



Minnesota Mississippi River Parkway Commission
Executive Committee Meeting
July 30, 2019 • 10:00 a.m. – 12:00 p.m.
State Office Building – Conference Room 51

- Welcome & Review of Agenda
- Regional Meetings/Elections
- Draft Plan & Timeline for Website, Print Map, Ambassador Development
- Member Agency Leadership Tours and/or Presentations
- FY 20 Budget
- Partner Organization Presentations to MN-MRPC
- Commission Meeting Agenda Structure
- Other Business
- Adjourn

Directions to Room 51: Go to the tunnel level of the State Office Building (1 level below street level). The entrance to Room 51 is the first door to the east/right of the entrance of the tunnel to the Capitol. There is an identifier plaque (Rm 51) next to the door.



**Minnesota Mississippi River Parkway Commission
Executive Committee – December 12, 2018
State Office Building, St. Paul MN
MINUTES - Draft**

Members Present

Cordelia Pierson – Vice Chair
Sen. David Senjem – via phone
Anne Lewis – Secretary/Treasurer – via phone

Technical Advisors & Staff Present

Carol Zoff – DOT
Diane Henry-Wangenstein – LCC
Chris Miller - Staff

Members Absent

Rep. Sheldon Johnson
Andrea Kajer – Historical Society

Meeting called to order by Vice Chair Pierson at 2:35 p.m. The draft agenda was reviewed.

Review and Confirm MN-MRPC Statute Amendment Requests: The current statute was reviewed along with possible amendments drafted in 2017. Committee recommended proceeding with an updated version of the 2017 amendment request which would remove the Commission sunset provision, lengthen regional commissioner terms from two years to four years, and also amend MnDOT Statute 161.20 to remove MN-MRPC from the list of organizations that do not further a highway purpose. Motion by Sen. Senjem and seconded by Anne Lewis to proceed with the statute amendment requests. Motion carried.

Review and Prioritize MN-MRPC Funding Requests: Cost estimates were prepared as requested at the last Executive Committee meeting (new website, new print MN GRR map, Ambassador Development and ongoing operating funds increase) and have been provided to LCC. Estimates were reviewed followed by committee discussion. A suggestion was made to title the request "CMP Implementation" to better reflect overall purpose and it was noted that all three projects included in the one-time funding list are interrelated. Recommendation was to keep all three projects together and proceed with requests for funding. One time project funds would be requested via a new bill. Ongoing operating funds would be handled as a separate request through LCC. Diane Henry-Wangenstein will double check on this process and will work with Chris Miller on drafts for consideration by the Executive Committee, for both statute amendment requests and funding requests.

There was also discussion regarding MN-MRPC vacancies and new appointees from the House and Senate. There have been some indications of interest and it was noted that those representing river districts and/or with membership on relevant committees may be most applicable.

Planning for Great River Road Presence at the Capitol

Dates - LCC has reviewed schedules for the first few weeks of the session and due to other things planned for the opening weeks of the session suggested looking at the week of January 21 (after MLK Day). Committee was in agreement with using this as a starting point and focusing on Great River Road awareness building via informational presentations to committees and individual meetings with legislators.

Committee Presentations – House and Senate Committee schedules were reviewed. Senate committee presentations will be requested first, with January 22 as the preferred date. Sen. Senjem offered to request agenda time on that date (or other dates as needed) - Senate Transportation, Finance and Policy (10:30 – Noon) and State Government Finance and Policy and Election (1:00 – 2:30). Presentations in the House to be requested later when the House has appointed new members to the MN-MRPC. Staff will assist with talking points and materials.

Individual Meetings - MN-MRPC public members will be asked to make individual visits to legislators. Priorities would be committee chairs and then Representatives/Senators in MN-MRPC member regions. Goal would be 3 – 4 legislators per member and visit would include delivery/review of informational materials. Executive Committee and staff will provide details and materials. Discussion included possibility of timing visits on February 28, when members might already be in St. Paul for the next MN-MRPC Quarterly Meeting.

Materials – MN-MRPC/GRR overview documents were included in the meeting packet and were reviewed. Anne Lewis used these in past communications and also provided the MN-MRPC CMP brochure, MN and ten state GRR maps, MN Tourism and the Economy Fact Sheet and MN GRR lapel pins. Committee recommended using this packet as the template with the possible addition of a page used in 2017 describing GRR impact within local areas/regions.

Preliminary Plans for 2020 – Ideas discussed included a GRR Day in the Capitol Rotunda with Interpretive Centers and MN GRR communities invited to participate. The committee recommended moving forward with preliminary discussions on this, including gathering feedback and determining interest from Interpretive Centers.

Member Agency Project Support Appreciation: The committee was asked to consider approaches to thank MnDOT and DNR for their contributions to MN GRR signage and Plan Your Trip/Plan Your Project mapping and travel guides. The committee recommendation was to schedule visits to the DNR and DOT Commissioners after a new MN-MRPC Chair is designated (March?).

Other: A suggestion was made to review composition of regional stakeholder lists at the next Executive Committee meeting (summer 2019).

Adjournment: The meeting was adjourned at 4:10 p.m.



**Minnesota Mississippi Parkway Commission
Headwaters-Northwoods Region (Lake Itasca to Grand Rapids) Meeting**

August 5, 2019 • 2:00 – 3:30 p.m.

Beltrami County History Center
130 Minnesota Ave SW, Bemidji, MN 56601
www.beltramihistory.org

Agenda

- I. Welcome & Introductions
- II. Ten State Great River Road
 - Background and 2108 Corridor Management Plan
 - Network of Great River Road Interpretive Centers – new Rack Cards
 - Marketing & Contests
- III. Minnesota Great River Road
 - MN Great River Road & MN-MRPC Overview
 - MN Corridor Management Plan Implementation Updates
 - o GRR Wayfinding Signage - All New Signs in 2018
 - o Plan Your Trip Interactive Map and Travel Guides - Demonstration & Feedback
 - o Draft MN GRR Print Maps
 - o Plan Your Project
 - o Ambassador Development - Next Steps
 - Letter of Support Process & Timelines
- IV. Regional Commissioner Election
 - Role of Regional Commissioner
 - Candidate Information & Voting
- V. Regional Updates
 - Ideas/Input/Updates from the Group
 - Requests for Commission Involvement/Support – Local Projects or Issues?
- VI. Adjourn



MN Great River Road Ambassador Program Implementation Discussion

As Recommended in the *MN Great River Road Corridor Management Plan 2016*
July 30, 2019 – MN-MRPC Executive Committee

The objective of the Ambassador Program is to provide resources, materials and training for MN-MRPC member facility managers, local road and attraction managers, and local businesses and residents to improve corridor management, better serve tourists and encourage economic development.

Program Objectives

1. Strengthen local partnerships for the MN-MRPC: GRR Network of Interpretive Centers, MN GRR Traveler Resources, CVBs, transportation agencies, local to state government officials, Minnesota Grown members, etc.
2. Practice using MN GRR Plan Your Trip/Plan Your Project, Regional Travel Guides (Story Maps) and MN GRR print map; and confirm/revise site information using Collector App/Confirmation Form.
3. Engage local partners to help MN-MRPC promote Great River Road amenities, events, and locally grown foods and to better understand byway traveler needs.
4. Listen to advice on how to improve byway traveler experiences through local partner activities and MN-MRPC website, online/print maps, give-away item and promotion refinements.
5. Build local community appreciation for the Great River Road as a state and national tourism and development asset in their midst.
6. Build MN-MRPC appreciation for challenges/opportunities individual sites and agencies have that could be addressed/leveraged by the GRR.
7. Develop an Ambassador Toolkit for ongoing Ambassador activities.

Two Year Approach

1. Year One: Start "Ambassador" program with an initial phase of 2 hour workshops at the 12 MN GRR Interpretive Centers, including their local CVB.
2. Produce a "test" Toolkit for use by and with first year Ambassadors.
3. Year Two: Refine the Toolkit and Ambassador Development workshop based upon advice received.
4. Conduct 2 hour workshops with the 12 MN GRR Interpretive Centers and their local CVBs. Conduct 12 additional 2 hour workshops with select GRR CVBs, transportation agencies, local to state gov't officials, and Minnesota Grown members.

Potential Ambassador Toolkit Contents

1. Updated ten state and MN Great River Road information packets
2. MN Great River Road and ten state print maps
3. CMP brochure and 2019 update
4. Sample promotional items, possibly window clings, key rings, pins, luggage tags, business cards, etc.
5. 100-word & 200-word Great River Road descriptions for insertion in local tourist publications
6. Elevator speech – 250 words on the benefits of becoming a Great River Road Ambassador
7. GRR Ambassador Toolkit (thumb drive or online resource page): MN Great River Road and ten state print map files, MN and ten-state paddlewheel graphics/permission forms, MN GRR CMP, CMP info graphics, CMP brochure and 2019 update sheet, 10-state CMP, MN-MRPC IC Ambassador Development PowerPoint, Byway Traveler Resource Data Confirmation form for Resources to update data and submit site images, Ambassador Development video or other guidance.

Allotment of FY 20 Funds

Legal Citations: ML 2019, 1st Special Session, Ch 10 Article 1, Section 2, Subd 4 (approp to LCC). MS 16A.281 (CFD). Expires 6/30/21 and then rolls to LCC CFD. General Funds/1000 Fund.

FY: COMMISSION NAME:

AMOUNT:

2020	Mississippi River Parkway Commission Operations (MRPC)	149,860.00
		<i>Completed by Chris Miller/Sen Seniem</i>
<u>Object Code</u>	<u>Description</u>	
41000	Full-time	
41030	Part-time, Seasonal, Labor Services	
41070	Other Benefits	4,300.00
41100	Space Rental, Maintenance, and Utilities - Non-State Owned Space	3,800.00
41110	Printing & Advertising	32,300.00
41130	Professional and Technical Services - Outside Vendor	68,230.00
41145	IT Professional and Technology - Outside Vendor Services	
41150	Computer and Systems Services	1,000.00
41155	Communications	600.00
41160	Travel & Subsistence - Instate	12,030.00
41170	Travel & Subsistence - Outstate	7,500.00
41180	Employee Development	1,200.00
41190	Agency Provided Prof/Tech Service	
41300	Supplies	2,900.00
41500	Repairs to Equipment and Furniture	
42010	Statewide Indirect Costs	
43000	Other Operating Costs	15,000.00
47060	Equipment	1,000.00
TOTAL*		149,860.00

*Total must be equal to: 149,860.00

Need to yet allot: -

\$15K ongoing increase to base

On-time allotments:

\$9,860 GRR website (budget \$20K, balance of projected cost \$10,140 to be expensed to LCC CFD)

\$34K GRR Map

\$28K launch of ambassador program

MN-MRPC FY20 Activity/Project Budget

Draft 6-11-19

Activity/Item	Estimate
MN-MRPC Operating Budget	
Quarterly Meetings (4 @ up to \$1,650 each)	\$6,600.00
Special Meeting and/or other Commissioner meetings travel & per diem	\$2,000.00
Executive Committee Meetings (2 @ \$300)	\$600.00
MRPC Dues	\$15,000.00
Admin Contract	\$26,400.00
Website & phone basic costs (incl. 800 website + 300 phone + 204 Constant Contact)	\$1,600.00
National Meetings	\$8,700.00
Regional Meetings/Elections	\$900.00
Mailing/Shipping Maps (10 State and MN GRR Maps)	\$500.00
Additional Staff Hours for CMP Implementation Activities with Partners & Stakeholders including letters of support/comment, investment inventory, regional mtgs and elections, ambassador program mgmt	\$15,000.00
Website Programming Changes - Minimal	\$500.00
General Material Printing & Supplies	\$200.00
Total Operating Budget	\$78,000.00
Special Projects - Funding for implementation during FY20 and FY21	
Website Updates for Map Tools, Mobile Devices	\$20,000.00
Ambassador Development	\$28,000.00
New Print Map	\$34,000.00
Total Special Projects	\$82,000.00
Estimated Total Expenses	\$160,000.00
Total FY 20 Allocation	\$149,860.00
LCC Funds for Website	\$10,140.00
Total Funds Available	\$160,000.00
Amount Remaining	\$0.00