

MRPC Duties - Gaps Identified

Which of these can/should be for contracted staff?

Which of these can/should Explore MN/other MRPC partner agencies address?

- **Proactive outreach to interpretive centers, CVBs, and other byway partners**
 - Actively develop and deepen partnerships
 - Commissioners take greater role in communication between ICs and CVBs?
 - Can we get what they are doing and get it to our website?
- **Produce an active social media presence with original marketing content**
 - Is there a minimal social media work we can produce? (~4hrs/wk?)
- **Direct development and implementation of marketing campaigns**
- **Coordination and implementation of Drive the Great River Road month**
 - Continued engagement from agency partners on Drive month
- **Joint promotion efforts**
 - Identify partnerships that can raise the profile of the Great River Road
- **National Office coordination**
 - Point of contact - work with the National Office on administrative, promotional, meeting planning, and other matters
- Develop original content for Great River Road website
- Marketing Research – work with LCC to conduct research to quantify the value of the Great River Road
- Track implementation of corridor management plan – *MnDOT lead*
- Other activities beyond the narrow administrative and fiscal support of the LCC

Current LCC duties for MRPC support

- **Administration and support of MRPC meetings**
- **Work to identify map distribution and priorities. Help distribute the maps to ICs, CVBs and other partners**
- Press releases – with MRPC, identify what merits a press release
- Respond to interview requests
- With MRPC and MnDOT, oversee design and accuracy of maps
- Letters of support – with MnDOT and LCC, review requests and draft letters
- Proclamation and Resolutions – with MRPC, identify what merits a proclamation and draft.

- Simple social media presence
- As needed, develop RFPs and manage contracts for services