



Iowa Mississippi River Parkway Commission  
REPORT OF SPRING 2012 STAKEHOLDER MEETINGS

**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012

Prepared by:



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## The 2015 Corridor Management Plan Library for the Iowa Great River Road

A comprehensive collection of data, research findings, reports, maps, and presentations which provide additional detail and support for the 2015 Corridor Management Plan of the Iowa Great River Road. Each document is referenced with a lettered icon and title.

Document files can be downloaded at [www.iowadot.gov/iowasbyways/IAGRRCMP.html](http://www.iowadot.gov/iowasbyways/IAGRRCMP.html) and [www.ddaforum.com/DocumentLibrary.aspx](http://www.ddaforum.com/DocumentLibrary.aspx).



### Iowa Great River Road Designated Route Update

Map atlases for the ten Iowa Great River Road counties illustrating the routing of the Byway.



### Summary Report of Representative Intrinsic Qualities and Resources, Tabulation and Map Sets

Report, tabulations and map county atlases of the intrinsic resources of the Iowa Great River Road.



### Condition of the Road Report

A review of the existing conditions associated with the Iowa Great Road using 14 key topics recommended by the Federal Highway Administration.



### Iowa Great River Road Route Traffic Data and Safety Report

A tabular presentation of traffic data and safety indicators for segments of the Iowa Great River Road prepared by the Iowa Department of Transportation.



### Iowa Great River Road Document Library

An extensive listing of a wide variety of reference documents pertaining to the Mississippi River as well as the National and Iowa Great River Road.



### Report of Spring 2012 Stakeholder Meetings

A complete report of the production, results, and public direction provided during the Spring 2012 Stakeholder Meetings.



### The 2013 Iowa Great River Road Visitor Survey

Summary report, detailed result tabulation, and survey instrument for the 2013 Iowa Great River Road Visitor Survey.



### The 2013 Iowa Great River Road Resident Survey

Summary report, detailed result tabulation, and survey instrument for the 2013 Iowa Great River Road Resident Survey.



### Report of Spring 2014 Stakeholder Meetings

A complete report of the production, results, and public direction provided during the Spring 2014 Stakeholder Meetings.



### Iowa Mississippi River Parkway Commission Stakeholder List

A tabular presentation of the contact listing for the Iowa Mississippi River Parkway Commission current as of January 2015. (Available upon request to the Commission)



### Core Management Directions, Actions, and Financial Considerations

Detailed background and descriptions of Actions and financial considerations supporting the Core Management Directions of the Iowa Great River Road.



### Great River Road Interpretive Plan and Tool Kit

A comprehensive guide for themes and stories for interpreting the entire Great River Road.



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



# Contents

<b>Contents</b> .....	<b>2</b>
<b>Introduction and</b> .....	<b>4</b>
<b>Credits</b> .....	<b>4</b>
Public and Stakeholder Input is a key for Success.....	4
Corridor Management Plan Update.....	4
Iowa Mississippi River Parkway Commission Membership.....	6
<b>Executive Summary</b> .....	<b>6</b>
<b>Prominent and Typical Attendee Responses</b> .....	<b>8</b>
Introduction .....	8
Question 1   What is the Iowa Great River Road known for?.....	8
Question 2   What can the Iowa Great River Road be more well known for? .....	11
Question 3   How has the Iowa Great River Road been important to your organization or community? .....	14
Question 4   How has your organization or community supported the Iowa Great River Road?.....	17
Question 5   How can the effectiveness of the Iowa Great River Road be increased? .....	19
Question 6   What are a couple of really big picture ideas (outcomes) that we should aim high to accomplish for the Iowa Great River Road?.....	22
Follow-up Actions.....	25
<b>Individual Attendee Responses</b> .....	<b>26</b>
Introduction .....	26
Question 1   What is the Iowa Great River Road <b>known</b> for?.....	26
Question 2   What can the Iowa Great River Road be <b>more</b> well known for? .....	34
Question 3   How has the Iowa Great River Road <b>been important to your organization or community?</b> .....	43
Question 4   How has <b>your organization or community supported</b> the Iowa Great River Road? .....	50



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN  
May 24, 2012





Question 5 | How can the **effectiveness** of the Iowa Great River Road be increased? ..... 53

Question 6 | What are a couple of **really big picture ideas** (outcomes) that we should aim high to accomplish for the Iowa Great River Road? ..... 60

**Reference Materials**..... **67**

    Corridor Management Planning Information Flier ..... 68

    Stakeholder Meeting ANNOUNCEMENT..... 70

    Typical Stakeholder Meeting Presentation ..... 72

    Meeting Attendance ..... 78

**Notes:** ..... **80**





# Introduction and Credits

## PUBLIC AND STAKEHOLDER INPUT IS A KEY FOR SUCCESS

The Iowa Mississippi River Parkway Commission (IA MRPC) undertakes a variety of means to assure that the Commission remains aware of and responsive to the needs and desires of residents, visitors and representatives of various organizations which benefit from the Iowa Great River Road. Additionally, providing the public with opportunities for input is a commitment that the Iowa Mississippi River Parkway Commission fulfills in its role as being the local management authority for the designation of the Iowa Great River Road as a National Scenic Byway by the Federal Highway Administration. Conducting "Stakeholder Meetings" is one of the effective means the Commission uses to fulfill these commitments.

### Corridor Management Plan Update

In December 2011, the Iowa Mississippi River Parkway Commission initiated a multi-year planning project to update the Corridor Management Plan (CMP) for the Iowa Great River Road. The project intends to aid the Commission in developing short, medium and long term goals, objectives and strategies for assuring that the Iowa Great River Road and its corridor of intrinsic resources provide the environment and experience that citizens and byway visitors seek and expect. The Commission has long relied on collaborative partner organizations to assure the appropriate measures are taken to protect, enhance and promote the world-class resources of the Iowa Great River Road valley.

A significant portion of the CMP planning project involves providing input opportunities for the general public and representatives of stakeholder organizations such as municipal and county governments and elected officials; state and federal agencies; non-profit interest groups; private organizations; and individual citizens. With the assistance and guidance provided by the Commission's byway planning firm, David L. Dahlquist Associates, West Des Moines, Iowa, eleven public stakeholder meetings were conducted in six communities along the Iowa Great River Road in the spring of 2012. Approximately 175 attendees participate in these 1 ½ hour meetings.



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



This report presents the process and materials used in promoting and conducting the spring 2012 Iowa Great River Road stakeholder meetings. Additionally, the comments of attendees are outlined and the general summaries of stakeholder conversations are presented herein. The meetings produced a significant body of observations, ideas and suggestions. And, it should be noted that the reporting of attendee comments presented here does not necessarily represent policy or a commitment by the Iowa Mississippi River Parkway Commission to enact or fulfill the requests and suggestions. The planning process for preparing a new CMP for the Iowa Great River Road will take stakeholder input into account from these stakeholder meetings and the Commission can act within the capacity of its limited financial and time resources.

As the planning for the new Iowa Great River Road CMP continues over the next few years, additional rounds of stakeholder meetings will be scheduled to give interested parties the opportunity to learn, review and comment on the recommendations, alternatives and directions that the Iowa Mississippi River Parkway Commission can take in the future.

Conducting the stakeholder meetings and preparing this report is funded in part by a National Scenic Byways Program Discretionary Grant provided by the Federal Highway Administration for the Iowa Great River Road Corridor Management Plan Update.

Iowa DOT project number: SB-IA-000S(497)—2T-00.



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



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**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



# Executive Summary



## Iowa Great River Road CORRIDOR MANAGEMENT PLAN UPDATE *Visioning our future in changing times*

### EXECUTIVE SUMMARY | Spring 2012 Stakeholder Meetings



Pilot Emeritus Patsy Ramacitti introducing the March 28 Bettendorf Stakeholder Meeting

#### Iowa Great River Road Stakeholder Meetings Elicit Feedback about the Past, Present, and Bright Future for the National Scenic Byway

During the eleven 90-minute sessions, a brief presentation provided a historical background of the Iowa Great River Road and the Iowa MRPC. Information was shared with participants about the necessity for long-range planning for the route and details given about the project scope and anticipated timeline. However, the majority of each meeting was spent discussing the following key questions:

1. What is the Iowa Great River Road **known** for?
2. What can the Iowa Great River Road be **more well-known** for?
3. How has the Iowa Great River Road **been important** to organizations and communities?
4. How have organizations and communities **supported** the Iowa Great River Road?
5. How can the **effectiveness** of the Iowa Great River Road be increased?
6. What are those **big picture ideas** or outcomes that we should aim high to achieve for the Iowa Great River Road?

The most prominent topics which characterized the stakeholder meetings' discussions are summarized on the following page.

#### Iowa Mississippi River Parkway Commission Initiates Stakeholder Meetings

In late 2011, the Iowa Mississippi River Parkway Commission (Iowa MRPC) began the important process of updating the Corridor Management Plan (CMP) for the Iowa Great River Road, the nationally-designated byway for which the Commission is responsible for stewarding. The Corridor Management Plan is a written document which outlines the **vision** for the Iowa Great River Road and guides a wide range of activities including resource protection, marketing, partnership organizing, and strategies for sharing the unique culture and history of the area.

A critical component of a successful CMP update focuses on **engaging** the Iowa Great River Road's varied stakeholders - including the agencies, organizations, and citizens in the many communities through which the route travels as well as state and federal partners. In the spring of 2012, the Iowa MRPC initiated a stakeholder input process. In total, more than **175 people** attended **eleven meetings** in six different Iowa Great River Road communities. Meetings took place on the following dates and in the following locations:

March 26   Burlington	April 11   Dubuque
March 28   Bettendorf	April 12   Camanche
April 10   McGregor	April 24   Muscatine



Attendees of the April 12 Camanche Stakeholder Meeting



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012





## Iowa Great River Road 2012 Stakeholder Meetings | Prominent Discussion Topics

- All meetings conveyed a **positive, optimistic outlook** for the future of the Iowa Great River Road. No inherent opposition regarding the Byway's past focus and current planning efforts were expressed; rather participants offered support and many ideas.
- Participants' comments reaffirmed the diverse and internationally **significant intrinsic qualities** of the Iowa Great River Road and noted the Mississippi River and its communities as the corridor's most important assets.
- Discussions revealed an underlying appreciation for **multiple layers of value** in the corridor: recreation access, tourism, quality of life attributes, economic development, historic and cultural heritages, and the region's strong sense of place.
- With the lineal quality of the Iowa Great River Road's route, the corresponding Mississippi River, and the developing Mississippi River Trail; the Byway offers travelers and residents **lineal multi-modal experiences**.
- An unfulfilled need or desire to have an organization facilitate **multi-jurisdictional coordination** and partnership building and strengthening. Participants spoke of the benefit of enhancing communications between agencies, organizations and attractions - fostering a collaborative environment in which these groups can learn from one another and increase the effectiveness of their own service delivery.
- The need for an **integrated array of media** to communicate the intrinsic values and experiences of the Iowa Great River Road corridor. From printed maps and brochures to electronic apps, social media and websites, participants recognized the difficulty of providing the appropriate mix of media and shared their own struggles to find balance.
- There were no particularly strong or pointed expectations or demands placed on the Iowa Mississippi River Parkway Commission. While several participants were unsure about the Commission's past roles and projects, the overall tone of the conversations suggest **support for a variety of future actions** the Commission might take to benefit the Byway, its communities, and its travelers.



MRPC Treasurer M.J. Smith and IA Commissioner Jane Regan at the April 10 McGregor Meeting



Attendees of the April 24 Muscatine Stakeholder Meeting

This first round of stakeholder input will support the development of the upcoming "Condition of the Great River Road" report. The Iowa MRPC looks forward to your continued engagement!

A copy of a detailed report of the Spring 2012 Stakeholder Meetings is available by request to [ddahlquist@mchsi.com](mailto:ddahlquist@mchsi.com)



For updates, "like" the Iowa Great River Road on Facebook

Iowa Great River Road website: [www.iowagreatriverroad.com](http://www.iowagreatriverroad.com)



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## Iowa Great River Road CORRIDOR MANAGEMENT PLAN

May 24, 2012



# Prominent and Typical Attendee Responses

## INTRODUCTION

The six core questions provided the structure for the spring 2012 Iowa Great River Road stakeholder meetings. The first four questions were designed to foster dialogue among the participants regarding the current perceptions of the Iowa Great River Road, the potential values it might become known for, the ways in which the Iowa Great River Road has served communities and organizations, and conversely how those communities and organizations have supported the Byway. The final two questions focused on ways in which the effectiveness of the Iowa Great River Road might be increased and sought input on “big-picture” ideas which could shape the byway’s future. Typical and supportive quotations of attendees are also provided with the discussion of the core questions.

## QUESTION 1 | WHAT IS THE IOWA GREAT RIVER ROAD KNOWN FOR?

The most frequent responses included the following:

**The Mississippi River:** According to participants, the Iowa Great River Road is best known for its corresponding river, the Mississippi. The Iowa Great River Road provides accessibility to the river which varies throughout the corridor. The Mississippi River is an oft-cited location for family vacations and is a source of awe for national and international visitors. Travelers have a strong desire to touch the river and take photographs of themselves with the river as a backdrop.

**Iowa Great River Road Communities:** The diverse communities throughout the Iowa Great River Road corridor are a substantial source of pride for residents and draw visitors who desire to experience their attractions, dine in their restaurants, and rest in their lodging establishments. From large metropolitan areas to small, close-knit towns, these are some of the oldest communities in Iowa and contribute significantly to what the Iowa Great River Road is known for.



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



**History:** Aligned with one of the longest, largest, and most important rivers in the world, participants suggested that the Iowa Great River Road region is also well-known for its historical significance. The ancient geologic processes which created the river and the landscape supported a context for millennia of human habitation – from prehistoric settlements to early river towns established during the phase of westward expansion and finally to contemporary communities still dependent on the river and its resources. Participants noted the sense of timelessness associated with traveling the Iowa Great River Road.

**Scenery:** The visual experience of driving the Iowa Great River Road is also what it's known for. The change in landscape typology from dramatic bluffs to broad floodplains creates a driving experience that is rich in scenic appeal. The prominence of the changing seasons, numerous views of the river, and availability of scenic overlooks also characterize the scenery of the Iowa Great River Road.

*"It's all about the river."*

*"The Mississippi is one of the Iowa Greatest rivers in the world – it's a destination itself."*

*"It's the "other" Iowa. It's not what people think of Iowa – the hills, the bluffs, the architecture. People are constantly amazed by what they thought they were going to experience in Iowa."*

*"So many people in the county have no idea that this part of the country exists- they think it's all corn (in Iowa)."*

Participants also indicated that the Iowa Great River Road is known for the following:



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012

- Pilot Wheel signs
- Nature and the natural environment and history
- Wildlife
  - Eagles
  - Access to wildlife
  - Diversity of wildlife
  - Bird flyway



- fishing
- Recreation
  - Boating
  - Fishing
- Industry and Commerce
- Transportation corridor (road, rail, river) for goods and services
  - bicycling
- Economic development impact of the Iowa Great River Road and Mississippi River
- An alternative to the faster route
  - Safer due to reduced speeds
  - Good condition of the road
  - nostalgic
- Relaxation
  - family vacations, trips up and down the river
- Culture
  - Food
  - Music
  - Local entertainment options

*"I moved here from Michigan. Being new to the landscape I had a fresh perspective. You have a wonderful sign with the Pilot Wheel. It tells me that if I drive down this road I will see the Mississippi River. Obviously there are areas where you can't see the river due to development, but if you drive down the road you'll see it again."*

*"It's known for being a good highway."*

*"A feeling of well-being and refreshment. You can go and unwind and don't have the stresses of the city."*

*"We think of the Iowa Great River Road so much as a driving road but a lot of people love to hike, walk and bike the Iowa Great River Road."*

*"I think it's known for the economic development impact it has. It brings business to our community and takes our products to the world."*







## QUESTION 2 | WHAT CAN THE IOWA GREAT RIVER ROAD BE MORE WELL KNOWN FOR?

The most frequent responses included the following:

**Local knowledge and pride:** Participants often expressed a need to (re)educate locals about the important of Iowa Great River Road and the corresponding Mississippi River. In addition to enhancing or strengthening community pride, this local knowledge would also support positive traveler experiences as they interact with locals.

**The history and importance of industry and commerce:** The Iowa Great River Road serves as a critical transportation route linking industry, agriculture and other businesses with the river through community ports. In addition, the railroad often aligns with the route and also links the Iowa with a national context. Participants noted that the Mississippi is a “working river” and that there may be opportunities to build partnership with industry, agriculture and private companies by helping to tell their stories. Finally, the relationship between the river, the road, and the railroad also influenced community settlement patterns and community architecture. Many participants felt that travelers would be interested in learning about these connections.

**The road as an access spine for industry/agriculture, recreation, entertainment, etc.:** The Iowa Great River Road is noted as the key link between access points for these activities. Given its alignment with the Mississippi River, this is important feature that makes the byway special.

**Multi-modal transportation options:** The Iowa Great River Road could become well-known for supporting a variety of transportation experiences. Though residents and travelers may move most frequently through the corridor by vehicle, they can also walk, bike, boat and paddle. The length of this linear byway corridor and the preponderance of existing facilities for these kinds of recreation activities combine to form a significant marketing opportunity.



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



**Excellent media for supporting traveler needs and experiences:** The Iowa Great River Road could become well-known as a destination which is supported by an integrated array of informational media. Digital media might include an interactive website, social media presence, and dynamic apps, while print media might focus on consistent availability of printed maps and brochures.

*"People are totally fascinated by the river."*

*"I think we as individuals in the communities need to educate our citizens as to the history of the area"*

*"We ourselves need to promote the fact that we are along the Iowa Great River Road. We're so used to it that we may not value it the way others do – we need to let our people know about it."*

*"We miss a lot of opportunities to tell our stories. What brought us to the river? Why are we located where we are?"*

*"A lot of economic activity goes on in and around the river. We need to explain that and expose people to that. Not only foreign visitors but local people as well so that they know what's going on around here."*

*"The world is shifting where you can work anywhere. The river itself is the draw, not the road. But the road is the key."*

*"The Mississippi was a big component in migration and immigration into the region."*

*"As much as we like to attract travelers, most of the tourism comes from our own area...our own communities. We need to remind people of the resources we have."*



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN  
May 24, 2012

Participants also indicated that the Iowa Great River Road could become more well-known for the following:

- Supporting international travelers in their desire to experience the Mississippi River
  - The Mississippi River is known globally



- Destination for European travelers wanting more information about where the ancestors settled and traveled through – genealogy research
- Helping travelers understand where they can find access points to the river
- An opportunity for “close to home” travel
- Providing Information of what makes each community unique/important
  - Community “firsts”
  - specific information about local restaurants, lodging, attractions
- Distinguishing what makes the IA Iowa Great River Road unique when compared to other Iowa Great River Road states
- Increased signage
  - route signage
  - interpretive signs at places where visitors commonly stop
- Natural resources
  - Seasons
  - Birding opportunities
  - Scenic views
  - Fishing
    - Trout fishing in NE Iowa
- Specific historical periods or topics
  - Indian heritage
  - Civil War history
- Local Culture
  - Antiques
  - B&Bs
  - Garage sales
  - Art
- Family travel opportunities
- Slower pace - relaxation
- Sharing stories of the people who travel the river
- Connection with schools and curriculum
- The actual name “The Iowa Great River Road” could be used more – both in addresses and identifying language but also in how locals direct travelers



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



*"Part of the identity issues, particularly in the metro areas, is that the road isn't necessarily by the river. Your sight of the river is lost and then you pick it back up again. It's not the Iowa Great River Road in your mind. We've decided in some ways that the way to do that is to move the trails to the river – accent it in that way."*

*"(My grandson from out of state said that) when the little kids find out about Iowa, Disney Land will lose all its business because they will want to come to Iowa."*

*"It's big city excitement but small-town hospitality."*

*"Capture those people who are just on their way through the area and happen to stop."*

*"We need to start telling the children the real story of the Iowa Great River Road and its association with the river."*

*"We need to brag more and advertise more our wonderful bike paths that we have along the Iowa Great River Road."*

## QUESTION 3 | HOW HAS THE IOWA GREAT RIVER ROAD BEEN IMPORTANT TO YOUR ORGANIZATION OR COMMUNITY?

The most frequent responses included the following:



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012

**Grants for projects and community improvements:** Participants felt that the Iowa Great River Road has been most keenly important in its ability to provide access to federal funding for a variety of projects and community improvements.

**Global recognition of the river and its impact on tourism:** Because the Iowa Great River Road is so strongly associated with the Mississippi River, that helps to draw tourists to the corridor. Representatives from businesses





and attractions felt that their location along the byway serves to bring in people – travelers see the Iowa Great River Road on the map and follow the route. It's been a "lifeblood" for communities' growth.

**Iowa Great River Road Pilot Wheel Signs:** Signs along the route provide direction and let people know they're still traveling the Byway.

**The Iowa Great River Road Interpretive Network:** The network allows local attractions to benefit from a larger audience. As centers are added to the system it brings people into the area who otherwise may not have known about the resources. It provides a significant marketing opportunity and links local sites throughout the country.

*"(It's ) given us the platform to promote our town and the location along the river. That grant was a tremendous boost to us – we couldn't be anywhere we are today without that grant."*

*"As budgets are getting tighter – we're looking at partnerships."*

*"You really don't know how much your organization does for local groups."*

*"I think it's been one of the life bloods to our communities' growth. It's a transportation route. Initially, the Iowa Great River Road was the old highway that you took...it went along the river and followed the old Indian trail. It was important in establishing the identities of our communities."*

*"People travel up and down the Iowa Great River Road and want to see the Mississippi River. It's really been important to the economy...at least it was and I think it still will be."*



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012

*"The signs are very important too. At the tourism center in Guttenberg people ask if they're still on the Iowa Great River Road. They're Iowa Great because people can follow them and know they're still on it."*

*"In Allamakee County we don't have metropolitan areas; it is the Iowa Great River Road that probably is the bread and butter for*



*the entrepreneurial businesses. The tourism is how we survive up here. Some people don't like it all the time, but it's reality."*

*"It provides a connection between communities and counties. A source of pride to be on a scenic byway – it's a unique intrinsic value in-and-of-itself."*

Participants also indicated that the Iowa Great River Road could become more well-known for the following:

- The Iowa Great River Road as a highly recognizable brand
- Lack of understanding about what the MRPC has been responsible for – the need for more awareness-building
- Provides a connection between the communities and the county
- Links farms with river access points
- Important asset for the people who live in these communities – provides opportunities to distress and recreate
- Justification for paving the road in Louisa County and other road maintenance expenditures

*"The Iowa Great River Road is a very recognized brand. If you were to poll people and ask a name of a scenic route the Iowa Great River Road would be right up there. Communities can benefit from this."*

*"With the Iowa Great River Road in this area it gives the general population a place to slow down and smell the roses. Makes people want to live here and work here."*



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



## QUESTION 4 | HOW HAS YOUR ORGANIZATION OR COMMUNITY SUPPORTED THE IOWA GREAT RIVER ROAD?

The most frequent responses included the following:

**By providing facilities used by residents and travelers:** Communities and agencies have supported the creation of hotels, campgrounds, and gas stations and have helped preserve natural resources and provided green spaces near the Mississippi River that allow access by all members of public –residents and travelers.

**By distributing Iowa Great River Road brochures at interpretive facilities/attractions:** Representatives from many of these facilities noted that they appreciate the opportunity to display Iowa Great River Road-related materials. Many indicated that they often run out of these materials quickly and value them for their ability to connect their site with other sites in Iowa and throughout the national corridor.

**By creating tourist attractions:** Participants indicated that most communities along the route have attempted to take advantage of their position along the Iowa Great River Road by developing a site or facility which will appeal to Byway travelers.

*“Most communities have tried to develop tourist types of attractions...recreation, historical, etc. Communities have tried to make those connections.”*

*“We have made certain that the designation appears on our community map.”*



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012

Participants also indicated that they have supported the Iowa Great River Road in the following ways:

- Provided the 20% match for NSBP grant-funded projects
- Congressman Braley wrote recommendations for 2 Iowa Great River Road-related NSBP grant applications
- Protected blufflands through zoning ordinances



- The National Mississippi River Museum & Aquarium created the network of interpretive centers in their initial grant application
- Organizations have attended meetings, offered planning support
- In Muscatine, the designated route appears on the community map
- The Iowa Great River Road is listed as a specific destination on the Naturally Louisa County website
- Communities have plowed it and kept it clean
- Citizens support the maintenance of the roads by paying taxes

*“When we adopted our Comprehensive Map, we put on a bluffland protection area that begins about a mile away (from the Iowa Great River Road).”*

Participants also frequently noted that *could* or *should* do a better job at the following:

- Inform travelers more about the existence of the Iowa Great River Road and how it can be followed by using the Pilot Wheel signs
  - Put Iowa Great River Road logo on community, organization and attraction websites
  - Mark the route on CVB/tourism publications
- Communities/organizations could provide more and better signs for attractions and scenic overlooks
- Communities/organizations could maintain the scenic quality of the roadside area better in some areas
- Stakeholders can ensure the quality of the road is maintained and advocate for repair when it isn't
- Feature articles in local newspapers/publication



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012





## QUESTION 5 | HOW CAN THE EFFECTIVENESS OF THE IOWA GREAT RIVER ROAD BE INCREASED?

The most frequent responses included the following:

**Through the provision of digital media:** In each meeting, participants discussed the need for informative digital media communications. Discussions also focused on the need to also provide paper-based information and the difficulty of determining the proper mix of digital and analog media for all organizations. The following were noted as potential digital media:

- Interactive website
- Social Media
- Webcams featuring the river and river communities
- Youtube videos
- Provide the tear-off map in printable form on the website
- Dynamic mapping with sites along the Iowa Great River Road indicated
- Find a way to indicate the Iowa Great River Road on GPS devices
- Use of QR codes
- Iowa Great River Road discount pass (could be analog or have a digital version)
- Community calendar of up-to-date events along the Iowa Great River Road
- Groupon-type promotions

**By focusing on the road as access to the river:** Many participants felt that because the Mississippi River is most strongly driving visitation, the effectiveness of the Iowa Great River Road could be increased by more strongly promoting its connection with the river.



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN  
May 24, 2012

**Through the creation of loops and side-routes:** Participants felt that “approved” corresponding routes could allow people Iowa Greater access to the river or other nearby attractions and resources. Existing state scenic byways could be utilized when appropriate. Another key component of these discussions centered on the multiplicity of access



points along the Iowa Great River Road. When people arrive in the corridor to visit family or visit a particular community, they likely have a desire to see the surrounding area.

**By initiating a local-awareness campaign:** Participants suggested that communities could be helped as they seek to better identify the Iowa Great River Road on local signs, maps, and brochures as well as on their website or through their social media efforts. Connecting locals to the larger context of the national Iowa Great River Road would help them understand the significance of the Iowa Great River Road and the potential benefit to their communities. Participants also noted that they would like to see this partnership continue to work in both directions – by providing information about the Iowa Great River Road they would hope to be featured on the Iowa Great River Road’s website and other media. Participants expressed a hope that someday every resident of the 10-county corridor would know about the Iowa Great River Road and understand its significance.

**By building stronger partnerships with state and federal agencies:**

Partnerships formed a key discussion topic during the meetings. Opportunities for program collaboration and resource-sharing were noted. A specific mention was made of the need to ensure continued coordination with Eastern Iowa Tourism.

*“Are they producing that sort of stuff in a smart phone? That’s what I’m interested in. I don’t want all that paper.”*

*“Paper maps are a thing of the past.”*

*“We’re not connecting. We’re all on the same page wanting to do the same thing. We want to connect.”*

*“Transportation is the soul and history of these communities in a multi-modal way.”*

*“I don’t think a lot of people know what the Iowa Great River Road is or what it does.”*





Participants also indicated that the effectiveness of the Iowa Great River Road could be increased by the following:

- Improve signage
  - Update signs, particularly the more “shabby”-looking ones
  - Make sure there is a Iowa Great River Road sign in every community
- The route alignment may need to be reconsidered in some locations to make it as close to the river as possible
- Provide more scenic overlooks
- Ensure that the visual experience of driving the road isn’t obscured by tree or vegetation growth
- Ensure that there is a long-term strategy for road maintenance and improvements
- Consider a paid-staff position for information requests and coordination of efforts
  - Communities/CVBs/organizations could contribute to support the person’s salary
- Make it truly a parkway with restrictions, ordinances, etc.
- Consistently provide tear-off maps and rack cards to local businesses and attractions
- Development of a “passport” program
- Market to people in western and central Iowa who don’t realize that such a tremendous resource exists “in their own backyard”.
  - Consider outdoor advertising in Des Moines and other communities
- Connect with local schools and education institutions
  - Builds pride, awareness, and lifetime patronage
  - Parents will be reached through their children
- Promote using the phrase “located on the Iowa Great River Road”
- Encourage companies to use the Iowa Great River Road logo on trucks moving within the corridor and outside of the corridor
- Locate or recruit a family or couple to travel the Iowa Great River Road and report their experiences digitally and in a feature article in a magazine like “Our Iowa”
- The MRPC might serve as a clearinghouse organization for a variety of funding opportunities
- Need more funding from federal and state sources to offset the maintenance costs incurred by local communities and counties



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



*"The road in some areas could be closer to the river. The Iowa Great River Road needs to look at its route."*

*"Some of our signs are starting to look pretty shabby."*

*"There's a tremendous capacity or amount of people in the Des Moines area that would cherish this type of opportunity (to experience the Iowa Great River Road)."*

*"If there's anything the MRPC can do to act as a clearinghouse that would be highly valued by us."*

*"I'm thinking in terms of the long term big picture...I think certainly a long term objective would be to make it truly a parkway."*

*"The other byways in Iowa have byway coordinators – a paid staff member. That could be something that could be really effective for the Iowa Great River Road."*

## QUESTION 6 | WHAT ARE A COUPLE OF REALLY BIG PICTURE IDEAS (OUTCOMES) THAT WE SHOULD AIM HIGH TO ACCOMPLISH FOR THE IOWA GREAT RIVER ROAD?



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN  
May 24, 2012

Questions 5 and 6 offered meeting participants the opportunity to share a variety of ideas that benefit the Iowa Great River Road. As is evident in the summary of responses, similarities arose between ideas to increase the Iowa Great River Road effectiveness and more "big picture" ideas. This suggests that perhaps to some, an idea seemed appropriate for response to Question 5 where for other it seemed like more of a "big picture" idea more appropriate for Question 6.





The most frequent responses included the following:

**Stable funding to support the Iowa Great River Road:** Participants expressed support for the maintenance of the National Scenic Byway Program and its grant program. Also discussed was the potential of securing dedicated funding for the national Iowa Great River Road similar to that of a National Heritage Area. A key element of this discussion was the support for ongoing advocacy aimed at representatives in Washington, DC.

**A shift in the way Iowa Great River Road communities operate:** Rather than operating in a more territorial manner, participants felt that the Iowa Great River Road affords them the opportunity to work together collaboratively in a coordinated way through common interests and connections.

**Marketing the Iowa Great River Road as a multi-modal destination:** In addition to becoming what the Byway could become more well-known for, many participants felt its effectiveness could be enhanced by supporting the many ways in which residents and travelers can move through the corridor. Participants suggested that more of a connection could be made between the Iowa Great River Road as a motor route and the Mississippi River Trail as a bike route. At nearly every meeting, the idea of creating an Iowa Great River Road "RAGBRAI-type" event was discussed. The Discovery Trail was also noted as an attraction which connects with both the Iowa Great River Road and the Mississippi River Trail. Several participants suggested the desirability of a dedicated bike lane throughout the corridor. Participants also noted Byway's appeal for motorcyclists and suggested this could be enhanced.

**The Iowa Mississippi River Parkway Commission as a connector of organizations, or as a supporter of an organization who performs this function:** Participants expressed a need for an organization which could link the efforts of those throughout the corridor – providing opportunities for marketing partnerships, providing access to "outside eyes" for program improvement, and providing a forum for sharing success stories and challenges. A component of this could include more enhanced cross-promotion, within the state and within the tri- or quad-state area.



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



**By marketing the Iowa Great River Road a destination unto itself:**

Participants noted that while individual communities may not provide much of a draw for travelers, in its entirety the Iowa Great River Road corridor is a very attractive destination for travelers of all kinds. Several noted that the Iowa Great River Road could be marketed as the “ultimate family travel destination.” Enhanced and detailed itineraries which also make use of side-routes and loops, could increase the appeal.

*“We need for funding from the state and federal government. People don’t realize that the majority of the Iowa Great River Road maintenance is the responsibility of the counties....and takes a Iowa Great deal of resources.”*

*“An ongoing effort with our state representatives in DC to make them aware of the economic benefit of the Iowa Great River Road. It needs to be visually positive and a safe (and) well-maintained road. One of our Iowa Greatest stakeholders is still Washington DC.”*

*“If they (the Iowa Great River Road communities) were all cooperative our identity would be much Iowa Greater – collectively we’ve got a lot of neat heritage that could be promoted.”*

*“A bike ride all along the river would be much more beautiful than going through Iowa.”*

*“The Iowa Great River Road should be a destination.”*

Participants also indicated that the effectiveness of the Iowa Great River Road could be increased by the following:

- IA MRPC could connect more with other Iowa Great River Road states
- Using the Iowa Great River Road to support year-round tourism, particularly in the North where the winter had “dead” months with little to no visitation
- Encourage local interpretive centers to be approved by the National MRPC



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



- A “knock-out” marketing campaign or even just one stellar piece
- Connect with American Pickers or do an “American Pickers”-type promotion
- Provide photo opportunity stops with a sign that has the Iowa Great River Road Pilot Wheel and says Mississippi River.
- Provide information about access points where travelers can physically touch the river.
- Develop a Passport program
- Develop a Iowa Great River Road Wine trail
- Develop a Iowa Great River Road Art trail
- Work with local or state writers to publish stories about communities or experiences along the Iowa Great River Road
- Connect with the railroad companies for promotion
- Connect with travel enthusiasts – vintage car people, motorcyclists, bicyclists, paddlers
- Market the Iowa Great River Road as the “Ultimate Family Vacation”
- Take the RAGBRAI concept and adapt it into an event for boats along the Mississippi
- Promote the creation of easements to protect scenic viewsheds
- Work to protect the livability of the communities for residents by educating travelers about being a responsible visitor
- Support a bike path or passenger trail along abandoned railroad tracks
- Look into sharing facilities or staff support with Eastern Iowa Tourism
- Connect with the youth through education programming

*“The long range big picture is education. I don’t have an easy concept of the describing that...but start with our younger generation. Coming out of education myself...they’re bombarded with some much that they lose sense of the own culture and history and heritage.”*



## Iowa Great River Road CORRIDOR MANAGEMENT PLAN

May 24, 2012

### Follow-up Actions

From the input provided through the Stakeholder Meetings and subsequent discussions, the Commission’s Byway Planner will prepare a list of recommended tasks and steps for consideration by the Iowa Mississippi River Parkway Commission.



# Individual Attendee Responses

## INTRODUCTION

This Section provides a complete summary transcript of attendee comments and discussion for each of six core questions presented at the eleven stakeholder meetings. The comments are presented in order according to the six questions and then by the community (and date/time) in which the stakeholder meetings were held.

Note: Due to low attendance at the 7PM meeting scheduled for Dubuque on April 11, 2012, the full, regular presentation of background information and six questions was replaced with a general discussion.

## QUESTION 1 | WHAT IS THE IOWA GREAT RIVER ROAD KNOWN FOR?

Burlington | March 26, 2012 | 3 p.m.

- Mary Sue – known for proximity to river. The way to get close to the river as you travel throughout the state
- Beth Nickel – Not everyone has access to river, on the river. The Iowa Great River Road is accessible to many people – walk it, bike it, drive it. Known world-wide
- Kirk – Runs right along the river in the southern portion – the Mississippi River is what it's known for. Question about how accessible the river is along the entire Iowa Iowa Great River Road.
- Gene – MRPC created to celebrate and recognize the river. Took the already established roads on both sides of the river to create the Parkway
- Debbie – north of Burlington it's floodplains. She took one of the little roads to the side. People might be interested in learning the story of the river and its various geographic/hydrologic history
- Kim – viewing bald eagles
- Travel Mississippi River focus on eagles
- Jay – access to history and unique stories of industry/history along different sections of the river/road



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN  
May 24, 2012



- Tom – natural history there too with the river – the uniqueness of some of the wildlife and plant communities established along the river. History of pre-European settlements. Unique feature of the road and river.
- Kay – experience with international visitors. Generally they are just totally in awe of the river. The scale of the river is so much different than from where some people are from. Don't have a river of this size. Looks fairly natural – levees aren't obtrusive. Overwhelming to them.
- Steve – Historic towns. Oldest communities in Iowa are along the GRR. Gives travelers an opportunity to visit a lot of communities without straying too far...
- Tom – Iowa has the 1<sup>st</sup> dam on the Mississippi in 1913 (confirm)
- First power plant and biggest at the time

### Burlington | March 26, 2012 | 7 p.m.

- Jerry – known for the majesty of the Mississippi River
- Debbie – eagles (reference to this afternoon's discussion)

### Bettendorf | March 28, 2012 | 3 p.m.

- Terri – I moved here from Michigan. Being new to the landscape I had a fresh perspective. Wonderful sign with the Pilot Wheel. It tells me that if I drive down this road I will see the Mississippi River. Obviously there are areas where you can't see the river due to development, but if you drive down the road you'll see it again.
- Sarah – We in Muscatine have been busy with Chinese. The one thing they remember is the Mississippi. Advertise it and promote it within our community. Such a gem we almost forget it within our communities. "I saw that beautiful Mississippi River. You just can't imagine the feeling that gave to me" – Chinese delegation. China/USA exchange possibilities. Promote the drive, the experience, the beauty in one package. They love it and think it's such a wonderful thing. I've brought Jim Leach into this question about what we can do – he says to keep the river in mind. Exchange back and forth – maybe river lore.
- Steve G. Grew up in Buffalo. Childhood spent around the river. What I remember was family vacations and trips we would take up and down the river – St. Louis, Minnesota, historical markers. Mark Twain, historical lore of the river area, industry, natural resources, different connections it makes to people's lives – big part. The GRR is a symbol of the story. The road gets you from one place to the other – what gets you excited is where it takes you and the stories that it tells. It's this magic carpet that takes you places – history, scenery, it's all the things that the Mississippi is to all of us. It's important for us to be able to connect – the effort be made to link these groups together. We need to do a better job to connect



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012





information. Put website into guides and on their website. A little bit of information.

- Ann – When Sarah was taking about the Chinese (she’s the Iowa State Coordinator for Sister Cities International and has a lot of contact with people internationally). Two different groups – those hosted and those who rent a car. They want to touch the river, they want to put their hand in the river. To have people be able to go down and touch the river. If there is a way to have the signage so people can see that they literally have access to the river. That’s very very important to them. Taking pictures is Iowa Great, but touching it is essential. Woman from Iran who collected clams (a physical remembrance of the river). A Iowa Great many countries teach English using Tom Sawyer/Mark Twain. Signage to let people know.
- Wendy - Hundreds of people want this access.
- Tim – the short answer to number one is the signage for the road. Your brain connects with that – you know you’re on the right route.
- Steve V. – a nostalgic transportation route – from a time when life was better and less crazy. Association with the bike paths – relaxation. Tim – you don’t take the Iowa GRR when you’re in a hurry. David – is that knowledge about multi-modal possibilities slipping? (River, road, rail, bike trails) Steve V. – The Quad Cities always has this problem where I-80 crosses the Mississippi River (I-80 is well-known) Tim – A lot of people don’t think of the Mississippi River when they think of Iowa. Don’t associate the two
- Joe – Today I directed two folks from England. Here for two reasons – John Deere and Mississippi River. I said to turn right on US67. I didn’t say “Iowa Great River Road”. I don’t know if there’s a sign there. These routes are so big that I think we tend to drop it down to a local level with the local name, rather than using the larger context “big” name
  - Tim – Some people have an address of GRR
  - Ann – The river running east and west can be used as an identifier. That could be focused on. Maybe it’s something where signage could be added to the wheel that shows how the river is running in that area. Show its geographic location.
  - Tim – do you put river miles on the GRR? (Answer : no) But that might be confusing on the road.
  - David – sense of geography that help people with their cognitive maps
  - Ann – people get lost near Montrose. A lot of stuff that can be focused on with simple signage
  - Sarah – share it on the social media sites.
- Wendy – Small towns and small economies, real people, where there are small shops. Off the beaten path. If I want scenic I go on the GRR.



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



- David – the patterns of community development are connected with the river – small towns or large towns.

### Bettendorf | March 28, 2012 | 7 p.m.

- Edith – scenic views of the Mississippi River.
- Decker – a method or mode of commerce.
- Edith – moving goods and services
- Steve – connection to the Iowa Great GRR of Minnesota and Missouri. More scenic than the Illinois side. The Iowa stretch has advantages. I've been disappointed that the DOT isn't able to control all of the vegetation along the roadside and the scenic views are being obstructed. There was more maintenance of these views in the past. There's an aspect where communities or others might be able to step in – pick up the litter, control vegetation, provide education about right-of-ways...other ways to provide maintenance. Provide native vegetation and support it – foster it.
- David – discussion of a “friends group” or adopt-the-byway type group to care for the byway.
- Steve – known for being a good highway. The state has made sure that this is a good stretch of highway. (condition of the road itself is well supported). I think that the development of the bike paths in the Quad Cities – they work hand in hand to help one another. People may be using the road one way and then bike another. Have friends who paddle along the roadway. It's a **Iowa Great** River Road.
- Steve – known for being a good highway. The state has made sure that this is a good stretch of highway. (condition of the road itself is well supported). I think that the development of the bike paths in the Quad Cities – they work hand in hand to help one another. People may be using the road one way and then bike another. Have friends who paddle along the roadway. It's a **Iowa Great** River Road.
- Steve – questions about Iowa Great River Road early designation
- Steve – access to wildlife and visible wildlife. Seeing the bald eagles in the winter, deer, etc. My perception has been that there are a lot of people doing that. Known for fall color, road trips. Not sure the extent to which it's known for road trips for bikers (motorcyclists) – may use it to get to other routes. I take it to church in Princeton



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN  
May 24, 2012

### McGregor | April 10, 2012 | 3 p.m.

- The Mississippi River
- Scenery
- History and recreation



- David's question about how long people have lived along the GRR – numerous people raise hands. A part of people's lives and communities
- A feeling of well-being and refreshment. You can go and unwind and don't have the stresses of the city (visitors)
- Used to be known for "dirty" river towns but becoming more well-known for being quaint.
- So many people in the county have no idea that this part of the country exists- they think it's all corn. Even people across the river are surprised. Kind of an image thing...good or bad.
- MJ drives the GRR two days a week...the sense of timelessness. You read about the glaciers and imagine yourself suspended in this place that's been here for so very long. Part of something magnificent.
- David: strong sense of place
- Diversity...from the powerplants that supply our energy to industry to wildlife. All within a few miles
- The abundance of wildlife – different plants and trees, the forest. A Iowa Great feeling.
- We think of the GRR so much as a driving road but a lot of people love to hike, walk and bike the GRR. Such a scenic road for the purpose. And a safer road become of reduced speed limits.
- Gives people access to the river itself. Opportunities to boat, learn about the shipping industry by visiting locks and dams. The river system is so complex, but people can learn about it. People want to put their toes in it...drag their fingers through it on a boat.

### Dubuque | April 11, 2012 | 3 p.m.

- Laura – The Mississippi River, scenery, the attractions, history, recreation areas. To me that's all part of what it known for...and it's focused on the river.
- Charlie – It's internationally known. I'm amazed at the number of people who come to the Mines of Spain or the MRM&A from internationally.
- Meg – home-town America. Charming towns, people will actually answer questions, scenery. Interaction
- Kris – it's the "other" Iowa. It's not what people think of Iowa – the hills, the bluffs, the architecture. People are constantly amazed by what they thought they were going to experience in Iowa. [The "East Coast" of Iowa]
- John – the historical significance of sites along the road.





- Ron – the small towns with people. I always look for the small restaurants in small towns for the flavor of the area. The culinary quality...sense of place in culinary terms.
- Teri – We talk about culture and history – music along the river is legendary as well. Imagine there are locations to focus on as well between Keokuk and New Albin.
- Keith – We get a lot of requests from car clubs and motorcycle groups – the quality of the road, the condition of the road plays a big part in where they want to go.
- Jim – Teri mentioned music...it made me think of Blues Cruise...scenery, food, music on the river.

### Camanche | April 12, 2012 | 3 p.m.

- Bob (Buffalo Bill) – the River. The museum is located along the river. We have a lot of people, foreign people, come to see the river. Touch the river, take a jar home
- Ben – Known for natural beauty overall. Limestone bluffs – the road has been cut through. A lot of farms in Jackson County – barns with limestone foundations...don't know if you see that anywhere else.
- Kelly – Lived on the river on the IL side and recently in Burlington...overlooked the river. Constant comments about traffic on the river – the barges, the boats, the logs floating by. Fascination with the commerce.
- Connie – what's flying over the river...certain times of the year about Clinton when you can see the white pelicans flying. How many thousands of people watching the ALCOA eagle's nest. Important flyway. Egrets, blue herons
- Mike – Ben mentioned the bluffs. One thing we need to appreciate more is the bluffs along the river. Central IL and Chicago are flat as a board. Don't have the views and the drop-offs that you have along the bluffs. We get accustomed to that.
- Recreation. We have done a lot of paddling the river – one of our favorite things to do. I'm thinking of maybe some kind of...here you can camp...developing something along those lines with the access from the road to the river.
- Norlan – the fall colors, the foliage change.
- Connie – people from the big city area love to drive the GRR – no bumper to bumper traffic. They can see the scenery. We hope that never changes so they can continue to enjoy it.
- Bev - We have a number of people from the Chicago area who have boats in the area.



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



## Camanche | April 12, 2012 | 7 p.m.

- Barb – it’s all about the river.
- Steven – History.
- Darrel – antique car cruises and the scenery. You sign up – 70 or 80 cars. We go to small towns and visit whatever is special in that community.
- Bert – Here’s something that it’s not known for...the best bald eagle photography in the United States. You won’t find that in GRR promotional material. The eagle cams are not connected with the GRR.
- Tom – Communities. A lot of Iowa Great communities along the GRR.
- Garry – fishing.
- Pete – the aesthetics of the bridges are remarkable. Everything...going across the river from side to side. The road goes close to the river therefore there’s a lot of beauty.
- Dave – Iowa Great tours for fall colors.
- Ed – historical...as far as the towns and buildings that you find along the river no matter what town you’re in along the river there are beautiful homes. That attracts a lot of people.
- Margaret – all types of bird watching and waterfowl and canoeing. Birds on Hazel Lake.
- Mary – family-friendly. I know a lot of areas that get together. They come from a lot of places and drive the GRR as a family.
- Robert – a lot of people, some people, like the unique lock and dam system. The barge traffic. Appealing to a lot of visitors.
- Tom – recreation: camping, boating, water-skiing.
- Brenda – I homeschool my children. Had two oldest children drive the GRR and stop at historic towns and bring back information.
- Barb – one thing that we know a lot about around here...Native American artifacts are found along the GRR. Indian mounds that we’re very proud of. All along the river banks because that’s where the settled.
- Edith – We talk about fall colors but we need to talk about winter. We looked at this facility in the winter and many people were going up and down the river on skis. Also the Mississippi River Valley Art Drive.
- Steven – Commerce....connecting with what Robert said.



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012





### Muscatine | April 24, 2012 | 3 p.m.

- Bill – I think it's known for the economic development impact it has. It brings business to our community and takes our products to the world.
- DeWayne – scenery
- Shawna – State is known for its hospitality (tourism research). The GRR is no exception.
- Heather – The CVB gets hundreds of calls over the year looking for interesting ideas for things to do with family members coming in. GRR is known for a source of entertainment – cultural resources, dining resources. Let's go take a walk along the Mississippi River along the trail. That's been important for Muscatine to have. It's a center of activity.
- Barb – 2 things. The Mississippi is one of the Iowa Greatest rivers in the world – it's a destination itself. The second is the history of the river and the communities.
- John – the past 30 years, twice my wife and hosted foreigners. Hungarian businessmen – we couldn't speak their language and they couldn't speak ours so much. They wanted to see the Mississippi River. They were here to try to understand and learn how they could represent the farmers of Hungary. Other group was the agricultural women of the world. They said the same thing – took them on a lunch cruise. They wanted to come to America to see the river.
- Randy – it's a potential funding partner for projects along the route.

### Muscatine | April 24, 2012 | 7 p.m.

- John – Immortal Mississippi – book. The Mississippi River at one time went straight down to Peoria. The glaciers came as far as northern Muscatine County. When that let loose that was the basis for cutting the new boundary waters. Changes in the species of trees taking over the bluffs.
- Heather – it's entertainment. People look at the GRR – it's the here and now...what can we do while we're here? Let's look at the attractions along the GRR. Get close to the river, access and interact with the river. The first thing they think of is the river. They want to check it out.
- Chris – Mark Twain, Huck Finn. History. If you're a music fan with connections to the GRR in Minnesota you might think of Bob Dylan, etc.
- Tom – my wife and I went on the Mississippi Queen (discussion about a musician)
- Chris – read an interesting column about the musical history and the connections to the Mississippi River. Guy from Davenport. Talked about how blues had come up the river.





- Mary – There are people that start out in Texas and head this direction and head up to MN. Then they may head from here back to Texas. Retirees who travel the river every year.
- John – boat show here.
- Chris – bicycling. I see people by the dozens who come through here by the dozens who are on cross-country trips. Canoers. Kayakers. Fancy boats.

## QUESTION 2 | WHAT CAN THE IOWA GREAT RIVER ROAD BE **MORE** WELL KNOWN FOR?

Burlington | March 26, 2012 | 3 p.m.

- Gene – in order to make it more well-known we have to develop the amenities. Southern counties really jumping onto the grant opportunities. Magnitude of these grants and investments. Done a good job but we have a long ways to go.
- Kay – Agree with Steve that the historic communities aspect is totally undervalued and we need to market that aspect. Came from Northern MN and someone told her they should rip down all of downtown Burlington. The architectural richness and vitality and diversity attracted her to the community – we don't promote that enough. Promote both to visitors and locals – promoting to visitors prompts locals to see the value in that
- Debbie – I think it can be known for the people that have inhabited the area and that are still here. Friendly people. Leopold – world famous. Famous people that have lived here before and Iowa Great people who still live here. The culture of the area.
- Main Street program involved in historical preservation – this probably would be something to promote – more like the Galena-type thing. We have things in this area of the state that we don't realize or appreciate that we have here.
- Mary Sue – I think we as individuals in the communities need to educate our citizens as to the history of the area – Kirk says we need to do this continuously – need to continuously teach them and tell them how important it is. Mary Sue – we ourselves need to promote the fact that we are along the GRR. We're so used to it that we may not value it the way others do – we need to let our people know about it.
  - Debbie – Welcome Wagon / Des Moines County Greeters
  - Just being historic isn't enough. Isn't enough to impress 95% of the people in this country. To some, historic means old and worn out. What makes that



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



important/fresh, etc.? Just being historic isn't enough – prove to them that this is helping your quality of life. Galena makes a buck on their history. Hannibal, Villages of Van Buren, Williamsburg. It's not preserving it under a globe. Communicating the contemporary relevance.

- Kim – being proud of where you live. We live in a beautiful river town. People are missing that we have this wonderful resource and they're just seeing all the negatives that the river brings to town. Being proud of living in a river community.
- Debbie – word of mouth. "Friends of the Iowa Great River Road" – a local group...everyone is a stakeholder of the Iowa Great River Road – it impacts them.
- Tom – We miss a lot of opportunities to tell our stories. What brought us to the river? Why are we located where we are? One of the attractions that brought me here was that it was along the river – besides the job. It's tremendously fascinating. Intriguing story as to why the first school house was in Lee County, etc... I've chosen to live here the longest – for over 17 years.

### Burlington | March 26, 2012 | 7 p.m.

- Sherri – the seasons that we have
- Kay – birding opportunities. Huge contingent of people that keep lifetime bird lists. We don't promote that nearly enough. Mississippi flyway (birding trails in Iowa???)
- Jerry – Indian heritage – Mississippi major migratory and settlement area. We haven't shared this story enough.
- Katy – events. Look for calendar of events to know where to go (as a person with children). Need for kid-friendly activities and events. Need for diversity of child-interests – age ranges vary.
- Jerry – Civil War history. Iowa had the largest percentage of population represented in the Civil War. The river traffic carried people up and down. Amassing the militia. Lot of Civil War buffs around the world. Iowa played a large role in the process. (Des Moines County Historical society video)
- Katy – hit niche markets – Mormon significance. River crossings.
- Detra – stunning views. Catalogue of views identified and shared with visitors.
- David – question to group about industry. Jerry/Jay legitimate potential for interpretation of industry/commerce. May not appeal to everyone (Katy: boring). Jerry – stories of agriculture/transportation links. Kay – that could be marketed to families with kids...the size of barges.
- Katy – cross promotion. If someone comes to Iowa (Des Moines, etc.), make sure they know the GRR exists and vice versa.
- Sherri – amazed by the Katy trail in St. Louis. Linking with bike trails, running trails, nature trails? Multi-modal interest and possibilities. MRT.



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



- Sherri – if we go someplace, we like to stay in B&Bs. Lodging places that are unique. We'll find places that have B&Bs. A lot of them have menus and information about attractions – offer suggestions about what is good to experience.
- Jerry – antique trails. Antique trail that coordinates with B&Bs and other trails.
- Katy – web presence.

### Bettendorf | March 28, 2012 | 3 p.m.

- Tim – do a traveler's guide to the road – this guy sells honey, specific restaurant, the highlights, and the funky information. So people know what to look for with descriptions of communities. That would really help the road and the tourism in the local communities. So people can know how long it will take and that they have services (can have lunch) once they get there. "I can get here by this time", etc. "Diners, drive-ins, and dives"

### Bettendorf | March 28, 2012 | 7 p.m.

- Decker – part of the identity issues, particularly in the metro areas, is that the road isn't necessarily by the river. Your sight of the river is lost and then you pick it back up again. It's not the GRR in your mind. We've decided in some ways that the way to do that is to move the trails to the river – accent it in that way. We have a convertible...view fall color that way. Make the trip up north. When you're on the river it's just spectacular but when you veer from it you don't think that you're on the GRR. Practically being next to the river everywhere isn't possible. In Bettendorf's case, we don't own the riverfront in all areas.
- Steve – To me, the strength of what I like going to the river to see...is what's going on on the river. Access to the river, outlooks, industry. It's a working river. I think that the GRR can pull in on that and might be able to find some partners there in terms of industrial and commercial leaders that have a role along the GRR in the communities that they live and work.
  - David –how would that manifest itself?
    - Steve – you mentioned the brochures. A lot of what's going on in these communities is commercially and industrially related.
  - David – how can they use the GRR as recruiting?
    - Steve – quality of life for one
  - David – do any of them use the area as a promotional tool?
    - Steve – recreational/outdoor opportunities yes, not GRR mentioned.
- Is using the GRR as a spine for these opportunities an advantage?



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



- Decker – I don't know that the employers do that. The world is shifting where you can work anywhere. The river itself is the draw, not the road. But the road is the key. When we interact with companies that are coming here, it's not about that. The road is there logistical issues – how do I get my goods to the interstate and transported? It's not in their cadre of "this is important to us".
  - David – might it ever be a negative?
    - Decker – I've only heard the opposite...access to that road is good to where we need to go. Connections to other transportation routes
  - Steve – depends on the community as to how the GRR might be important to economic development. I think about the B&Bs – there's a potential groups of partners. The restaurants, etc.
  - Meghan – people are totally fascinated by the river.
  - Steve – businesses/organizations don't do anything together. Lack of cooperation. Gamble at every river casino in a weekend. Don't sense this interaction.
    - David – how do we break out of that?
      - Steve – we the state license those folks. Raise the bar.
    - Edith – you've heard my story about our foreign exchange student and how she had crossed the river on her way to school and back. Everybody in China/Korea wants to come see the river. How are we positioned to attract them and support that interest? What do we have online? Why can't we have a bicycle ride up and down the river? Why can't RAGBRAI go north to south? 75<sup>th</sup> Anniversary of GRR...couldn't we do a motorbike, couldn't we do a bicycle ride?
      - TOMRV goes Bettendorf to Dubuque.
      - Steve – 75 activities over the course of the year to celebrate the 75<sup>th</sup> Anniversary. Wouldn't have to be completely new.

### McGregor | April 10, 2012 | 3 p.m.

- This past summer I had a big family reunion on our farm which is along the GRR. Nephew lives in Seattle, WA and hadn't been back. Brought his wife and children. Son said "I'm not going home. I'm going to stay in Iowa." First time he'd been to a farm and seen wide-open spaces. Said to his mom, "When the little kids find out about Iowa, Disney Land will lose all its business because they will want to come to Iowa." Didn't do anything particularly "special"(picnics, bonfires, played in yard...no worries about abduction, etc.) during their trip. Literally had to drag those two little boys back to the van.
  - Can be more well-known for family experiences, slower pace



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012





- Destination for European travelers because this is where their ancestors or relatives came. Someone wanted to go to Wexford. Want to see where they went and settled.
- The motorcycle traffic has doubled or tripled in the last five years. In the fall probably half our traffic is motorcycles. Some of the local runs are targeted. 800 motorcycles in one ride. No real downsides.
  - They're Iowa Great customers. Very friendly. Not picky. Spend money (like snowmobilers)
- Need to do a better job interpreting the historical, cultural, archaeological aspects along our part of the GRR in NE Iowa. They have this along other parts of the GRR in Iowa (Louisa, Clinton, etc.). We're working on that here.
- David's question about how the GRR can be more of a total experience....partnerships, cooperatives, etc. between organizations and agencies throughout the 10 counties.
  - View our area as a small portion of the larger sum of the GRR. Our features rival any other areas in the 10 state GRR. This can be found in early texts about the region.
- Could be more well-known for all these connections...commerce and trade, transportation corridor
  - There is a disconnect between production agriculture and actual food that people eat. This would be a Iowa Great opportunity to get that connection back as people get farther away from their food.
- Migratory fly-way. Play up bird-watching...back to nature.

### Dubuque | April 11, 2012 | 3 p.m.

- Anna – One of the unique qualities of our GRR is that it looks different in all 4 seasons – you want to come all four seasons to see how it changes and to see the differences.
- Charlie – bird watching. The Mississippi is one of the Iowa Great migratory birdways in the nation. I helped develop the birding trail.
- Laura – Maybe we could do more for festivals, cultural sites and events. That was before I heard that John was still trying to map historical sites. Wonderful inventory – wetlands, overlooks, historic sites.
- Teri – one thought...John mentioned cemeteries – there's a rise in people looking into their history and an interest in genealogy. The Mississippi was a big component in migration and immigration into the region. Arkansas – their GRR has a festival. Like the point that Charlie made about the birding trail. Can we stripe it? It would be nice to have color-coded experiences on the GRR – if you're interested in



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



cemeteries, etc. – different itineraries. People are changing – we don't just want to drive our cars and look at scenery.

- Meg – a rise in interest at the museum related to genealogy. Huge amounts of birds reestablished. Visceral connection with populations of bird reestablishing themselves. Emotional connections to music.
- John – as much as we like to attract travelers, most of the tourism comes from our own area...our own communities. We need to remind people of the resources we have.
- Jim – bicycle rides – could build as the MRT establishes itself even more.
- Wayne – people know what the River and the byway are known for. We need to get out to people what there is to do. People planning vacations don't know what to do. They don't have a clue what to do. They want to have somebody lead them all the way through.
- Keith – the biggest thing would be your social media. Have an effective website to market this area regionally within the Midwest and to market it locally. You have to have some source to drive people to that website and then the website has recommendations. You have to have some sort of funds to get that out there. The key with FB and social media is you need to develop a following – that's not as easy. It just doesn't happen over.
- Carrie – It's big city excitement but small-town hospitality. You get both experiences. Everyone's traveling with a smartphone. Work with communities to connect digitally.
- Meg – one thing the museum did was a user-submitted photo contest. It connected well and helped grow our FB page. Reconnects them to that trip and makes them want to come back.
- Herb – The idea that when people plan their trips they tend to find out about things beforehand. When people stop at the overlook in Balltown...they're just traveling. They don't know anything about the GRR. We don't do a good enough job of signing where people stop. Interpretive panels at these places would be helpful. They're always amazed at what they're looking at. Capture those people who are just on their way through the area and happen to stop. [Spontaneity]
- Meg – we could do a better job of promoting what history we have – the Civil War. FB is a beautiful way to do it. The museum could post a photo of a local participant..then Keokuk could do that as well.
- Daryl – there's got to be a way we could tell some of the stories of the cool people who come up and down the river. Every summer there are people that are on that river. People would be interested in that story – where'd you come from? Why'd you pick the GRR/Mississippi River? I don't know if the story ever gets told of why they're here. A testimonial-type program.



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



### Camanche | April 12, 2012 | 3 p.m.

- Margo – the Mississippi River is a major river in the world. Wouldn't believe the people who are so excited to have seen it – they've never seen something like this before. The Mississippi River needs to be tucked in there.
- I think one of the things you can do...I have lived on the river my whole life. My grandson thinks the Eco Cruise is so wonderful. I'd run that thing every day.
- Patsy – we've talked at the National level for many years about how we can get the whole story into the school curriculum. We need to start telling the children the real story of the GRR and its association with the river. I think we need to start at the state level and try to encourage the state superintendents to promote changes. It wouldn't be hard to "plug in" information for them – they're so connected digitally and with technology.
- Connie – it comes to talking to the teachers and writing to the teachers. There are members of the BBM to bring them to the museum and teach them about the Iowa Great river...didn't work. We didn't get any results. Talked to the principal of local grade school...have to follow state mandates. The teachers can't do this. It has to come through the superintendent's office so that everyone (students) gets the same opportunities for field trips.
- John – One of the things...when you talk about using it – people like to have something to stop for. One thing we have is that we're on the north end of miles of biking and hiking trails. Not marketed very well. A Iowa Great asset that's sitting there and that we're not using. Ties into what young people like to do today.
- Tom - Would like to respond to the school thing...from a positive perspective. Look at this facility, the Saw Mill Museum...these are all opportunities our teachers are taking advantage of. Okay, there's more to be done. Please be aware of the accomplishments that have occurred and how they're generating interest.
- Martha – I think we need to connect with the lock and dam system. People love to see the barges...the whole commercial aspect of the river...everything going up and down. People are fascinated by that.
- Mike - One thought...we've mentioned the paddling, the MRT...maybe if we had some form of nodes along the roads so that tourists could stop and interact and have some information there so they could appreciate what they're seeing. That might enhance the experience for everyone – the hikers, the paddlers, etc.
- Shar – My family goes up and down the Mississippi River and they put their bikes on their boats and then they go into the communities.
- John - More in the form of a question...I notice traveling around the country some of these byway roads...RT 66...they market once a year week-long garage sales along these routes. Very, very popular. Thousands and thousands of people come to them. Do they do anything like that along the GRR?



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



- Edith – next year will be the 75<sup>th</sup> anniversary of the GRR. National wants to do some kind of celebration...perhaps a bike ride North to South in Iowa. We've talked about motorcycle tours. Start in MN and work our way south. Thinking about these things and hope to implement. Not only is it the 75<sup>th</sup> anniversary of the GRR...it's the 100<sup>th</sup> anniversary of the Lincoln Highway. Potentially 2 celebrations the community could put together next year.
- The vintage cars.

### Camanche | April 12, 2012 | 7 p.m.

- Pete – my first experience with it...I lived in Davenport and driving down from MN...discovered the GRR up there. In the NE you can't believe you're in Iowa. Breaks the stereotype of Iowa. A completely different environment.
- Ed – international people coming to this area. John Deere brings in tourists and they travel that road. It's a potential focal point. I would say it would be Iowa Great to make a connection between international travel and the appeal of local commerce like John Deere.
- Garry – I hesitate to mention this...there are 20 something trout streams in NE Iowa that very few people know about. When you talk to trout fisherman that travel to the Rockies and tell them there are 20 some trout streams, they say "What??"
- Darrel – It would be nice if there was a brochure that named all of the little river towns and their historical significance. Buffalo, Iowa with the first ferry. Little things like that would interest us. We're history buffs.
- Nancy – people could plan little vacations if they knew what could be found
- Margaret – restaurants that serve food that is grown or caught in the area. Local foods connection.
- Brenda – How can the GRR be more school friendly? Instead of sending our teens to DC or FL, how can we encourage our schools to send our kids to places along the GRR?
- Robert – Have friends in the Ukraine and think the river is Iowa Great...historically the Mississippi was important with the Louisiana Purchase. The Iowa Great river divides the country from east to west. It's well known.
- Barb – We need to brag more and advertise more our wonderful bike paths that we have along the GRR. So many bikers...our paths have been upgrades and extended. We're not done (MRT)...
- Bert – Lock and Dam 14 in LeClaire is the best place to photograph bald eagles from Dec to Feb. It's being found out but it's a guarded secret.
  - Edith – Lock and Dam 13 is good too.





- Tom – the GRR is a poor road for transportation but a Iowa Great road for recreation. You could make a loop. It's wonderful for that purpose and I think that popularity is growing.
- Bob – I've had a lot of foreign visitors come to see our agriculture and farms. We always end up at the river terminals. A lot of economic activity goes on in and around the river. We need to explain that and expose people to that. Not only foreign visitors but local people as well so that they know what's going on around here.
- Peter – A positive thing about the high prices of gas and cars getting smaller people are encouraged to take closer trips. A marketing possibility with local attractions. People wouldn't have to drive so far.
- Dave – I've always felt that local communities should advertise more for people to take the GRR to relax. I take the GRR and I'm looking at the river and saw the pelicans. By the time I get down there I'm in a totally "lower" level of life. Totally relaxed. It really helps. It's just so lovely.
- Brian – Is there a RAGBRAI along the Mississippi River?
  - Tour of the Mississippi River Valley (TOMRV)
  - Edith – next year will be the 75<sup>th</sup> Anniversary. One of the committees...the marketing committee has been talking about what kinds of festivals we could put together in our county, in our state. Could we ride bicycles and coordinate our ten states?
- Robert – every town along the Mississippi on this side has a train depot. Some of these old depots are there and it's nice that we can keep these and remind people of that history.

### Muscatine | April 24, 2012 | 3 p.m.

- Julie – Not sure that the natural resources part of it is emphasized as much as it could be...we have a lot of wetlands, etc. That's something to focus on more. Certainly people come to see the eagles but may not know the area for its natural resources.
  - Entire river corridor focus on natural resources
- DeWayne – river travel. Both commercial and vacation. Boats – travel on the river.
- Heather – in the past couple years we've had a gentleman paddle down the river and stop in Muscatine. We have people who kayak up and down the river. Maybe we have an opportunity to engage with these people and share information about our community and what we have to offer.
- Shawna – I think we could do a better job of identifying what's uniquely Iowa about the GRR. People have it on their bucket list to travel and see the river in these 10 states so how do we distinguish Iowa? The amenities along the river...Snake Alley,



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012





National Mississippi River Museum, Effigy Mounds. How can we make Iowa attractive for those people who may be visiting the GRR in Missouri, etc.?

- James - This is a world trade center – the products we ship, the people who come to see the river. At the campground we get people from all around the world. Makes us part of world trade right here.
- Edith – Art along the Mississippi. That’s something that we can really promote. The river has always been a big part of my life...we need to be promoting the corn and our beans and how they’re used. Sharing that information with travelers. We have a Iowa Great opportunity – Syngeta plant. Grain and button factory in Muscatine.
  - David’s question about the potential connection of art and commerce
    - Randy – they are connected – the people who settled in these communities. They are all interrelated. The historical significance and how that has evolved
    - Heather – when I have group tours and we’re traveling by bus and I point out the big houses on the hill and who owned them (timber/mill owners, etc). Then I point out the area that was built when the buttons were a primary source of commerce. Then we look at the production facilities today.
    - John – spent time talking to a gentleman who explained how barge travel is bringing visitors to the river.
- Barb – if you look at the interpretive centers they focus on history. In all these communities there are also art centers. You’re missing that component.
- Edith – the most visited river segment in an Iowa State study was Clinton to Muscatine. [retrieve a copy of this study from Edith or online]

## QUESTION 3 | HOW HAS THE IOWA GREAT RIVER ROAD BEEN IMPORTANT TO YOUR ORGANIZATION OR COMMUNITY?



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012

Burlington | March 26, 2012 | 3 p.m.

- Mary Sue – grant. Given us the platform to promote our town and the location along the river. That grant was a tremendous boost to us – we couldn’t be anywhere we are today without that grant.
- Gene – Montrose is our poster community. Has had (2) different grants – done a lot for the image. As long as you have \$ people will pay attention to you, collaborate with you. The IA MRPC and National MRPC are facilitators and have to find ways to



collaborate. The money is a draw. Community groups want to be around you – you have something they need. Need to keep grant programs going somehow. Needs to be nationally so the grant program stays in place.

- Tom – we did receive a grant to do a feasibility study on the MRT. Office is right on the GRR – brings people into our office. Hoping to do more things with that in the immediate future. Our location. Folks looking for a recreational opportunity. “Where’s your nature center?” People are looking for something more like a nature center. Want to know if they can get down to the river, what other opportunities there are for recreation and learning about local natural resources.
- Kirk – that’s very good if he’s there. Goes back to Debbie’s observation about trying to find access to the river. People may have gone off the road and they haven’t learned anything more. Need to support local delivery of information.
- Mary Sue – promotion plays a large part in it. Need to get the word out for what is along the GRR for travelers. Providing the grant money for us to do some of the things we need to do but can’t do on our own.
  - Jay – MRPC needs to be your cheerleaders?
    - Mary Sue – some of it. Important to promote the work that’s being done locally. Having others to bounce ideas off of. Knowing that there are others in the region that are working on the same things you are. Outside eyes
- Beth – as budgets are getting tighter – we’re looking at partnerships. Would love to market the historic aspect, but what will appeal to people? Partnerships to help promote niche marketing. Anyway we can partner with a larger group and put some dollars towards those niche markets.
- Rick - You really don’t know how much your organization does for local groups. Someone may have been along the GRR in the northern portion and is then encouraged to come to the southern area. Part of the mix. Doing something right. The reputation of the entire GRR can affect local areas

### Burlington | March 26, 2012 | 7 p.m.

- Jerry – don’t have an understanding of what impact they’ve had. What components along the road have been affected by that organization? Positive they have, but lack of information about the impact.
- Debbie – don’t think a lot of people know what the GRR is or what it does. Last year, Des Moines County got its first grant – not lack of wanting something, but lack of local input/awareness for GRR and grant applications.
- Detra – new signage program. It’s made a huge difference. Very visible. Constant reminding.
- Katy – broke the signage “norm” – variety of colors...pink, blue, etc.



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



### Bettendorf | March 28, 2012 | 3 p.m.

- An important thing to LeClaire is the lock and dam system. When families come out, that's where we go – it's science and nature
- Ann – visit with the lock and dam people – Bellevue. In Camanche you can get closer (Tim - GRR doesn't go through Camanche) Ann – it could.
  - David – discussion about spurs, loops, trails. In Burlington, call for day trip itineraries.
    - Steve G – even for someone who's lived in this area for most of my life, there's always new discoveries. New experiences. Providing that information about how you can access those things and build your own experience.
- Steve G – I think it's been one of the life bloods to our communities' growth. It's a transportation route. Initially, the GRR was the old highway that you took...it went along the river and followed the old Indian trail. It was important in establishing the identities of our communities.
- Steve V – that's sort of where the GRR is now. Your comment about how we all started at the river and then moved out. It was important because that's where all the jobs were. In its original use. That all went away because industry no longer needed the water for the most part. Now we're all trying to reinvent our downtowns. We're all trying to do the same thing in my opinion. We're all trying to be cute. I don't know how much cute we can stand. You would hope that there are other things that could be done. That we could fill in the niche.
  - David – comment about how the GRR is not shown on maps
  - Steve G – I think it goes back to Steve V's comment that it's no longer a major transportation route. In your major communities that not where you're directing people to.

### Bettendorf | March 28, 2012 | 7 p.m.

- Steve – service organizations. Service groups from corporations. I don't know to what extent there have been opportunities for scouting or youth organizations to provide service.
  - David – Friends group popular with Debbie in Des Moines County. Discussion about uniformity or ideas for the GRR vs. more locally-based unique ideas.



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



### McGregor | April 10, 2012 | 3 p.m.

- Brings a lot of tourists to the whole area...to Guttenberg for example. Lock and dam shut off near the time of 9-11, impacted tourism. People travel up and down the GRR and want to see the Mississippi River. It's really been important to the economy...at least it was and I think it still will be.
- The signs are very important too. At the tourism center in Guttenberg people ask if they're still on the GRR. They're Iowa Great because people can follow them and know they're still on it.
- Depot museum...people from 20 countries and 34 states. People couldn't speak English but knew "river" and "river road"
- Market the GRR with a wine trail. Limit the wineries to within 10 miles of the GRR. "Travel the GRR in MN, WI, and IA and experience the grape-growing and wineries along the way". We have a website and two events...expanding that to 3 events. One in June and one in November, likely a new one in August. Wineries try to "out-do" the other ones. Draw in the Twin Cities, Madison and some from Chicago. Have 3 wine trails and the GRR one has been the most successful.
- In Allamakee County we don't have metropolitan areas, it is the GRR that probably is the bread and butter for the entrepreneurial businesses. The tourism is how we survive up here. Some people don't like it all the time, but it's reality.
  - I don't think people understand how much money tourism brings in. The number one thing that Europeans want to see is the Mississippi River. That travel has been the one thing that's been up the past several years.
  - Clayton County Dev. Group Board – marketing this county...some of the most effective is cooperative. Marketing with them attractions like this. That's some of our most effective marketing.
  - Discussion about maps and presence of logos – makes all our dollars go further.
  - We don't realize it because we live right here. As a kid I used to count the number of cars that stopped in Balltown. Came back to Guttenberg after being away for years and saw it in a whole different light.



### Iowa Great River Road CORRIDOR MANAGEMENT PLAN

May 24, 2012

### Dubuque | April 11, 2012 | 3 p.m.

- Meg – We are part of that GRR interpretive network. Helps us share resources and remind ourselves of grant deadlines and share info about exhibits. Helps us connect. Cross-promotion is key. Signs are amazing. Helps raise peoples' awareness.
- Jim – with the MRT, they're on top of one-another and then they separate. Connected on both sides of the river. Identity of both support one-another.



- Laura – it provides a connection between communities and counties. A source of pride to be on a scenic byway – it’s a unique intrinsic value in-and-of-itself. Helps us do many of the things that Meg and Jim talk about – connecting people, sites, events, etc.

### Camanche | April 12, 2012 | 3 p.m.

- The Saw Mill museum is right on the river. Farthest museum east in the state of Iowa. We’re going to have a whole exhibit about rafting and how the logs got to town. The GRR is going to be a key part of future exhibits.
- The GRR goes through Bellevue and Saint Donatus. In Bellevue you have stores along the GRR. St Donatus – authentic “Luxembourgian” community – restaurant. Without the GRR you might not have people wanting to drive through these communities and finding these businesses...they see it on the map.
- The GRR is a very recognized brand. If you were to poll people and ask a name of a scenic route the GRR would be right up there. Communities can benefit from this.
- Connie – personally, for me...how many other people’s home address is “Iowa Great River Road”? I live on the GRR. Some other small towns might want to think about calling their road the Iowa Great River Road. I get recognition for that every time I’m on the telephone giving people my address.
- Edith sharing financial figures on the economic impact numbers that were shared at the St. Louis session (get these from her if we don’t have them already)
  - Comment about tourism being a 6 billion industry
  - Figures from Clinton to Muscatine (get these after the meeting or follow-up)
  - Mark - The economic impact of this building is estimated at 3.3 million annually. The impact of the road here...just that local GRR traffic gives us exposure and wanting to stop in and see what is here. People are looking for a way to see the river and to “plug into” the river. You can look at it but you can’t touch it and play with it...here you can.

### Camanche | April 12, 2012 | 7 p.m.

- Bert – tourism revenue. If you look at LeClaire the retail business is mainly tourist-type business. That town is busy every day and every night and it’s travel on the GRR.
- Ed – A question...when it was listed as the GRR...does the state keep that up better?
  - David – it doesn’t necessarily mean that.
  - Ed – with that much attention it should be kept up well.





- Robert – I think most of the traffic on the GRR...it's a lot of tourists. If people want to go fast they're going to go another route. Everybody wants the big expressway and fast travel. It's tourism...people that want to take the time and see the river.
- Brenda – I want my children to learn why it's important...historically there are so many wonderful towns along the river. In our schools I think we may miss that opportunity.
- Mark – from CCB, the day we got the grant is the day we went from this building being a pipe dream to the day... "When are we going to break ground?" The GRR is why we're here at this location. Want to tie into people and allow them to plug in.
- Andrew – as a farmer it provides access to a Iowa Great economic resource and that's the river. It links the Iowa Greatest farmland in the world. We can market to the world instead of just to a distinct area in the Midwest.
- Steven – global recognition of the river. Companies who visit us from abroad recognize the river and that can be used as a way to promote.
  - Edith – an economic development tool.
  - Steven – Global access. Especially in the Iowa Greater Clinton region we truly have global access with our river terminal. Also the recognition that we have to update our lock system. Global recognition and global access.
  - Darrel – Add a little bit to that...general population. Worked in a tool manufacturing factory for many years. With the GRR in this area it gives the general population a place to slow down and smell the roses. Makes people want to live here and work here.

### Muscatine | April 24, 2012 | 3 p.m.

- Shawna – we get asked all the time what's special about Iowa. We're the only state in the nation bounded by 2 National Scenic Byways.
- James – Pine Creek Grist Mill has been added to the signage for the GRR – this has increased our visitation in the past few years. It's helped us Iowa Greatly.
- DeWayne – as a means of commerce for moving ag products from the farm or fields to the point of processing.
  - David: conflict? Issues?
    - Bill – Maintenance...commerce wears things out.
- Julie – in Louisa County we did receive funding to pave a segment of the GRR...the remaining gravel section which was just completed this year. We also are working on building an interpretive center in Louisa County. Would not be able to build a project of this scope if it were not for the GRR and its national significance.







## Muscatine | April 24, 2012 | 7 p.m.

- Mary – we had the metal sign hanging inside the museum in the window. We put it outside on the wall and more people are looking at it. Getting the signage where people are.
- Tom – we’ve only been a member for about a year (Friends of the Pine Grist Mill). On our sign-in books no one has identified the GRR as a source of information...but maybe they heard about it over the internet or in GRR tourism brochures. We have brochures of ours at each of the interstate entries.
- Mary – How the kids are coming into the Pine Grist Mill...
  - Tom – Starting 6 years we had the idea of developing a school field trip program. We were having 2-3 groups, now we’re up to 1200 school kids.
  - Ken – we’ve turned away at least 3 groups. Costs us about \$3 a student. We’re a volunteer group. We ask local businesses to donate. About half of our presenters or more are volunteers. Last year put out 300 presentations at a half hour each. Don’t want to burn everybody out.
  - Heather – they’ve been given a National Park Service award for they work they’ve done at the Pine Creek Grist Mill.
  - Chris – it’s an awesome spot. One of the best parks I’ve been too.
- Tom – I’m the president of the group. From my perspective we’re not really part of the system. We got the letter of acknowledgement and we got a few copies of the flyer. I sent an email to the office asking for more brochures and we didn’t get any more information. We would have been expecting a box and never got our sign. We don’t have any information about other sites along the GRR.
- Heather – it’s important that our volunteers and people who are operating day to day that they have training to direct people to other things to do. I used to have an antique shop for 16 years. I felt like a one-woman chamber of commerce. I think there is some training that needs to be done.
- Heather – probably the Grist Mill has the largest festival – Heritage Day.
- Ken - Attracts a couple thousand people. We bus people. We don’t have the parking.
- Chris – it goes beyond the Mill (at Wildcat Den). One-room school house, church, it’s all been done by volunteers.
- John – when we print those maps there’s limited space in there as to what you can print.
- Chris – tech question. Are they producing that sort of stuff in a smart phone? That’s what I’m interested in. I don’t want all that paper.
- Tom – if you put the website and Facebook on each that can direct people to more information.



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



- John – (shows the sesquicentennial booklet) This is a handy book. Don't know what something like this would cost.
- Edith – possibility of a passport program with stickers.
- Ken – when we travel we may start with a brochure but then we go to the internet. Keep your website up to date is more important.

## QUESTION 4 | HOW HAS YOUR ORGANIZATION OR COMMUNITY SUPPORTED THE IOWA GREAT RIVER ROAD?

Burlington | March 26, 2012 | 7 p.m.

- (Flipping it a bit to what it/they "should" do) Kay – can put the GRR on the website.
- Jerry – is the GRR on every web page of every CVB or economic development group? No.
- Katy – tap local publications. People read the headlines in small local papers. Engage with local people to develop features about the GRR.
- David – what can a planning and zoning commission do?
  - Katy – we begged ours to fix a section of really bumpy road and they're fixing it.
  - Jerry – improve signage would be an addition.
  - Sherri – signs for scenic overlooks, etc. It would be nice if the roadsides along the river looked nice and not crummy. Redbuds blooming now and it's pretty in the fall.

Bettendorf | March 28, 2012 | 3 p.m.

- Ann – we plow it and keep it clean.
- Terri – I don't even know if LeClaire has a GRR sign. The lack of the number of signs and/or placement. When I send people I do say GRR, because it is called the GRR. Do they have one of those every time it says 67?
- Ann – we don't have a GRR sign in Princeton that I know of.
  - Patsy – I just want to clarify one thing. The placement was determined by the DOT and their specifications.



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



- Tim – don't change the Pilot Wheel as a symbol. That's the brand.
- Wendy – The longer I've been in the area, the more I don't see the signs. We may not notice if there is or not a sign.
- Terri – I remember seeing them on the Illinois side. On the Illinois side I notice them more. I follow the Pilot Wheel more than the route guide number.
- Ann – Illinois signage is really much better.
- Wendy – attending meetings, planning support. 2 of our visitor centers. Lock and dam 15 and then in St. Louis, we have campgrounds along the river. A lot of times when there are questions about security we provide answers.
- Steve G – preservation of natural resources. Green spaces that allow people access to the river. There is a lot of that.

### McGregor | April 10, 2012 | 3 p.m.

- We've had these meetings in the past where we've tried to engage people about the NSBP funding – 3 projects nearby – the overlook, the marina. Those are the big-ticket ways that people see the impact of the GRR.
  - The 20% match has been part of the way that local communities have supported
- The GRR has been our "John Deere industrial facility" in Allamakee County. We provide access, facilities, etc. Get used by residents and non-residents. It's been a priority and we'll continue to do that.
- Just yesterday Congressman Braley wrote letters of recommendations for 2 projects along the GRR. We'd love to be partners as you develop this Corridor Management Plan (staff person for the Congressman)
- City Manager – protecting bluff lands through zoning practices
  - Important to maintain and preserve the natural assets that we do have. The development is Iowa Great...but needs to be responsible and not hinder it in the future.



### Iowa Great River Road CORRIDOR MANAGEMENT PLAN

May 24, 2012

### Dubuque | April 11, 2012 | 3 p.m.

- Teri – one of the most significant recent contributions was made by the NMRM&A was when it created the network of interpretive centers. Each state contributed their recommendations for local interpretive sites. Created a connection on the river. The road as an asset that stitched together a wonderful tour of the history of America from Minnesota to Louisiana.



- Wayne – for the Mines of Spain, that is listed at every one of those places along the river. It's on those maps, it's in the literature. I don't have to do anything to get it out there. That's one way how you've helped me.
- Anna – when we adopted our Comprehensive Map, we put on a bluffland protection area that begins about a mile (away from?) the GRR. That's affected decisions by the BOS that pertain to that area.

### Camanche | April 12, 2012 | 3 p.m.

- Bob - We have some of your brochures in the Saw Mill museum.
- Bob - The museum (BBM) was designated an interpretive center – have not gotten a brochure or a sign that was supposed to be out front of the museum.
- Maggie – We have just gotten a wonderful grant to be able to work with the DOT to get a good byway to go across the bridge and into IL – wonderful way to get more traffic into Clinton and into IA.
- Social media could be a powerful platform – if everyone could share their friends and like one another.
- Edith – I think the logo could go on some of the trucking companies, on businesses located along the GRR. Community signs along the GRR.

### Camanche | April 12, 2012 | 7 p.m.

- Tom – most communities have tried to develop tourist types of attractions...recreation, historical, etc. Communities have tried to make those connections.
- Marty – Have a modern dairy farm and have been considering maybe having that be an attraction along the road. Have a modern facility...when people come to IA the first thing they likely think about is agriculture. They can come see how this stuff is made and how it gets to restaurants, etc. People from Chicago, etc. Pulling some agricultural-focused trips together.
- Edith – I work on the heritage, cultural and agricultural committee. Called Brad's mother last fall. What do we have in Clinton County that could be appealing in terms of agriculture? As the Japanese and Chinese are coming....we can put this together. Bob is entertaining people at his farm north of DeWitt. Another farmer west of DeWitt. It's all right there together.
- Pete – dovetailing with that...to imagine that people can change their mindsets of corporate farms to see that they're local farms. That there still are farms owned by local people.



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



- Robert – I have a concern...we talk about our farmlands. Foreign visitors buying up farmlands. Just cautious.

### Muscatine | April 24, 2012 | 3 p.m.

- Heather – We have made certain that the designation appears on our community map. Our visitor guide refers to the GRR. Over the years that has been an important piece to share with visitors particularly in the pre-visit stage.
- Julie – on our Naturally Louisa County site – it's on our maps but we never went a step further and put it as a destination in our county. People do specifically come to be on the GRR and then visit the sites.
- Bill – we all support the tax system that maintains the roads of the GRR.
- Heather – I work with a group that has 14 CVB groups – Travel Mississippi River. We have attraction inventories, shopping, dining, and recreation. We've organized them on our website. That has been an important step for us. Cooperative advertising. Flyers drive people to our website. People are looking for that type of information. In the past when the IA MRPC had more money to spend on maps I always included those in what we sent to people. Have to drive people to the website. Have to have a vehicle to get them there.

## QUESTION 5 | HOW CAN THE **EFFECTIVENESS** OF THE IOWA GREAT RIVER ROAD BE INCREASED?

### Burlington | March 26, 2012 | 7 p.m.

- *Social media.* We don't pick up a brochure we pull out our phones. We're in that in-between stage where you still have to do both. The mass of my stakeholder group is 50 and above. Need to spend the money, time, etc. to develop both. (husband writes apps, knows they're costly)
- Sherri - Gasoline prices rising – people looking to travel closer to home rather than traveling longer distances. Our little museum is supported by interest of local people with families, etc.



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012

### Bettendorf | March 28, 2012 | 3 p.m.

- Tim - Helping these communities identify the GRR in their communities – large and small – and use that terminology in the community will increase the effectiveness. These communities can do banners and riverwalks and increase their attractiveness



- Steve V – it’s never been about the road. It’s always been about the river. Nothing happened on the road that was significant in my opinion. It’s not about “this is where the wagon trains went”. It was never about the road. That’s the reason I wouldn’t talk about the road.
  - Sarah – when you say GRR it needs to have that spirit)
  - Ann – discussion of how the road in some areas could be closer to the river. The GRR needs to look at its route.
    - David – now is the time to take a look at what is designated.
- Patsy – the state has a lot to do with what’s printed on maps. One of the things that can get lost is the history and the people who were involved. That’s the basis for many of things that people can visit. You can’t just dismiss the history.
  - David – that’s what was important long before the road. If there is a legacy of the road it’s the grand planning that has been attempted for the road. Nowhere else in the country have there been attempts this large.
  - Ann – if it’s going inland that’s an issue. Camanche is not on the road but it’s on the river. Should stay next to the river but have services that are necessary by travelers
    - Tim – maybe like you have a “Business” HWY, maybe you have a “main” route and then identify sections and loops that may not have the same level of road service as the primary. What I would like to see is more of a connection between the MRT as a bike route and the GRR as a motor route. People can know that they can travel a trail and then have access to driving by car.
    - Joe – three interests – road, MRT, and canoes and kayaks. People want to stop and do all of those
    - Sarah – market it in a different way. Have all of those. Transportation to the soul and history of these communities in a multi-modal way.



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012

- Joe – include local questions in the visitor satisfaction survey. Not just about the overall GRR. Involve local partners to suggest questions to ask.
- Terri – I own an antique store in LeClaire but I get a lot of overrun from them. If I have a brochure that’s about the GRR, man I can hand that out. Rack card. I need something to put in their hands that’s a map.
- Ann – having something in the kayak places that show other activities going on along the GRR





- Sarah – MRT – ride the whole Mississippi River. Have a new brochure and connect it with that event.
- Tim – we can't just talk about brochures – need websites, social media, apps, etc.
- Joe – partner with RAGBRAI – every year you have the world's longest, largest bike ride ending on the GRR. Wouldn't that be a good way to connect with the GRR?
- Steve V – the Appalachian Trail seems to be a contest in that people will track their progress along that trail. People along that trail are aware of it. How would we know of anybody who's doing that? Somehow we would hope there could be a way to make us aware.
  - Joe – passport stops, etc. If we had stations where you register.
- Wendy – a passport/stamp program similar to the NPS. Also wonder about the end points of the road – is it a big deal? In Key West I took a picture of that end point. It would be neat to find ways to make locals think about the GRR. A billboard that says "This many miles on the GRR to New Orleans", etc.

### McGregor | April 10, 2012 | 3 p.m.

- Is there a way where the website for the GRR can be linked to the community websites or the Chamber websites? Visitors go to the GRR website and then can go to various communities' and organizations' websites...go on a virtual tour. (Trudy from the Center for the Arts)
- Mayor of Guttenberg – some of our signs are starting to look pretty shabby. That would be a quick way. Comes with expense but builds awareness.
- In a previous life I did a lot of work with routing software and I just can't believe that....paper maps are a thing of the past. With all of the devices out there and all of the software...I can't believe somebody's not out there doing promotion of highways/byways. So when you're driving the GRR something pops up on your phone letting you know you're on the GRR.
  - Discussion about need to provide multiple technologies right now
- Something that we can do right away...one of the first things I did in Guttenberg was put together itineraries. The state of Iowa should have itineraries for the GRR. Provide "idea-starters".
- Talk to a lot of people from the Western part of the state and talk about how they'd driven through this part of the state and hadn't known about what it was like. There's a tremendous capacity or amount of people in the Des Moines area that would cherish this type of opportunity.
  - Put a big sign in downtown Des Moines
  - Heard comments from other people who say they didn't know we have mountains here



### Iowa Great River Road CORRIDOR MANAGEMENT PLAN

May 24, 2012



- We need for funding from the state and federal government. People don't realize that the majority of the GRR maintenance is the responsibility of the counties in Allamakee and Clayton counties – takes a Iowa Great deal of resources.
- Sometimes you have to look at the negatives that you hear... We hear that there aren't enough lookouts where they can safely pull off and look at the river. Second, we hear that trees obscure the view of the river. The tree growth keeps them from even seeing the river.
  - That's where your idea of the side loops might come in. Where we are you can't see the river but there's a little town of Clayton nearby. That's a possibility for them to get closer to the river and see it.
  - When you do those loops...Allamakee and Clayton counties have the scenic byways that can be promoted as loops. They'll be providing signage and services and interpretation.
- Jane's question...does anybody have a webcam on the river? No response in the affirmative. Communities need that. It is a drawing card.
- Another marketing tactic that might be used is for someone to provide videos on YouTube.

### Dubuque | April 11, 2012 | 3 p.m.

- John – the one idea that I would share ...every organization in this room needs to take more advantage of the MRPC. Teri mentioned the festivals in Arkansas – they used their Commission. Make use of us.
- Laura – one of the things I noticed when I went to the website – the tear-off map isn't on the website. Isn't readily apparent where things are. I would challenge every one of us – we need to do this same thing on our websites for the GRR and the Commission. Is it on our websites, linked with us on social media? Cross-promote what's going on? What's going on in Jackson? Burlington? Balltown? While we're doing that we're also going to promote close-to-home travel in our region...in Iowa, Illinois, and Wisconsin. Tri-state area. We have a lot of people coming right from this area. Social media may be a way to connect with people locally. Not on our wayfinding maps – I will put the GRR on those maps.
- Meg – at the museum we have an interactive kiosk. I don't know how hard that would be to make that an app – but I don't know how you'd get the information transferred...but the information is there. The logo is highly recognizable.
- Jim – GPS locations of different things...the MRT has been doing this as well. We may have been reinventing the wheel and there may be opportunities for collaboration/cooperation.
- Meg – I'm a grant coordinator. I've lost opportunities in the past year due to budgets being slashed. If there's anything the MRPC can do to act as a clearinghouse that would be highly valued by us.



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



- Carrie – we can all do reciprocal links. What happens if they come up with a QR code at attractions/sites? Could be an interactive tool. Then the communities could establish how they wanted to connect with that.

### Camanche | April 12, 2012 | 3 p.m.

- Mike – I’m thinking in terms of the long term big picture...I think certainly a long term objective would be to make it truly a parkway. Got started by designating existing highways. But with the Blue Ridge there are guidelines...limited access, views protected. That should be the long term objective which was the objective when this was first discussed 80 or 90 years ago.
- Maureen - Short term I think...looking on your website...it might be cool to have a community calendar so that all communities could list what events they have going on. So if I was traveling I could look at all the little towns and plan my trip – know what’s happening along the route. One other idea – maybe even create an attractions card so that they pay one price and when they go into these museums they swipe their card. Submit a bill to you. Ultimately you could reinvest that into the communities. A for-profit might pay a little bit more whereas a non-profit might pay less. “GRR pass”
- Marty – question more about the effectiveness. One first slide...maps. How effective is that piece of paper map these days? How can that be leveraged into new technology? I bring that up because we’re having that debate now...curiosity about which is more effective and how do you develop that.
  - Edith - MRPC is printing 25% less maps because they’re not going out
- Bev – there’s a beautiful magazine that’s published in Iowa, “Our Iowa” comes out six times a year. There was an article about a couple that had decided to take a week’s vacation just in NE Iowa. This goes out all over the US. If there was a couple that would travel the GRR and share it with this magazine.
- Todd – one of the big picture topics was about the MUTCD which deals with signage...one of the topics that came up was, “Do we need wayfinding signage?” Maybe it would be something to focus on the electronic applications so that those people are told right when they’re turning on. Second comment...you talk about the CMP as protection of resources...coming from a transportation background. Funding for road repairs is being eroded. If you want to maintain this road and want people to visit it, you don’t want it to be a mess. How are you going to fund it? At the state DOT level? At the federal level? Maintaining can cost more than upgrading.



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



## Camanche | April 12, 2012 | 7 p.m.

- Garry – vote.
- Bert – the Mississippi tourism center in LeClaire has folded. The GRR needs to move from an analog strategy to a digital one with apps, smartphones, tablets, etc. You budget for paper maps accordingly. Instead of relying on all this paper you have an app that you can get from your Android or Iphone.
- Garry – We I get ready to go somewhere I use GPS. Have to support that.
- Ed – With an individual family travel from the coasts coming to see the GRR and they're looking at it from so many miles...there are going to need to be principal points of interest to direct people. They're not all going to start up North. They're going to be coming in at various places.
- Tom – Break that down into loops. If you've got some centers...Dubuque, Clinton, etc. and create loops and promote smaller segments of the GRR. Itineraries. You've got local Chambers that are just waiting to do that (connect services, etc.)
- Dave – would it be smart to have a start point and end point in Iowa?
  - David – also need to recognize that there are a number of different entry points.
  - Edith – they would maybe come into the Quad Cities airport. Need day or 2 day trips out of the Quad Cities airport.
- Carolyn – is there a requirement when receiving a grant to highlight the GRR?
- Margaret – is this linked up with Eastern Iowa Tourism? Is there a page in the Eastern Iowa Tourism? A second thing....destinations like the Children's Museum. We like to link up and connect with other organizations.
- Bob – To tag on to other comments...a lot of people's entry points are on the computer. We need to make sure our information is there...advertising, website, etc.
- Darrel – as far as using WI as a model, we might look into how CA uses 101...it's a destination itself.
- Mark – it is on our brochures. Part of this is to promote other local attractions and those along the GRR.
- Local awareness of the GRR could be worked on (consensus shared by group)



## Iowa Great River Road CORRIDOR MANAGEMENT PLAN

May 24, 2012

## Muscatine | April 24, 2012 | 3 p.m.

- John – What is the tie-in between what's listed in these 14 CVB brochures and how is that reflected at the GRR website? Are they the same? Should we in the digital age...should we have everything there for a potential visitor and then drill down to



the individual sites? (Question about network of information and how individual websites replicate or coordinate with one another)

- Patsy – the National organization has those websites because we had so many requests for information. They developed a process by which you can call the national office and they'll direct you to information. The national has had a difficult time maintaining their level of funding. Those nice brochures...they decided they weren't cost effective. They went to this new map. They respond to all requests. There's many ways that the national organization and our state organizations can communicate with people.
- Edith – (discussion of working with Dubuque 365 and how to maintain information from each county on the IA GRR website).
  - Bill – why don't we not duplicate the information that CVBs and Chambers are already providing? Muscatine.com will get you all the information you need. We can be the most effective if we do 2 things. Quit printing things and go to electronic media – smartphones.
  - Jay – do you see the GRR serving as a focal point and then all the communities feed into that? If we duplicate and duplicate then that's expensive.
- Virginia – two generations of visitors. Just went on a trip with a 60 year old and a younger person. There are two worlds. The 60 year-old picked up brochures at the hotel and the younger person had done all their kayaking research online. At the art center we deal with this – giving people brochures but keeping up the website and Facebook.
  - Heather – we have an insider who works in Des Moines. Jessica...works for Midwest Travel writers. From Fruitland, Iowa. (get name and contact info from Heather?)
- Patsy – try to build stronger partnerships with other organizations – DNR, conservation organizations, etc. so that we can support one another and reach more people. Nobody wants to give up their authority or any of their money. It's a big hurdle but I don't think it's impossible.
- Julie – the other byways in Iowa have byway coordinators – a paid staff member. That could be something that could be really effective for the GRR. If there was a person that people could go to for questions, information, etc.
  - Heather – maybe that could be addressed by asking all counties along the way to contribute a small fee. People are always hesitant to pay for operation costs – it is a program to provide someone to contact.



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012

**Muscatine | April 24, 2012 | 7 p.m.**

- Mary – important to get to the kids in school so the parents bring them back later.



- Edith – we’ve heard that it’s important to connect with the teachers and let them know about the GRR.
- Mary – Call from someone in Burlington about how they came last year and are wanting to come back this year.
- Edith – put on your stationary “located on the Iowa Great River Road”.
- To self: check out the Pine Creek Grist Mill’s Facebook page and see if we’ve like them. Also check to make sure we’ve liked the Travel Mississippi River organization’s page.
- Mary – groupon. People come here because of that.
- Heather – if you go to your partners...say the GRR in September wants to promote wineries you go to the wineries to create the connections. It’s a way to build.
- Mary – we’re sending a lot of emails but we’re not using as much stationary any more. Can use the tag line in the emails.
- John – why couldn’t we get the casinos to print some of these for next to nothing? (about the sesquicentennial booklet)

## QUESTION 6 | WHAT ARE A COUPLE OF **REALLY BIG PICTURE IDEAS** (OUTCOMES) THAT WE SHOULD AIM HIGH TO ACCOMPLISH FOR THE IOWA GREAT RIVER ROAD?

Burlington | March 26, 2012 | 3 p.m.

- Gene – show me the money. If we can maintain our grant cycle. If we can maintain our grant cycle that’s the biggest thing we can do to ensure our success. We need to be visible in our nation’s capital as well as Des Moines.
- “Franchise” discussion – how can every county/community, etc. serve travelers/visitors/locals at a high level of service
- Gene – recognized interpretive centers – if we can develop further the “string of pearls”, the number of interpretive centers in Iowa. National recognition of attraction – promotion by National.



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012

Burlington | March 26, 2012 | 7 p.m.

- Jay – you only get to the big picture by tackling all the little issues





- Jerry – these river communities have been fighting territorial wars forever. Lumber barons, etc. These are extremely territorial communities. These were all old territorial issues. We all have community problems that are river related – get them all on the same page...it’s the CVB, economic development people, BOS, Transportation Commission, city councils, etc. If they were all cooperative our identity would be much Iowa Greater – collectively we’ve got a lot of neat heritage that could be promoted.
  - Jay – take that same level of cooperation, for us as Commissioners to take that to the national level and work with the other states.
  - Lobbying potential – both at the state and national level.
  - Larry – need to develop the common interest and connections
- Katy – if money wasn’t an issue I would do one knock-out marketing campaign. Grant Wood byway brochure for example. One amazing piece.
  - Larry – with electronic media you can potentially do that less costly. Segment it and develop the larger connections. Develop it over time.
  - American Pickers type promotion.
- Debbie – would like everyone in the 10 counties to know what the GRR is. Raise awareness.
- Sherri – the GRR should be a destination.
  - Paul – people aren’t looking to go to a smallish town in Iowa...but they might go see the Mississippi River.
  - Sherri – fishing. Fishing tournament.
  - Paul – we see all this stuff every day not realizing what a cool place it really is – people from other states and internationally.

### Bettendorf | March 28, 2012 | 3 p.m.

- Steve V – A bike ride all along the river would be much more beautiful than going through Iowa. If there could be this other thing that is about riding the GRR. That is so much more attractive.
- Terri – one of the things I’ve been asked a lot of – where can go to take my picture where it says “Mississippi River”. They want to stand in front of the river with a sign and take a picture.
  - Joe – we take for granted the lack of signs that say Mississippi River. I-80 has a sign that says Mississippi River, but if you stop you’ll be killed or arrested.
  - Terri – Disney has “Kodak moments”. We don’t have those with the Mississippi River.





- Ann – when I was talking about touching the river...if there was a sign that says Mississippi River and you could take a picture. Have this in every community. It's easy.
  - David – publish the 12/20/30 best places to take your picture.
    - Ann – that road needs to be changed
    - Terri – loops and spurs
    - Sarah – it's about the story.

### Bettendorf | March 28, 2012 | 7 p.m.

- Special license plate program (David)
- Edith – passport program.
  - David – how do we implement that?
- Decker- there's a thing for boaters on the Mississippi. Down the Mississippi River, up the eastern seaboard, into the St. Lawrence, back into the Iowa Great Lakes. Could create something like the Iowa Great Loop. Website for loopers. Tied to GPS.
- Steve – another thought I had. The group who did the railroad celebration in Rock Island. One group went down to Muscatine. You could do a similar thing with a highway/rail link. Railroad (Canadian Pacific) seems interested in promoting activities.
- Edith – holiday train that they're running up and down. They've been in Clinton twice.
- Patsy – we've got to embrace the business community.
- Decker – the Quad Cities chamber is toying with saying "Where I-80 meets the Mississippi".
  - Steve – we're not about the road. There are a lot of roads. Roads are immaterial...it's a good road.
    - Edith – people don't know they're on the GRR.
    - Decker – people are in a hurry...they want the quickest way.
    - Steve – it's the alternate...the other road taken.
    - David – it's not a historic road like RT 66, Lincoln Highway but it is there...it is a continuous route with connection to the Mississippi River and its communities.
    - Patsy – the loop idea intrigues me.
    - Decker – MRT and American Discovery Trail from a bicycle perspective. Putting as much emphasis into the bike portion where these 2 come together. I believe they will turn into loopers.



### Iowa Great River Road CORRIDOR MANAGEMENT PLAN

May 24, 2012



- Steve – it’s a collection of things. It’s a transportation trail. It’s a road, it’s a trail, it’s a river, it’s rail...it’s a transportation corridor. It links river communities. What makes a river community? Which communities affiliate themselves with the river as part of their identity? It pained me to go to school in Ames and be away from the river. For 23 years I drove between Bettendorf and Davenport looking at the most beautiful river.
  - Patsy - Bill Wundrum – writer. Provides a wealth of information about local experiences.
  - Steve – another similar resource would be Roland Tweet (?) – Rock Island lines. WVIK public radio out of Rock Island. 90.3. His stories include things as far north as Dubuque and as far south as Muscatine.
  - GRR Bike Ride – Quad City bike club.
- Steve – is part of this process reaching out?
    - David – yes
  - Patsy – tried geo-caching with National. Did not do well in Iowa. Might have been a personality thing with the guy who coordinates that in Iowa.

### McGregor | April 10, 2012 | 3 p.m.

- Bike trail that goes the whole way
- From Guttenberg to McGregor the paved shoulder is a bike trail
- The whole thing should be done
- From McGregor to Marquette the “trail of two cities” cantilevered out over the river to connect the two towns.
- Allamakee County Conservation Department would like to partner with the Commission on the development of our facility. Would like assistance in development of interpretive components of it.
- The long range big picture is education. I don’t have an easy concept of the describing that...but start with our younger generation. Coming out of education myself...they’re bombarded with some much that they lose sense of the own culture and history and heritage.
- Jane – what happened to bringing them to our local interpretive center? This is important in times of budget cuts for more expensive trips.
- Maybe Iowa needs to develop an international bureau for the GRR and market to international visitors. They can get an experience here that they can’t get anywhere else.





- In Iowa and north in the winter, our tourism kind of crashes. It would be nice if the GRR could be a catalyst to promote winter visitation to support the area.
- A lot of the communities have developed their trails and education points. Good to have an overall plan to have the same types of facilities all along and point those things out. It'd be nice to have "an app for that". A source of information and tie that all together.
- A collaborative effort between a group as small as your "friends of the river" that have done weekend clean ups to your cities and counties and CCBs and the state and the DOT – they're making money off what's coming into the state. And getting the railroad to play nice...and the CORPS of Engineers.
- An ongoing effort with our state representatives in DC to make them aware of the economic benefit of the GRR. It needs to be visually positive and safe...well-maintained road. One of our Iowa Greatest stakeholders is still Washington DC – make them aware of the benefit.

### Dubuque | April 11, 2012 | 3 p.m.

- Teri – I was thinking about money again. At the federal level even with stimulus...the one area that was cut was museums/interpretive centers/byways. We've been working with you on this scenic byways fund. There were groups going into this combined fund. We advocated that it be included...left in as an eligible expense – good news. Weird news is that the house through it out entirely and went with an extension. If the GRR is the longest scenic byway in the country, we don't we try to secure a dedicated funding stream similar to a National Heritage Area. There are so many agencies and organizations working to lift up the Mississippi River system. The Iowa Greatest body of water in the country that has no funding stream and no plan. Also like the idea of the RAGBRAI for the IA GRR.
- Charlie – you mentioned the beautiful view at Balltown and there are multiple beautiful views along the GRR. In the past Dubuque and Jackson counties did a viewshed study. I would like to see some combination of organizations creating easements to protect scenic viewsheds.
- Meg – there was an excursion that brought steamboats up the river...with the 75<sup>th</sup> anniversary coming up maybe you could do a car version of that. Do a coordinated event. Connect with enthusiasts up and down the GRR.
- Frank – you want to restrict development along the GRR yet bring more travel to the GRR. I live along the GRR. It is impossible to carry on a conversation outside in the summer – very busy. If there was some way to protect the GRR for everyone and not just promote it for motorcyclists. I wish there was a way for protecting the GRR for people who moved here to appreciate it. If you're bringing in more tourists, please try to make them better tourists. Came to Dubuque for honeymoon – Redwood so inspiring...makes teenagers be quiet. Awe-inspiring. Harley-Davidson slogan: "Ride proud, not loud"



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012



### Camanche | April 12, 2012 | 7 p.m.

- Edith – a tourism destination.
- Ed – the longest byway.
- Margaret – How many have been to Lake Itasca where you can get your pictures taken? What if in Clinton where it's the widest part of the Mississippi we have stone and it's etched right in there that you are standing at the widest part of the Mississippi River.
- Tom – 12 years ago somebody from the DOT stopped and talked about using the abandoned railroad track as a bike path. It's pie in the sky..
- Brenda – How about promoting the GRR as the ultimate family vacation? From point A to point B a complete magazine/package with discounts to attractions, etc. To add to that...on Facebook they have "how many states have you been to?" You could add that to your FB page
- Marty – passenger train along abandoned railroad track.
- Dave – back to the idea about RAGBRAI...what tremendous exposure we could have along north to south through our communities. You could set it up as something unique and different. The diversity...the trout streams, etc.
- Bob – a steam train. That's what they do up in WI for tourism. Have dining cars, etc. to travel the river on the rails.
- Chad – have the MRT completed.

### Muscatine | April 24, 2012 | 3 p.m.

- Bill – We don't we do RAGBRAI? – Register's Iowa Great Boat Ride Across Iowa. Bring in the whole river group. A lot of communities would get involved with that. Use the GRR to help people travel along the river. "Everybody dips their tires and leaves".
- Edith – businesses should have a logo. Put the GRR logo on local trucks that are going out of Muscatine, etc.
- Heather – Muscatine County and all other counties belong to Easter Iowa Tourism. They do a fabulous job. They would be a fantastic partner for the GRR. Maybe there would be a way to share facilities or staff members with EIT?



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012

### Muscatine | April 24, 2012 | 7 p.m.

- Chris – the best bicycling is actually in Illinois. It's much harder to ride a bicycle from here to the Quad Cities. More dangerous.
- Ken – if you're going to make the GRR bicycle friendly, it's a big idea because you want a designated lane or shoulder for bikes.



- Chris – exclusive trails.
- Ken – imagine going from Lake Itasca to New Orleans on a dedicated trail?
- John – If you could sell the idea to these housing developments to leave the curb off...the water runs right off the road onto the paving. Sell the idea to take the concrete saved from the curbs and use in on bike trails.
- Chris – If it were paved just a little bit wider without the cut-outs you could bike that. I think it should be any roadway from the headwaters to the gulf. They've redone parts of 61 – if they paved the shoulder just a little bit wider you could bike it. It'd be a big idea to get federal and state and local people to think differently about how they create roads. Louisa is a good place to bike because it's not as populated or busy.
- Edith – do you have any oral histories about the area?
  - Mary – maybe at the library. Button workers who have given oral histories.
- Heather – we are so fortunate that we have so much to show visitors about our history. Heinz, horseradish. If you talk to some of the people who know those histories I'm sure they could talk about them. Sheila Chaudoin.
- Heather – we haven't even talked about our diverse culture. Hispanic people have moved into Muscatine – some of the last majority Anglo-Saxon classes have already graduated.

END OF INDIVIDUAL ATTENDEE RESPONSES



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN  
May 24, 2012





# Reference Materials

Nearly 1000 individuals in the ten-county corridor of the Iowa Great River Road and beyond were invited to attend one or several of the Iowa Great River Road Stakeholder meetings held in March and April of 2012. An email contract service was contracted to provide the electronic means of announcing and inviting the majority of the attendees. Likewise individual commissioners worked very effectively in their respective areas to issue personal invitations.

A general information flier on the update of the Corridor Management Plan for the Iowa Great River Road was prepared and distributed. Additionally, a flier specifically focused on the purposes, dates and locations of the meeting was used frequently (see the next few pages).

Finally, news releases were issued to a number of local newspaper and radio outlets in the corridor.



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN  
May 24, 2012



# CORRIDOR MANAGEMENT PLANNING INFORMATION FLIER

**Iowa Mississippi River Parkway Commission** 

<b>Allamakee County</b> Jane Regan jregan@leschenskyins.com 563-380-3635	<b>Dubuque County</b> John Goodmann jgoodmann@real-good.com 563-599-4350	<b>Muscatine County</b> John Oberhaus joberhaus@louisacomm.net 319-252-2232	 <b>Iowa Department of Transportation</b> Troy Siefert, LA Iowa Byways Program Coordinator Troy.Siefert@dot.iowa.gov 515-239-1369
<b>Clayton County</b> M.J. Smith mjsmith@alpinecom.net 563-252-2232	<b>Jackson County</b> Ronald Thielen rthielen@westphalec.com 563-590-1621	<b>Scott County</b> Patsy Ramacitti betplr@aol.com 563-332-5446	
<b>Clinton County</b> Edith Pfeffer edithrpfeffer@yahoo.com 563-243-7751	<b>Lee County</b> Larry Kruse kruselw@hotmail.com 319-469-2018	 <b>DAVID L. DAHLQUIST ASSOCIATES, LLC</b> 2020 Grand Avenue, Suite 200 West Des Moines, IA 50265 www.ddaforum.com	
<b>Des Moines County</b> Debra Jochims debjochims@aol.com 319-752-4455	<b>Louisa County</b> Jay Schweitzer jayts@yahoo.com 319-728-2219	<b>David L. Dahlquist, President</b> ddahlquist@mchsi.com office: 515-528-8182 cell: 515-326-1593	<b>Breann Bye, Associate</b> breannashlie@hotmail.com office: 515-528-8182 cell: 641-521-9340



07-12-12



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

May 24, 2012

## Iowa Great River Road

CORRIDOR MANAGEMENT PLAN UPDATE

*Visioning our future in changing times*



## Iowa Great River Road CORRIDOR MANAGEMENT PLAN



### What is it and why is it being updated?

A Corridor Management Plan is a written document which outlines the **vision** for the Iowa Great River Road and guides a wide range of activities including resource protection, marketing, partnership organizing, and strategies for sharing the unique culture and history of the area. It outlines key goals and objectives, implementation strategies, and timelines for completion.

A 326 mile-long **National Scenic Byway**, the Iowa Great River Road connects and supports a diverse array of stakeholders. A carefully-crafted Corridor Management Plan can help these stakeholders work together, join forces on related projects, and avoid the conflicts that occur when different organizations, groups or government agencies are planning without consulting one another.

The Iowa Great River Road's original Corridor Management Plan was written in 2000, and needs updating to reflect contemporary opportunities and challenges, and to outline practical and innovative strategies to ensure the long-term **vitality** of the Iowa Great River Road.

### Who are they and what do they do?

The **Iowa Mississippi River Parkway Commission** is the managing organization for the Iowa Great River Road. The Commission was established in 1959 by an act of the Iowa Legislature to **steward** and **promote** the route. Its 10 members come from each of the 10 Iowa Mississippi River counties and are appointed by the Governor.

### Iowa Mississippi River Parkway Commission



### Planning Process



### What tasks will be completed during the planning process? Who will be involved? When will it be completed?

The planning process will take approximately 2-3 years and will focus on building and strengthening **partnerships** throughout the region, identifying **innovative strategies** for attracting visitors, and enhancing the **livability** of communities along the Iowa Great River Road.

Primary tasks of the process include:

- development and administration of an Iowa Great River Road Visitor Satisfaction Survey
- integration of existing resource inventories and the addition of previously-undocumented resources
- creation of a "Condition of the Iowa Great River Road Report"
- national seminar on river, trail and byway corridor planning
- development of a resource library of Iowa Great River Road related documents and resources
- the creation of the updated Corridor Management Plan for the Iowa Great River Road

The Iowa Mississippi River Parkway Commission has contracted with David L. Dahlquist Associates of Des Moines, a national expert in byway planning and management to prepare the updated plan.



For updates, "like" the Iowa Great River Road on Facebook

Iowa Great River Road website:  
[www.iowagreatriverroad.com](http://www.iowagreatriverroad.com)



## Iowa Great River Road CORRIDOR MANAGEMENT PLAN

May 24, 2012

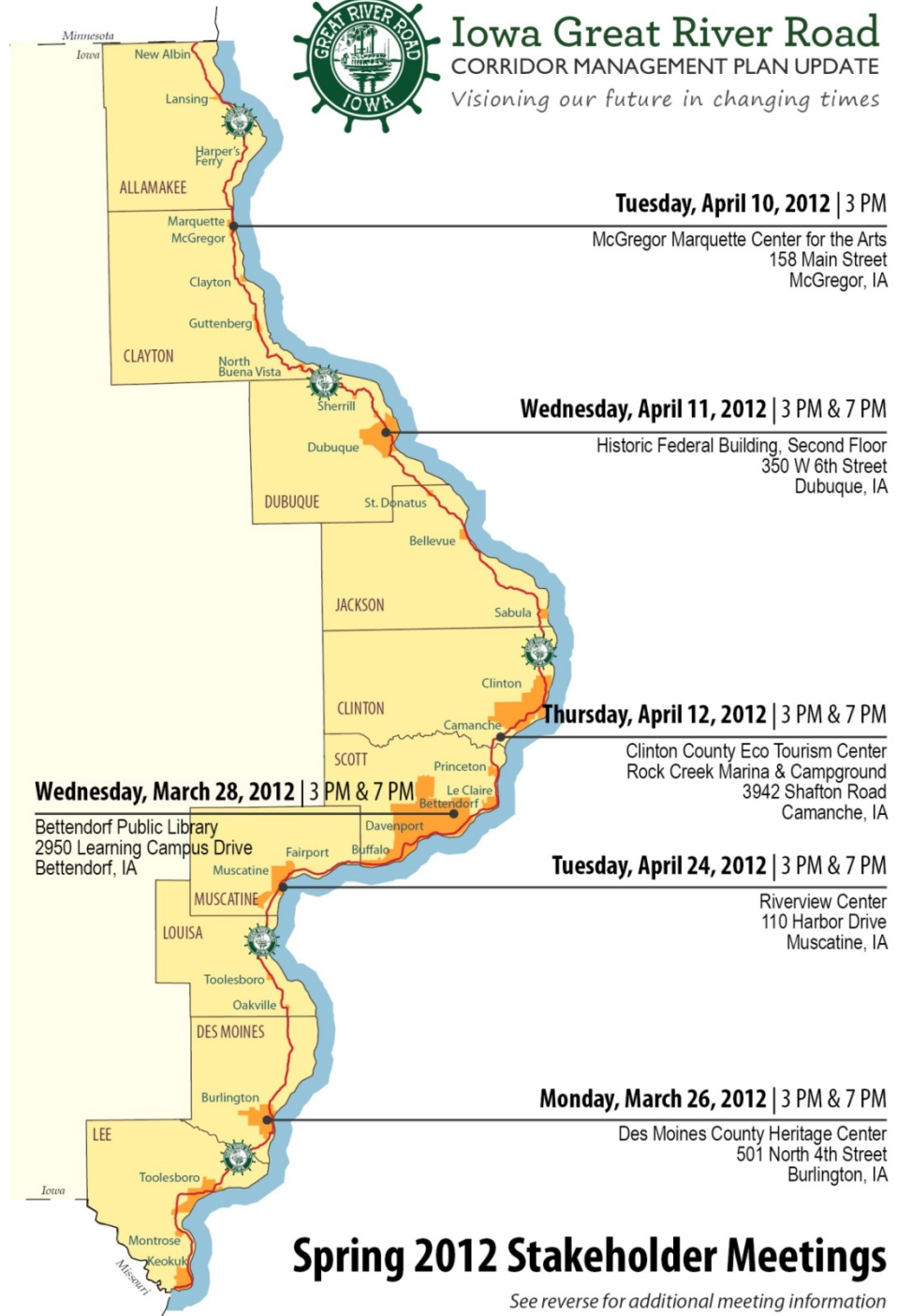




# STAKEHOLDER MEETING ANNOUNCEMENT



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN UPDATE  
*Visioning our future in changing times*



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN  
May 24, 2012

## Spring 2012 Stakeholder Meetings

*See reverse for additional meeting information*



## You're invited to attend one or more Iowa Great River Road Stakeholder Meeting near you

The Iowa Mississippi River Parkway Commission is updating the Iowa Great River Road's "corridor management plan", the document which guides future priorities and serves as the Commission's business plan. The planning process requires substantial stakeholder input. Meetings this spring will explain the process, gather initial feedback, and are scheduled to last an hour and a half. Please see reverse side for meeting dates, times and locations.

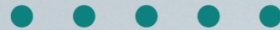
*"The Iowa Great River Road is a world-class destination for travelers with its abundant natural and cultural resources, international history, and many recreation opportunities. It's also a great place to live, work, and play. For over a decade the Iowa Great River Road has attracted millions of dollars in federal, state, and local funding because of this appeal. Now the Commission needs all of its stakeholders to help plan the Great River Road's next chapter of growth and effectiveness."*

- John Goodmann | Chair, Iowa Mississippi River Parkway Commission

*"Every Mississippi River community, county, economic development group, public agency and non-profit organization has a stake in the future of the Iowa Great River Road. Their representatives need to voice their ideas for how the Great River Road can best serve stakeholders and visa versa."*

- Patsy Ramacitti | Pilot Emeritus, National Mississippi River Parkway Commission

For more information or questions, please contact the project consulting firm:



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Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN  
May 24, 2012



For updates, "like" the Iowa  
Great River Road on Facebook



## TYPICAL STAKEHOLDER MEETING PRESENTATION

A common presentation and discussion format was used for each of the eleven stakeholder meetings. Upon arrival at the meeting sites, attendees were invited to complete a sign-in sheet and pickup copies of brochures and project related information sheets.

Each meeting was scheduled for a length of one and one half hours. The first 30 to 45 minutes included introductions of commissioners, elected officials and attendees followed by an electronic presentation of general information pertaining to byways and byway planning, the Iowa Great River Road, and the Iowa Mississippi River Parkway Commission. The presentation then led attendees through a discussion of six core questions to complete the 1 ½ hour timeframe. Attendee discussion and comments were transcribed and this record (presented earlier in this report) will provide a valuable reference source and benchmark of stakeholder views and perceptions in early 2012.

The following pages present the standard presentation slides used in each stakeholder meeting. All presentations were facilitated by David L. Dahlquist with the transcribing and production assistance of Breann Bye.



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN  
May 24, 2012





## Welcome and Introductions

MRPC Commissioners  
 - MJ Smith, Clayton County  
 - Jane Regan, Allamakee County  
 Elected Officials  
 David L. Dahlquist Associates

Introductions 2

## Overall Meeting Purposes

Introduce new planning effort for the Iowa Great River Road  
 and  
 listen to your questions, ideas, concerns and suggestions.

Introductions 3

**Iowa Mississippi River Parkway Commission**

	ALLAMAKEE COUNTY   Jane Regan
	CLAYTON COUNTY   MJ Smith
	DUBUQUE COUNTY   John Goodmann, Chair
	JACKSON COUNTY   Ron Thieden
	CLINTON COUNTY   Edith Pfeffer
	SCOTT COUNTY   Patsy Ramacitti
	MUSCATINE COUNTY   John Oberhaus
	LOUSA COUNTY   Jay Schweitzer
	DES MOINES COUNTY   Debra Jochims
	LEE COUNTY   Larry Kruse

Introductions 4

## Discussion Topics

1. Foundations of the Iowa Great River Road (IA GRR)
2. What do visitors and residents think of the IA GRR?
3. How does the IA GRR support organizations and local communities?
4. Programs and tools that exist now to support the "Great River Road experience"
5. Visualizing the Future of the Iowa Great River Road

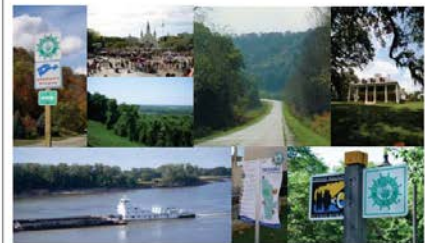
Introductions 7

## What is the Great River Road?

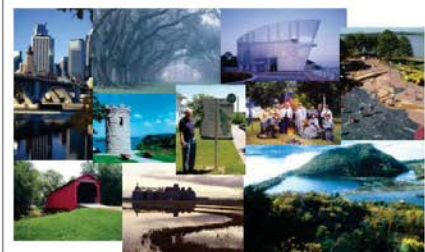


3,523 miles of designated roads along the Mississippi River from Canada to the Gulf of Mexico in 10 states  
 Focused on sharing, promoting, preserving and enhancing the intrinsic qualities of the road corridor—its history, culture, nature, scenery, recreation amenities, and archaeological resources.  
 Connects the river and its communities through a focus on experiencing all that the road offers.

Foundations 8



Foundations 9



Foundations 10



# Iowa Great River Road CORRIDOR MANAGEMENT PLAN

May 24, 2012



### Iowa Great River Road



326 miles of U.S., State and local highways, secondary roads and streets

10 Mississippi River counties and 32 communities exist on the route

Designated as a National Scenic Byway and an Iowa Scenic Byway

Approximately 800,000 people live within 10 miles of the route

**Foundations**



**Foundations**

### What is the Iowa Mississippi River Parkway Commission (IA MRPC)?

Established in 1959 and enabled by the Code of Iowa

Comprised of 10 members appointed by the Governor

One Commissioner appointed from each of the 10 counties through which the Iowa Great River Road travels

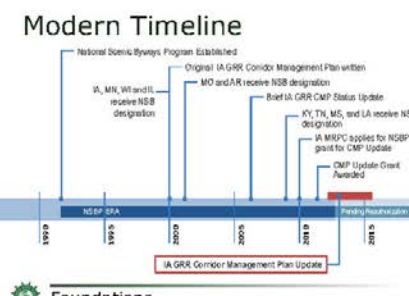
Operations supported by the Iowa Department of Transportation (IDOT)

Develops and updates the Corridor Management Plan (CMP) for the byway

Assists IDOT in soliciting and ranking National Scenic Byways Program grant applications

**Foundations**

### Modern Timeline



**Foundations**


### National Scenic Byways Program Overview

National Scenic Byway Program, Federal Highway Administration

Sets guidelines, standards and requirements

Designates America's Byways (currently 150)

Provides Discretionary Grants to States and Byways



**Foundations**

### National Scenic Byways come CLOSER



**Foundations**

### What are Corridor Management Plans? Good Answers for Basic Questions

The Iowa Great River Road Corridor Management Plan will answer these and other questions:

1. What are the Byway's **Conditions** now?
2. What are our **goals and vision** for the Byway's future?
3. What specific and measurable **Objectives** will move us toward achieving our goal?
4. What particular **Strategies** might be effective?
5. Of these objectives, which specific **Actions** should we take now and which should be started in the future?
6. Who are the various organizations responsible for successful implementation?

**Foundations**

### Corridor Management Plans: Typical Contents

1. Map
2. Assessment of intrinsic qualities
3. Strategies for maintaining intrinsic qualities
4. Schedule and responsibilities
5. Plan for development
6. Plan for public participation
7. Review of safety
8. Plan to accommodate commerce
9. Mitigation of negative effects of added visitors
10. Outdoor Advertising Compliance
11. Plan for signage
12. Plan for marketing
13. Plan for design standards
14. Plan for interpretation

Taken from: National Scenic Byways Program Interim Policy

**Foundations**





## Iowa GRR CMP Update

1. Activate Corridor Management Planning Participants
2. Public Communications
3. Participant Training and Outreach Activities
4. IA GRR Visitor Satisfaction Survey
5. Integration of Multiple Interests: Resource Inventories
6. Condition of the IA GRR Report
7. Collaborative Planning Activities Based on Sound Corridor Management Planning Processes
8. IA GRR Education Seminar on River and Byway Corridor Management Planning
9. Preliminary Corridor Management Plan Reviews by the IAMRPC
10. Stakeholder Endorsement and Adopting of the IA GRR National Scenic Byway CMP

The Updated IA GRR CMP will incorporate the 14 points outlined in the National Scenic Byways Program Interim Policy

### Foundations

21



### Visitor Engagement

24



### Visitor Engagement

25



### Visitor Engagement

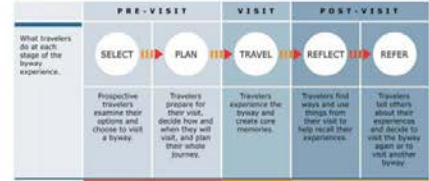
28



## Iowa Great River Road CORRIDOR MANAGEMENT PLAN

May 24, 2012

## Visitor Experience Stages



### Visitor Engagement

29



### Visitor Engagement

30

## 1 What is the IA GRR known for?

How is the IA GRR recognized by visitors?

What attachment do local residents have for the IA GRR ?

### Visitor Engagement

31

## 2 What can the IA GRR be more well known for?

How should the IA GRR be recognized by visitors? What is its 'brand'?

What should it represent for local residents?

### Visitor Engagement

32





### 3 How has the IA GRR been **important to your organization or community?**

How could the IA GRR **increase the effectiveness of your organization or community?**

Stakeholder Benefits 39

### NSBP Grants Awarded to the IA GRR

2002: Interpretive Center and network of Interpretive Centers, Dubuque  
 2003: Guttenberg Facilities Improvements  
 2004: Louisa County Interpretive Center  
 2006: Fort Madison Historic Depot  
 2006: Muscatine Bike Trail Kiosk  
 2006: Guttenberg Riverfront  
 2006: RiverWay Trail Signage, Davenport and Bettendorf  
 2007: E. S. Lyons Interpretive Center Expansion, Dubuque  
 2008: Montrose Pavilion Project  
 2008: Louisa County Interpretive Center  
 2008: George H. Verity Preservation Project, Lee County  
 2009: Clinton County Eco Tourism Center  
 2011: Bee Branch Creek, Dubuque  
 2011: Leopold Property Acquisition, Burlington

**\$5,576,164 in Federal dollars = Total \$6,972,705 Investment**

Stakeholder Benefits 36

### 4 How has your organization or community **supported the IA GRR?**

What can your organization do to **increase the effectiveness of the IA GRR?**

Stakeholder Benefits 40

### Program/Operational Benefits: IA GRR

National Mississippi River Parkway Commission  
[www.economicmississippiriver.com](http://www.economicmississippiriver.com)  
[www.mrcmembers.com](http://www.mrcmembers.com)  
 Great River Road Interpretive Centers and Museums in 10 states  
 International travel promotion  
 Planning and Resource Documents  
 Geo-caching project  
 Legislation advocacy

Iowa Mississippi River Parkway Commission: Coordination, Management and Planning  
[www.iowagreatriverroad.com/](http://www.iowagreatriverroad.com/)  
 Non-profit status  
 Stakeholder communication and network

State of Iowa Travel Information and Tourism Promotion

Stakeholder Benefits 37

- ### Visualizing our Future in Changing Times—Core Functions
1. Attraction Promotion
  2. Theme and Intrinsic Quality Promotion
  3. Resource Protection
  4. Wayshowing
  5. Corridor Planning and Management Services
  6. Targeted Travel Market Development
  7. Funding
  8. Livability Development
  9. Visitor Services
- Visualizing the IA GRR Future 41

- ### Early Products of the CMP Update Planning Process
1. Reference Library of Resource Documents
  2. Stakeholder List Expansion
  3. GIS
  4. IA GRR Byway Sign Inventory
  5. National Scenic Byway Program Grant Application for Signage Improvements
  6. Interviews and stakeholder discussions
- Stakeholder Benefits 38

### 5 How can the **effectiveness of the IA GRR be increased?**

What **immediate** steps or actions could have a positive impact?

What **core and continuous** functions should the IA MRPC maintain at a high level of quality?

Visualizing the IA GRR Future 43





**6** *What are a couple of **really big picture ideas** (outcomes) that we should aim high to accomplish for the IA GRR?*

---

Visualizing the IA GRR Future 44

- 1** What is the IA GRR **known** for?
- 2** What can the IA GRR be **more** well known for?
- 3** How has the IA GRR been **important to your organization or community**?
- 4** How has your organization or community **supported the IA GRR**?
- 5** How can the **effectiveness** of the IA GRR be increased?
- 6** What are a couple of **really big picture ideas** (outcomes) that we should aim high to accomplish for the IA GRR?

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Visualizing the IA GRR Future 45

### Upcoming IA GRR Stakeholder Meetings

Meeting 1: **Monday, March 26, Burlington**

Meeting 2: **Wednesday, March 28, Quad Cities/Bettendorf**

Meeting 3: **Tuesday, April 10, Marquette/McGregor**

Meeting 4: **Wednesday April 11, Dubuque**

Meeting 5: **Thursday, April 12, Clinton/Camanche**

Meeting 6: **Tuesday, April 24, Muscatine**

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Visualizing the IA GRR Future 46

### Next Steps...

- Your comments, suggestions and recommendations: **Condition of the Iowa Great River Road Report**
- Options and Alternatives
- Additional Stakeholder Input
- Partnership Options

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Visualizing the IA GRR Future 47

### IA GRR Project Communications: Commissioner and Team Contacts

<b>Allamakee County</b> Jesse Higgins jhiggins@allamakee.org 563-380-3625	<b>Dubuque County</b> John Goodness jgoodness@iowadnr.com 563-599-4350	<b>Muscatine County</b> John Goodness jgoodness@muscatine.net 319-252-2232	<b>Iowa Department of Transportation</b> Troy Stoffer, IA Iowa Byways Program Coordinator Troy.Stoffer@dot.iowa.gov 515-279-1949
<b>Clayton County</b> M.J. Smith mjsmith@clayton.com 563-252-2232	<b>Jackson County</b> Ronald Thelen rthelen@jacksonplater.com 563-590-1621	<b>Scott County</b> Fatty Hammett fhammett@scott.com 563-332-5446	<b>DAVID L. DAHLQUIST ASSOCIATES, LLC</b> 2020 Grand Avenue, Suite 200 West Des Moines, IA 50265 www.dlaha.com
<b>Clinton County</b> Edith Pfeiffer edpfeiffer@clinton.com 563-243-7751	<b>Lee County</b> Larry Kowal lkowal@lee.com 319-469-2018	<b>David L. Dahlquist, President</b> ddahlquist@dlaha.com office: 515-528-8182 cell: 515-326-1593	<b>Breann Bye, Associate</b> bbye@dlaha.com office: 515-528-8182 cell: 641-521-9340
<b>Des Moines County</b> Debra Jackins djacks@desmoines.com 319-732-4655	<b>Linn County</b> Jay Schweitzer jschweitzer@linn.com 319-738-2219	<b>Iowa Great River Road website:</b> <a href="http://www.iowagreatriverroad.com">www.iowagreatriverroad.com</a>	

48

### Project Communications: Planning Team Contact

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For updates, "like" the Iowa Great River Road on Facebook Iowa Great River Road website: [www.iowagreatriverroad.com](http://www.iowagreatriverroad.com)

62





## MEETING ATTENDANCE

The table presented below indicates the number of attendees who signed attendance sheets at each stakeholder meeting. Participation at the 1 ½ hour long meetings was credited as a portion of the in-kind local match for the National Scenic Byways Program Grant which provides financial support for this project. A copy of the sign-in sheet is presented on the following page.

Meeting Date and Location	Total Sign-ins including Commissioners
<b>03-26-2012 Burlington</b>	
3pm	12
7pm	6
Burlington Total:	18
<b>03-28-2012 Bettendorf</b>	
3pm	8
7pm	4
Bettendorf Total:	12
<b>04-10-2012 McGregor</b>	
3pm	30
McGregor Total:	30
<b>04-11-2012 Dubuque</b>	
3pm	22
Dubuque Total:	22
<b>04-12-2012 Clinton</b>	
3pm	48
7pm	26
Clinton Total:	74
<b>04-24-2012 Muscatine</b>	
3pm	17
7pm	4
Muscatine Total:	21
<b>Total:</b>	<b>177</b>



Iowa Great River Road  
CORRIDOR MANAGEMENT PLAN

May 24, 2012





**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN  
May 24, 2012



**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN UPDATE  
*Visioning our future in changing times*  
A Program of the Iowa Mississippi River Parkway Commission

● ● ● ● ●  
**DAVID L. DAHLQUIST ASSOCIATES, LLC**

Meeting With: \_\_\_\_\_ Date: \_\_\_\_\_  
Topic/Project Task: \_\_\_\_\_ Start Time: \_\_\_\_\_  
Location: \_\_\_\_\_ End Time: \_\_\_\_\_  
Hours: \_\_\_\_\_

**Stakeholder Sign-in Sheet**

*Note: Your participation during this Stakeholder Meeting will be counted as volunteer time which will support the 20% local match required by the Federal Highway Administration for this project. If you'd like to opt-out, please place a star or check mark by your name.*

Name	Position/Title	Organization	Email Address	Telephone Numbers
1. _____	_____	_____	_____	_____
Address: _____	_____	Town/State/Zip: _____	_____	_____
2. _____	_____	_____	_____	_____
Address: _____	_____	Town/State/Zip: _____	_____	_____
3. _____	_____	_____	_____	_____
Address: _____	_____	Town/State/Zip: _____	_____	_____
4. _____	_____	_____	_____	_____
Address: _____	_____	Town/State/Zip: _____	_____	_____
5. _____	_____	_____	_____	_____
Address: _____	_____	Town/State/Zip: _____	_____	_____
6. _____	_____	_____	_____	_____
Address: _____	_____	Town/State/Zip: _____	_____	_____
7. _____	_____	_____	_____	_____
Address: _____	_____	Town/State/Zip: _____	_____	_____
8. _____	_____	_____	_____	_____
Address: _____	_____	Town/State/Zip: _____	_____	_____
9. _____	_____	_____	_____	_____
Address: _____	_____	Town/State/Zip: _____	_____	_____
10. _____	_____	_____	_____	_____
Address: _____	_____	Town/State/Zip: _____	_____	_____

