

# MN MRPC & LCC Realignment

# Order of Presentation

- Introduction – John Anfinson
- LCC Overview – Andrew George
- Debrief from MRPC Executive Committee & Marketing small group – Executive Committee and Andrew
- Discussion – Full Commission

# Topics for Discussion

- Scope of Work Comparison
- General Responsibilities Outline
- Partnerships
- Marketing and Promotion
- Scenic Byway Obligations
- MRPC Budget

# LCC Overview – Andrew George

- Legislative Coordinating Commission office (LCC) overview memo – in packets and posted to MN-MRPC meeting page.
  - Conduct research and provide administrative services to numerous commissions, councils, working groups, and task forces
  - Provide human resources, fiscal services, and operations support to joint legislative offices and commissions
  - Serve as the repository for statewide boundary information for legislative use, including mapping and data services through the Geographic Information Services Office
  - Fulfill the statutory requirements of the Office of Economic Status of Women
  - Coordinate inclusion, accessibility and language services across the legislature.
  - Maintain Minnesota’s Legacy website, which displays how funds from the Legacy Amendment and the Environment and Natural Resources Trust Fund are utilized throughout the state

# Current Scope of LCC Tasks for MRPC

- Post bi-weekly information to the MN-MRPC Facebook page as able.
- Monitor and respond to map requests.
- Conduct limited outreach to interpretive centers and byway partners (mostly for map requests). Clear direction for any other outreach.
- Provide fiscal and administrative support for quarterly commission meetings.
- Submit MRPC letters of support for funding opportunities.
- Conduct limited data compiling/research
- Assist with the development and submission of proclamations and resolutions.

# Current Scope of MRPC Tasks

- Examples of the tasks the Commission needs to undertake:
  - Proactive outreach to interpretive centers, CVBs and other byway partners.
  - Produce an active social media presence with original marketing content.
  - Direct development and implementation of marketing campaigns.
  - Coordination and implementation of Drive the Great River Road month.
  - Monitor CMP and update
  - Other activities beyond the narrow administrative and fiscal support of the MN-MRPC.

# Side-by-Side Comparison

## MRPC

- Quarterly Meetings
  - Define the agenda and priorities.
- Website
  - Develop original content.
  - Respond to inquires LCC cannot address.
- News Media
  - Press releases – identify what merits a press release and write.
  - Respond to interview requests.
- Maps
  - Define need, content and budget for printing.
  - Oversee design and accuracy
  - Work with LCC to identify distribution list and priorities. Help distribute the maps to ICs, CVBs and other partners.

## LCC

- Quarterly Meetings
  - Provide fiscal and administrative support.
  - Coordinate meeting schedule and disseminate meeting invites and documents.
- Website – Admin and maintenance
  - Monitor and respond to inquiries.
  - Coordinate with MRPC on inquires, other than standard requests.
- News Media
  - Distribute of press releases.
  - Keep an up-to-date contact list.
  - Refer interview requests to relevant MRPC members through MRPC leadership.
- Maps – Administrative aspects
  - Oversee the printing.
  - Oversee map distribution.

# Side-by-Side Comparison

## MRPC

- Letters of Support
  - Review requests for letters of support.
  - Write letters, using templates where appropriate.
  - Sign letters.
- National Office Coordination
  - Work with the National Office on administrative, promotional, meeting planning and other matters.
- Proclamations and Resolutions
  - Decide what merits a proclamation and or resolution.
  - Write the proclamation text.
  - Submit to LCC to move through the approval process.

## LCC

- Letters of Support
  - Submit letters on behalf of the MRPC.
- National Office Coordination
  - Work with the National Office on administrative matters.
- Proclamations and Resolutions.
  - Assist with the development and submission of proclamations and resolutions.

# Side-by-Side Comparison - Partnerships

## MRPC

- Actively develop and deepen partnerships with
  - ICs
  - CVBs
  - Related byway organizations
- Ambassador Program
  - Developing the content.
  - Work with LCC to schedule sessions at least once yearly.
  - Jointly run the sessions.

## LCC

- Maintain basic outreach to as directed by MRPC
  - ICs
  - CVBs
  - Related byway organizations
- Ambassador Program
  - Schedule sessions at least once yearly.
  - Set up and jointly run the sessions.

# Marketing and Promotion

## MRPC

- Social Media
  - Develop original content.
- Facebook
  - Develop original content
- Drive Month
  - Decide and develop the theme and related programming and work with lead agency and/or other partners to promote.
  - This can be done on our own, but who takes the lead?
- Marketing Campaigns
  - Develop and implement marketing content.

## LCC

- Social Media
  - Post bi-weekly information to the MN-MRPC Facebook page as able.
- Facebook
  - Repost content every couple of weeks
    - Who decides what to post and why? Coordinate with MRPC.
- Drive Month – Facilitation and promotion at the direction of MRPC
- Marketing Campaigns
  - Help implement content developed by the MRPC.

# Marketing and Promotion

## MRPC

- Joint Promotion Efforts
  - Identify partnership that can raise the profile of the Great River Road.
  - Work with partners like the Headwaters Board and One Mississippi to cross-promote events and activities.
- Driving the Great River Road
  - Explore how the MPRC can promote driving our Great River Road like we see on the [experiencemississippiriver.com](http://experiencemississippiriver.com) website.
- Marketing Research
  - Work with LCC to conduct research to quantify the value of the Great River Road.

## LCC

- Joint Promotion Efforts
  - Coordinate promotional efforts and outreach developed by MRPC at direction of the commission – need to define this.
- Driving the Great River Promotions
  - Other than Drive Month
  - Define roles
- Marketing Research
  - Undertake limited data compiling/research

# Scenic Byway Obligations

- Scenic byways are obligated to protect, enhance, and promote the intrinsic scenic, historical, recreational, cultural, natural, or archaeological qualities that earned them designation.
- They must implement a Corridor Management Plan (CMP) to maintain these characteristics, boost tourism, and ensure roadway safety.

# Comprehensive Management Plan

- Work on the MN Great River Road Comprehensive Management Plan – Mission and obligations
- Updating and providing signage to Interpretive Centers
  - Wayfinding, Plan your trip, Plan your Project, Ambassador Program
    - We have addressed these, but they are programs requiring maintenance.
    - How much of wayfinding is transportation and how much is marketing?
    - The same thing can be said of the Ambassador program.
- Roadside Storybook
  - Interpretation to enhance the visitor experience
  - Promoting the Great River Road

# MRPC Budget

- What of our budget do we have to fill the gaps identified?
- Knowing that part of the budget can't fill the gaps, how do we increase our budget or leverage our capacity through our commission members?

# MN MRPC Total Annual Budget

## \$78,000

Chart Title

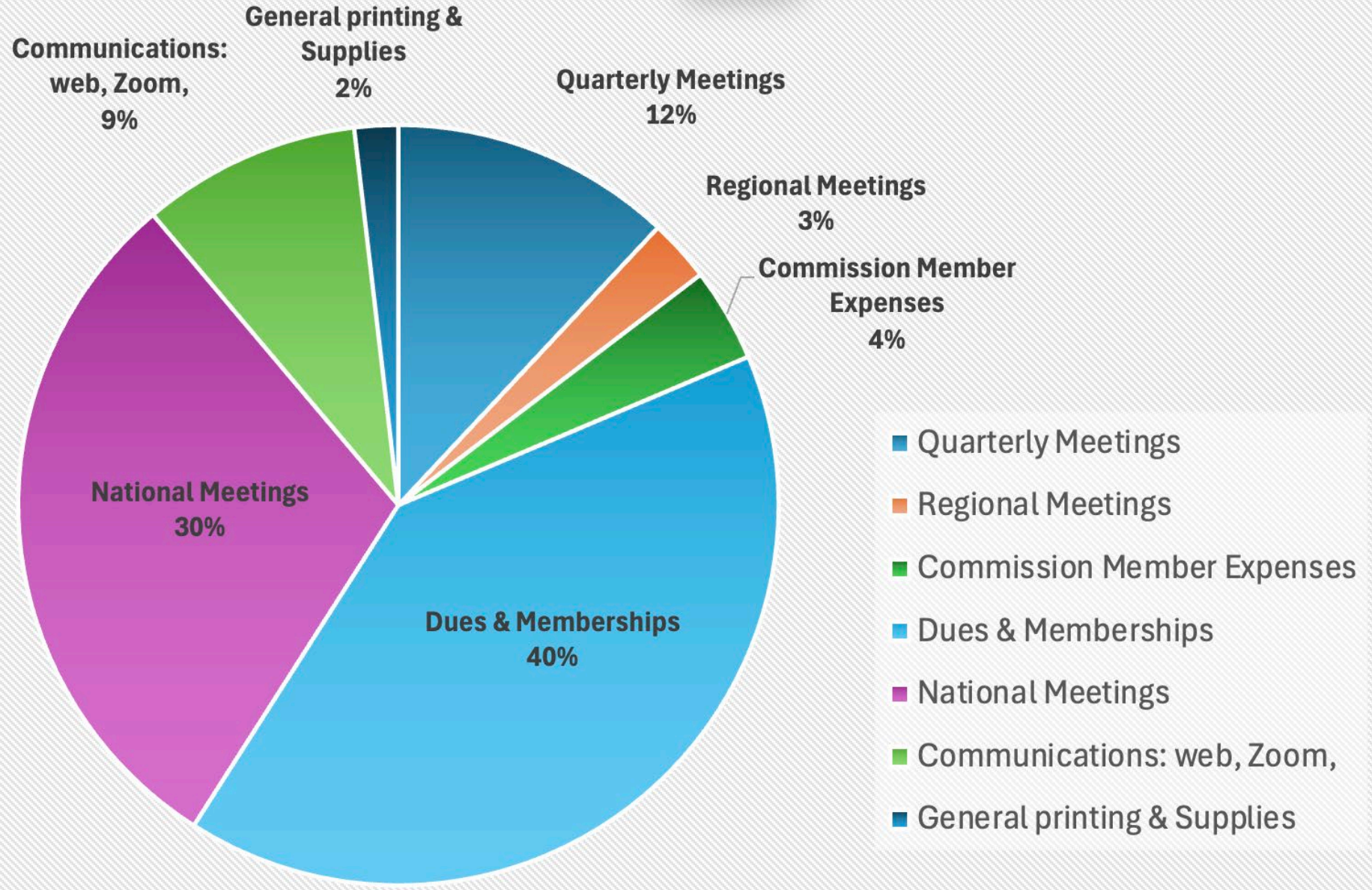


■ Fixed Costs

■ Administration

Chart Title

# Fixed Costs \$37,600



# Background

## MRPC

- **161.1419 MINNESOTA STATUTES 2023**
- Subdivision 1. **Policy.** It is declared to be the policy of the state and to be in the best public interest for the promotion of public safety, recreation, travel, trade, and the general welfare of the people to cooperate with the federal government and with the interstate Mississippi River Parkway Planning Commission.
- To carry out such policy and to aid in the promotion and securement of a scenic parkway and highway for the state of Minnesota and to aid in securing the location of federal parks within Minnesota a Mississippi River Parkway Commission is created.
- Such commission shall also work toward the planning, construction, maintenance, and improvement of the Great River Road or Mississippi River Parkway which is to follow generally the course of the Mississippi River and extend from Canada to the Gulf of Mexico.

## LCC

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- Provide human resources, fiscal services, and operations support to joint legislative offices and commissions.
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- Fulfill the statutory requirements of the Office of Economic Status of Women.
- Coordinate inclusion, accessibility and language services across the legislature.
- Maintain Minnesota's Legacy website, which displays how funds from the Legacy Amendment and the Environment and Natural Resources Trust Fund are utilized throughout the state.