS AN ALL-AMERICAN ROAD!

What is an All-American Road?

America's Byways are gateways to adventures where no two experiences are the same. The National Scenic Byways Program invites you to "Come Closer to America's heart and soul...." The U.S. Secretary of Transportation recognizes certain roads as All-American Roads or National Scenic Byways based on one or more archaeological, cultural, historic, natural, recreational and scenic qualities. All-American Roads are the most noteworthy of all -



AMERICA'S BYWAYS®

Corridor Management Plan

<https://www.mnmississippiriver.com/about-us/management-plan/>



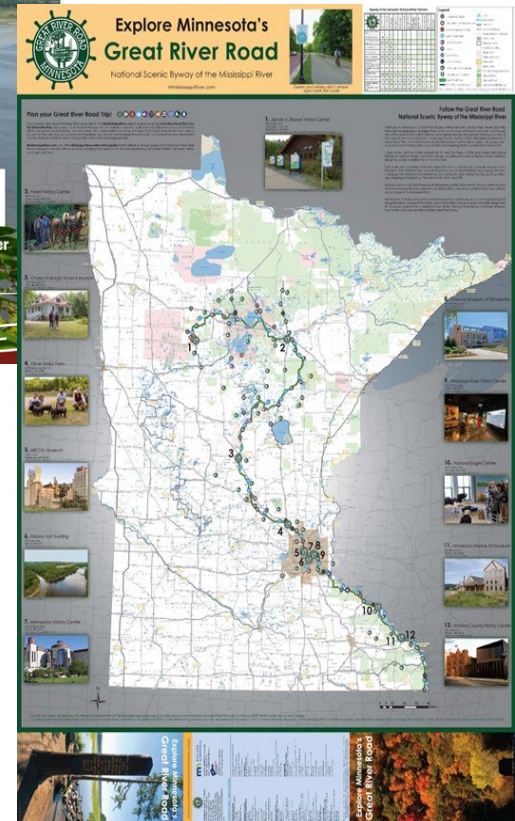
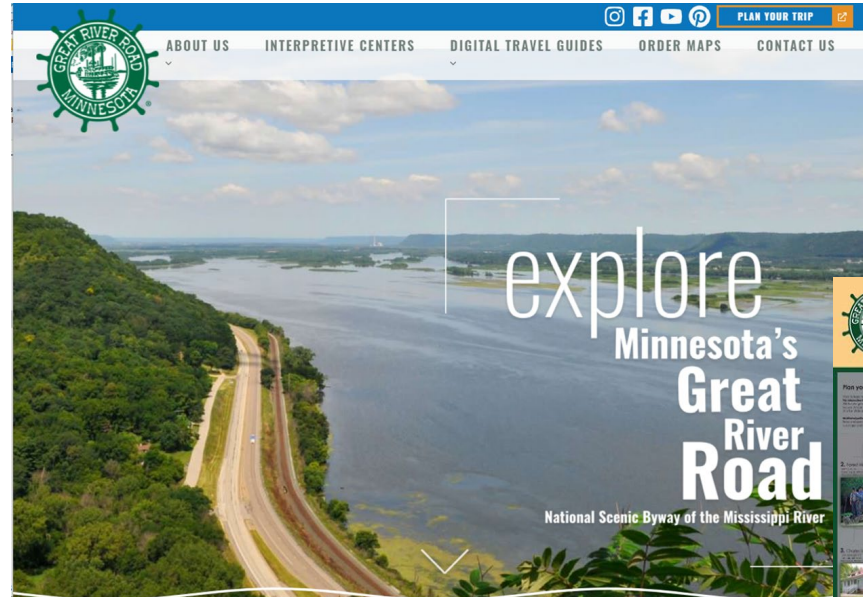
Corridor Management Plan Summaries and Highlights

Title	Size	Download
Minnesota Great River Road Corridor Management Plan – Overview Brochure	1.7 MB	.pdf
MN-MRPC Organizational Chart	33 KB	.pdf
Selected Outreach Results Infographics	482 KB	.pdf
Corridor Management Theme Boards	12.1 MB	.pdf

Great River Road Inventories and Resource Information

Title	Size	Download
Wayfinding Sign Inventory	47.5 MB	.pdf
Traveler Resource Inventory	146.4 MB	.pdf

MN Great River Road Information Tools

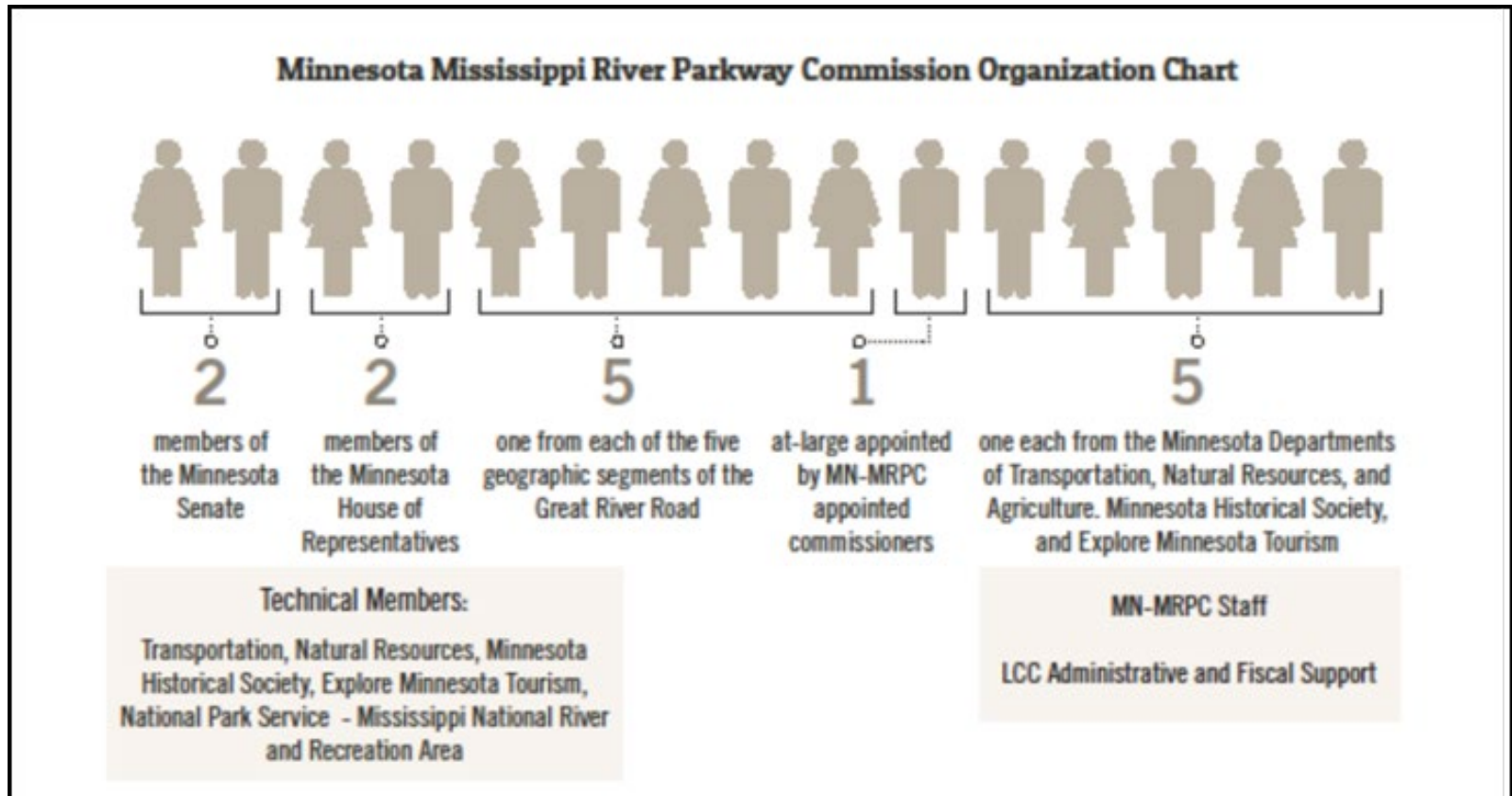


Ambassador Program

- The Ambassador Program was an initial implementation priority in the MN GRR Corridor Management Plan.
- Training, resources and materials are provided.
- Information is available online at <https://www.mnmississippiriver.com/minnesota-great-river-road-ambassadors/>



MN Mississippi River Parkway Commission



Next meeting is November 20, 2025.

2026 meeting schedule will be posted at -

<https://www.commissions.leg.state.mn.us/mrpc/mrpc.html>

MN-MRPC Structure

- Established in Minnesota Statute 161.1419
- Fiscal Agent: MN Legislative Coordinating Commission
- Basic Funding: State operating funds under Legislative Coordinating Commission
- Additional Funding: Federal and state grants, one-time state special project funds



Regional Commissioner Role

MN-MRPC COMMISSIONER RESPONSIBILITIES

- Enact the MN-MRPC mission at National, State and local levels.
- Participate in four Minnesota meetings of the MN-MRPC annually.
- Participate in bi-annual National Mississippi River Parkway Commission meetings and serve on National Standing Committees.
- Actively support special events related to the Mississippi River and/or Great River Road.

IN ADDITION, REGIONAL COMMISSIONER'S RESPONSIBILITIES ARE:

- Enable their Citizen Committee and regional stakeholders to maximize the benefits of the Great River Road.
- Act as link between the MRPC/MN-MRPC and the regional Great River Road citizen committee.
- Foster partnerships and cooperation within the region, harnessing local resources to implement the mission.
- Coordinate meetings and lead implementation of work by their Regional Citizen Committee.



Regional Commissioner Process

- According to statute, the MN-MRPC includes five Regional Commissioners recommended by citizen committees within those regions.
- A Commissioner will be recommended today for a four-year term.
- Your recommendation will be shared with the MN-MRPC at their next regular business meeting for their consideration as they appoint a regional member.
- Individuals interested in the commissioner position – introduce yourselves, your background, and interest serving on the MN-MRPC.

Vote on Recommendation for **Appointment to MN-MRPC**

- Motion to recommend a candidate to the MN-MRPC
- Voice vote



Your Regional Updates

- Ideas
- Input
- Questions?
- Any anticipated requests for MN-MRPC involvement or support?
- Updates on what's happening in your communities so we can help promote as part of the overall Minnesota Mississippi River Corridor

Thank You!



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