



**Iowa
Mississippi River Parkway Commission**

**2019-2020 Annual Report
September 2020**



AMERICA'S BYWAYS®

**MARTIN GRABER, Chair
Iowa Mississippi River Parkway Commission**



2019-2020

Iowa Mississippi River Parkway Commission

Explore Iowa's Great River Road

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Jim Janett
Allamakee County

Jenna Pollock
Clayton County

Vacant
Dubuque County

Paula Meyer
Jackson County

Vacant
Clinton County

Ann Geiger, Secretary
Scott County

Terry Eagle
Muscatine County

Jay Schweitzer
Louisa County, Treasurer

Lisa Walsh
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MISSION STATEMENT

The Iowa Mississippi River Parkway Commission (IAMRPC) was organized to:

- Preserve, promote and enhance the scenic, historic, natural, archaeological, cultural, and recreation resources of the National Scenic Byway (NSB)/Iowa Great River Road (GRR) and the Iowa Mississippi River Valley.
- Foster economic growth of the Mississippi River corridor.
- Develop the National Scenic Byway/Great River Road.

VISION

The Iowa Great River Road will sustain rewarding lifelong experiences for Iowans and visitors from around the world through the support of a cooperative network of partners and stakeholder, each of which invest in and benefit from the conservation, development, promotion, interpretation and management of the diverse intrinsic resources of the Iowa Mississippi River Valley.

(Adopted December 15, 2014).

GOALS AND OBJECTIVES

- Assist in coordinating the increase of investment and awareness of the National Scenic Byway/Iowa Great River Road and its amenities with roadside parks, scenic overlooks, educational experiences and opportunities and historic information.
- Continue the identification, documentation and protection of the intrinsic resources of the Great River Road.
- Expand the local citizen awareness of the resources and importance of the Great River Road in Iowa and the adjoining states.
- Provide new travel experiences through effective interpretation and promotion of the Great River Road.
- Increase information services to residents and organizations along the Great River Road.
- Identify economic development opportunities based on the sensitive use of the Road's intrinsic resources.
- Sustain existing alliances with other organizations that are interested in the future of the Great River Road and develop new partnerships where needed.
- Identify volunteer opportunities for individuals and organizations along the Great River Road.
- Assist in coordinating the increase of investment and awareness of the Great River Road and its resources with development of a variety of amenities and delivery of programs for public awareness, interpretation and promotion.
- Increase the awareness for Great River Road stakeholders of availability of public and private funding for resource conservation, transportation enhancement, interpretation and promotion.
- Develop communication opportunities to tell the stories of the National Scenic Byway/Great River Road.
Arrange community involvement meetings and workshops pertaining to a variety of Great River Road related topics...
Advocate for the Great River Road Interpretative Centers.
- Advocate for the Great River Road research, planning, and development studies.
Advocate for transportation related projects in the Great River Road Corridor that incorporate the principles of context sensitive design.
- Advocate for the use of sustainable design principles such as L.E.E.D. (Leadership in Energy and Environmental Design), native plant community restoration, multi-functional streets, etc.
- Conserve, develop, promote and interpret, and manage the Iowa Great River Road.
(Adopted December 15, 2014).

A major factor in achieving these goals and objectives is partnering with area and national groups and associations that have similar goals and interests. By networking with other organizations, we can best utilize all our assets, including financial, contacts, and personnel.

IOWA MRPC STRUCTURE

The Iowa Commission consists of ten commissioners appointed by the Governor of Iowa representing the ten counties that border the Mississippi River. The commission by Iowa statute is gender and politically balanced. In addition, there are five technical members representing: Iowa Department of Transportation, Department of Economic Development, Iowa Department of Natural Resources, Iowa Office of Tourism, and U.S. Army Corps of Engineers.

Iowa Commissioners' General Activities

The Iowa Chair and or his proxy participated in all National MRPC Board meetings and Executive Board meetings, as well as the Annual Meeting in LaCrosse, Wisconsin, September 17-19, 2019. The 2020 semi-annual meeting, scheduled in Baton Rouge, Louisiana was cancelled because of Covid-19. The majority of Iowa Commissioners also participated in the National MRPC meetings.

Commissioners visit the eighteen Interpretive Centers and focus particularly on their respective Centers within their individual counties and provide materials for distribution and review the activities of each center and address any concerns.

Individually commissioners have been telling the Great River Road story in their individual counties. In addition many commissioners meet with their elected officials and local citizens in addition to a formal annual meeting

The Iowa MRPC met on five separate occasions in the past year. October 14 16, 2019 at the Buffalo Bill Museum in LeClaire, Iowa; January 13, 2020 at the Muscatine History and Industry Center (Button Museum) in Muscatine, Iowa; March 16, 2020 at Connection Bank in Ft. Madison, Iowa; June 26, 2020 was a called meeting by phone; and July 27, 2020 at the Buffalo Bill Museum in LeClaire, Iowa. Minutes of these meetings are included as a part of this report.

At the beginning of the Corona Virus pandemic, the Commission met in Ft. Madison. The goal for the year was to focus on marketing. With the Baton Rouge conference already cancelled, the Commissioners voted to spend more money on advertising, which was the goal for the year. Radio ads generally ran the month of June. The Commission extended that to mid-May through June, and it was a fortuitous move, since the ads are designed to focus on the areas of the river most likely to be traveled by certain sections of the state's population. With driving having become the most popular way to travel, the ads highlighted the Interpretive Centers and the Great River Road as a whole for the day-drive traveler.

IOWA MRPC BUDGET

The FY-2019 budget for the Iowa MRPC was approved by the Iowa DOT for \$40,000.00. The budget includes 2019 National MRPC dues, Iowa Byways Foundation Membership, Marketing expenses, MRPC conferences and Iowa Commission meetings and travel expenses, and Administrative expenses. The Covid-19 virus required the cancellation of the semi-annual meeting in Baton Rouge, and there are vacant positions on the Commission which would have increased budget usage.

Fiscal Year Budget

Item	Description	Iowa DOT	Amount	Balance
1	MRPC Annual Dues	\$15,000	\$15,000.00	\$0.00
2	Annual Meeting – LaCrosse, Wisconsin	\$4,500.00	\$3,523.05	\$976.95
3	Semi-Annual meeting – Baton Rouge, Louisiana	\$4,500.00	\$0	\$4,500.00
4	Travel/meals in-state	\$2,000.00	\$1,116.44	\$883.56
5	Iowa Byways Foundation	\$250.00	\$0	\$250.00
6	Administration	\$300.00	\$127.20	\$172.80
7	Marketing	\$13,450.00	\$9,769.00	\$3,681.00
Total		\$40,000	\$29,535.69	\$10,464.31

ADVOCATING ACTIVITIES

Marketing

The Commission is continuing to focus on raising awareness of the Road and to catch the attention in different ways than have been used before.

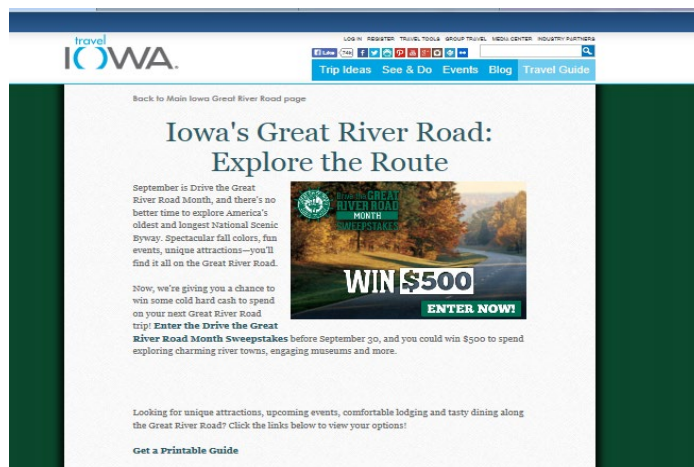
By the time the Commission held its March meeting the semi-annual meeting was cancelled because of Covid-19, and the possibility of future meetings was in question. As a result of the impact this would have on travel along the Mississippi, the Commission expanded its previously-discussed focus on marketing. One of the changes which eventually had the biggest impact was the increase of radio ads, which are regionally-crafted, from four (4) to six (6) weeks. This had an unexpected result because with tourists now taking trips closer to home. The ads have resulted in a large increases in on-line traffic, which has shown longer times spent than is usual for on-line visitors. The national office is again sponsoring on-road activities.

Passports are still available at the Interpretive Centers for visitors to take and focus on visiting centers of which they may not have been aware. They have been shown to very popular with visitors.

The foundation portion of the Iowa MRPC – Mississippi River Parkway Commission Foundation, Inc. printed a passport for motorcyclists. It also invested in two types of mugs. One made of Mississippi Mud and the other stainless steel which were sold to support the effort.

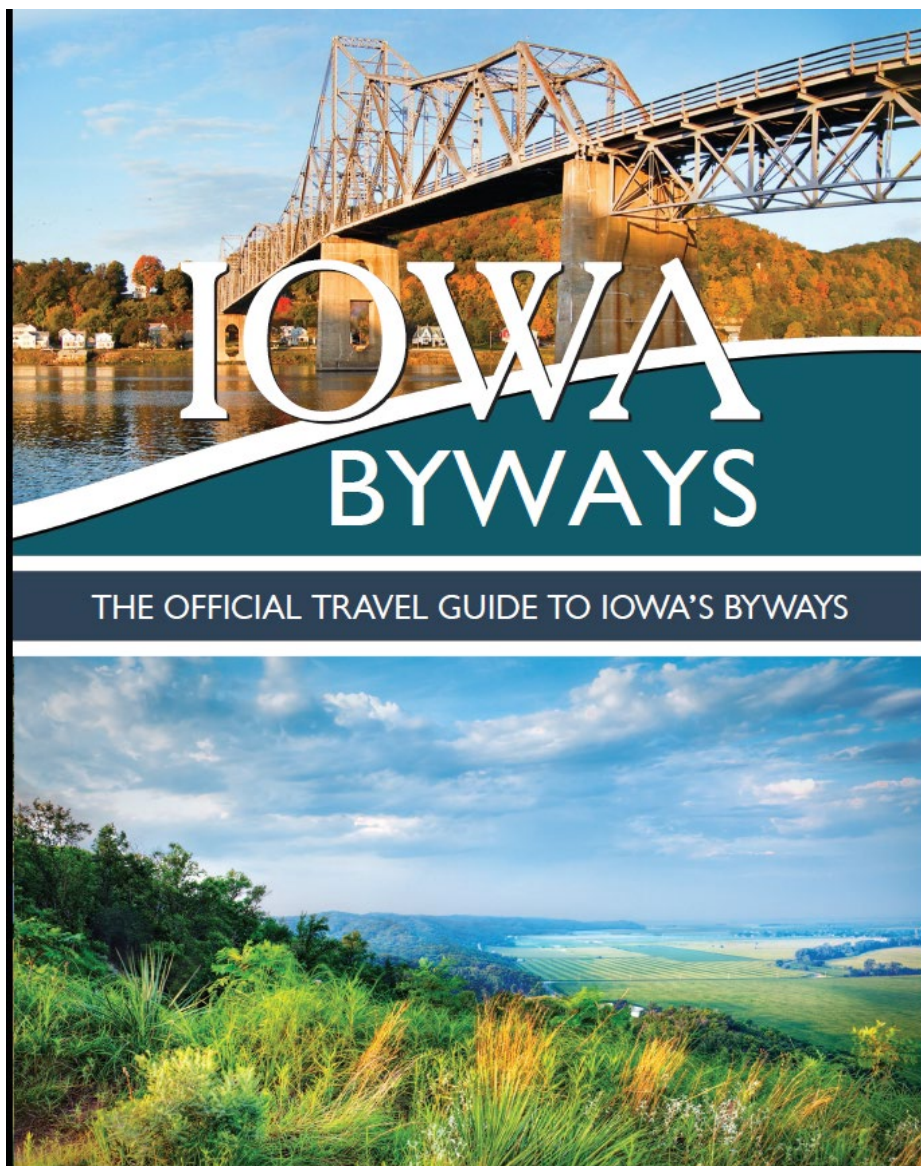
Great River Road Interpretive Centers

Iowa has 18 Interpretive Centers, which is more than any other state. Each Center is supplied with Great River Road tear sheets, Iowa Byways Travel Guide, the MRPC National Maps and a new banner. The banners were re-designed, have QR Codes to be cell phone friendly, and seem to elicit a positive response. Each Interpretive Center is encouraged to list their center and weekly activities on our new Iowa Tourism website – ww.iowatourism.com/greatriverroad. The Interpretive Centers are also encouraged to list events on experiencemississippiriver.com.



Iowa Byways Travel Guide

The Iowa MRPC in cooperation with Iowa's other designated byways and the Iowa Department of Transportation is featured in the high quality travel guide showcasing the Iowa Great River Road in four pages and the other ten designated Iowa scenic byways. This visitor friendly guide invites travelers to extend their Iowa visits and experience more of Iowa's nearby attractions that complement the GRR experience. The guide is free and can be viewed and ordered at www.iowasbyway.org. Commission members have worked hard to distribute this guide to the welcome and interpretative centers, CVB'S and other tourist attractions in their counties.



THE ROAD

Burlington

In Burlington's bluff top Crapo Park, the bridge spanning Cascade Ravine has been closed to motor and pedestrian traffic. The bridge built in 1896 connects downtown Burlington with Crapo Park via South Main Street and is the recognized route for the Iowa Great River Road. It is the oldest Bridge in Iowa and is listed on the National Register of Historic Places. It is now showing its age. Burlington stopped letting vehicles travel across Cascade Bridge in 2008, and It was closed last year totally for walkers and well as bikes etc, A preliminary study has been completed and the City of Burlington has this on their list of bridges to be replaced. There is currently no timeline or funding available. As of this date, the bridge has not been replaced and no funding is available to the City of Burlington.

Early this year local citizens met in an attempt to determine the future of the bridge. Lisa Walsh, Des Moines County Commissioner, has played an active part in those discussions, and Martin Graber, MRPC Chair, has attended via telephone. In August, Terri McCullough, National Pilot, joined the discussion. The Commissioners have continued to be involved in the future of the bridge, lending support to the saving of the structure, or a viable replacement.



Bellevue

This past year the Commission was made aware of the Young Museum in Bellevue. Mr. Young and his wife left their house, and funds for maintenance, to preserve its contents. At one point the City of Bellevue wanted to demolish the house because the funding ran out, but citizens rallied to save it, and it was given to them to preserve. In this house is the paperwork for the development of the Great River Road as a national byway. The legal documents are signed by the governors of the states at the time it was approved by Congress in 1938. Also included are maps and letters sent back and forth to Washington D.C. Within a year the precursor of what is now the Mississippi River Parkway Commission was formed, and the documents for that are also included.

The Commission is in support of activities surrounding any preservation of these documents and is actively working to help where possible and looking to a future where all citizens will be able to see the remarkable contents of this house.

Iowa Interpretive Centers

Driftless Area Education & Visitor Center
Lansing, Iowa

Effigy Mounds National Monument
Harpers Ferry, Iowa

Motor Mill Historic Site

Elkader, Iowa

Guttenberg Fish Hatchery
Guttenberg, Iowa

National Mississippi River Museum and
Aquarium & National Rivers Hall of Fame
Dubuque, Iowa

E.B. Lyons Interpretive Center/Mines of
Spain Recreation Area

Dubuque, Iowa

Hurstville Interpretive Center
Maquoketa, Iowa

Heritage Center Museum
Burlington, Iowa

The Sawmill Museum
Clinton, Iowa

Mississippi River Eco Tourism Center
Camanche, Iowa

Buffalo Bill Museum & River Pilots Pier

LeClaire, Iowa

Putnam Museum of History &
Natural Science
Davenport, Iowa

Nahant Marsh Education Center
Davenport, Iowa

Pine Creek Grist Mill
Muscatine, Iowa

Toolsboro Mounds & Museum
Wapello, Iowa

Old Fort Madison
Ft. Madison, Iowa

George M. Verity Riverboat Museum
Keokuk, Iowa

ADDENDUM

At the time of printing, the national committee assignments have not been made due to the anticipation of three new commission members.

Commission

COMMISSIONERS	COMMITTEES	CONTACT INFORMATION	TERM
ALLAMAKEE COUNTY Jim Janett Allamakee County Conservation 1944 Columbus Rd Lansing, IA 52151	06/30/21	accb.director@gmail.com PH: 563-538-0402 Cell: 563.-569712	
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CLINTON COUNTY Vacant			
DES MOINES COUNTY Lisa T. Walsh, Vice-President 6172 Nikonha Place Burlington, IA 52601	6/30/2023	lwalsh6172@gmail.com Ph: 319-752-0912 Cell: 319-850-1950	
DUBUQUE COUNTY Vacant			
JACKSON COUNTY Paula Meyer 58414 50th St Sabula, IA 52070	06/30/2023	iowamrpcpaulamayer@gmail.com Ph: (563) 357-6292	
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06/21/21

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2018-2019 Iowa MRPC Meeting Minutes

Minutes of the Iowa Mississippi River Parkway Commission are always public record.

Public notices and meeting minutes are also posted here:

http://www.iowadot.gov/iowasbyways/mississippi_river.htm



Iowa Mississippi River Parkway Commission
Monday October 14, 2019
Buffalo Bill Museum & River Pilots Pier
199 North Front Street
LeClaire, Iowa 52753

The meeting was called to order by Chair Martin Graber.

Present: Lisa Walsh, Jay Schweitzer, Jenna Pollock, Jim Janett, and Ann Geiger

Others: Bob Schiffer, Buffalo Bill Museum; Rachael Mullins, Putnam Museum; Senator Chris Cournoyer; Amy Gabay and Brent Hanif, River Travel Media; and Ron Lieby; Chair of Buffalo Bill Board of Directors

Technical Committee: Mary Stahlhut

Welcome and introductions

Graber welcomed everyone and had the guests introduce themselves.

Approval of the Minutes

Schweitzer moved to approve the July 15, 2019 minutes by Schweitzer. Walsh seconded the motion and it carried.

Review and approval of Treasurer's report

As of October 14, 2019, the balance is \$35,973.49. Schweitzer moved to approve the Treasurer's Report by Schweitzer. Janett seconded the motion and it carried.

Discussion regarding ad for Travel Iowa. Janett moved to approve the ad not to exceed in the amount of \$2,000 by Janett. Pollock seconded the motion and it carried.

Reports and plans for current year

Pollock reported on results of the National Office's budget from the annual meeting and said there is nothing new which would affect the Iowa Commission.

Reports from Annual Meeting in LaCrosse, Wisconsin

Marketing Committee

National Office wants to know what towns are located on the river and to reduce the number of cities listed on the river for the map. It wants to focus on cities and scenic overlooks. Pollock will send information from Iowa to return for scenic overlooks.

Transportation

The committee looked at the Corridor Management and was very complementary of Iowa's contribution to the plan. The committee is looking for new DOT member from one of the states to replace Carol Zoff from Minnesota who will be leaving the position.

Names were submitted for the position. There are new members from Wisconsin. There was discussion of revision of American Scenic Byways Program.

The Commission is looking to become a designated American Scenic Byway. The Pilot is working on the Great River Road as an All American Byway and is going to send a letter to the head of each of the 10 states for participation and encourage them to approach the governors in each state.

The National Scenic Byways Program has been reinstated at the national level and Stahlhut is going to attend a teleconference. Eligibility now is focusing on infrastructure for overlooks. There is no funding at this time.

Environment/Recreation

There was discussion about hemp fields in Kentucky and view shed. View shed has been taken over by houses and other development up and down the river. Suggested looking at individual city zonings to try to monitor building along the river. There is discussion at the national level of having the River is go from 9 to 12 feet channel depth.

Heritage and Culture

Three new interpretive centers were approved: The Johnny Cash House; Sultanna Disaster Museum; and Delta Gateway Museum.

Graber told the members of the Young Museum in Bellevue. He told of all the papers contained in the house which were the documents of the development and approval of the Great River Road as a national byway by the U.S. Congress. Susan Lueke is the individual working to develop the house as a museum. The house is in a trust owned by the citizens of Bellevue. More information will be forthcoming in the future.

Presentations

River Travel Media made an educational presentation to the Commissioners with regard to videos and web-hosted news items focusing on the MRPC in Iowa. Small bites or longer presentations were discussed.

Chairman's Reports

Graber distributed copies of the contract for Pilch and Barnett. The Commissioners are going to review the new contract and see if it will fulfill some of its the goals and discuss at the next meeting.

Interpretive Center Reports

Louisa County Interpretive Center was to tie together the Native Americans and demonstrate wetlands and Shive-Hattery designed it to recreate mounds and got too close to real burier grounds. It got a grant to clean up the area \$790,000 and the grant still out there. It also had one of the first concrete roads in Iowa called the Convict Road built in 1914.

Buffalo Bill Museum pointed out that the steamboat was built in 1890 and no other know vessel still exists fully intact. Schiffer described the building of the schoolroom addition. He also said

the museum is open 7 days a week year-round. 28% of the visitors are seniors; 10% are youth; 5% are children and the rest are listed as adults. 54% of the visitors come from other states and 5% from foreign countries.

Putnam Museum has a new director, Rachel Mullins. The Commission welcomed her, and looks forward to a revitalization of the museum as an ICenter. Mullins is going to refocus the museum in the next 3-5 years.

Ex-Official Member Reports

The DOT is finishing the signage on the new Jefferson Highway Heritage Byway, and a new mobile app for all the byways signs is coming. The rest of the report was included in discussions above.

The next meeting will be Monday, January 14th at the Button Museum in Muscatine.

Ann Geiger
Secretary



Iowa Mississippi River Parkway Commission
Monday, March 16, 2020
The Connection Bank, 636 Avenue G, Ft. Madison
(corner of 6^h St. and Avenue H)

MRPC Call to order and roll call by Chairman Graber

Lisa Walsh, Paula Meyer, and Ann Geiger

Others: Mary Stahlhut

Welcome and introductions

Stahlhut is retiring. Deb and Craig will take over emails. Who will attend the meetings has not been decided as yet. The Commission thanked Stahlhut and made small presentation.

Approval of January 13, 2020 Minutes

Motion to approve the January 13, 2020 minutes by Walsh. Seconded by Meyer. Motion carried.

Review and approval of Treasurer's report

The cancellation of the Baton Rouge conference gives an opportunity for redirection of budget.

Budget

Motion to approve the budget by Meyer, seconded by Walsh. Motion carried. There was discussion regarding the annual dues to the National Office. No decision was reached. Those present decided it would be discussed again when there were more members present.

National and State Committee Reports

Marketing Committee

Approve radio advertising for May. Meyer moved to add two weeks to Radio advertising making it 6 weeks. Based on prior years, the cost would be approximately Geiger seconded the motion and it carried.

The Commission discussed looking at television advertising. Meyer suggested looking at Mediacom, because they have demographics and can make up an ad. Walsh said the bank uses them and it has been very satisfied with the results. Geiger will call Mediacom and look at TV and other ads using Mediacom for best coverage and cost. Last year's billing was approximately \$3,500. Budget available is approximately \$2,000 after expanded radio ads. Final decision to be made at next meeting.

Volunteers for Iowa State Fair (August 13-22) was discussed. The suggested dates are the evening of the 14th and all day 15th. The Commission will distribute passports. The DOT will print them and will need to be notified by the 1st of July. Volunteers to be identified at next meeting. The Commissioners will need to contact their ICenters for an estimate of how many passports they will need for the season in addition to the number needed for the fair.

The DOT will no longer print the tear sheets. The Commission will survey the ICenters for number of tear sheets they may need for the season. Meyer and Geiger will get bids for price of printing 18,000 and 5,000 tear sheets. Graber suggested getting a larger number of tear sheets which would last for 2 years since the information will not change.

Transportation - None

Environment - None

Recreation and Agriculture - None

Heritage and Culture - None

Discussion of Activities

Update on Cascade Bridge in Burlington. Thinks the group got the city's attention. The volunteers raised the funds and paid the Working Bridges company. City found some money in the city budget. Former engineers were not bridge engineers but surveyors. Said city spent

over \$350,000 for studies and costs are still not confirmed. It found some funding and it may put the bridge on the 2024 capital budget. Demolition costs are still not finalized. The volunteers and council will meet March 30 at 4:30 p.m.

Update on Young Museum, Bellevue. Meyer was introduced to the director. Difficult to bring her to understand the importance of the MRPC documents and she is more focused on the building. She is in favor at some point at some point in digitizing everything but is not in favor of hiring anyone to do it. Paula will continue to work with her.

All American Road application process. Paula will make a spread sheet which may be shared with everyone and filled out by the appropriate counties and sent to her. She will manage it and when complete, submit it.

The Commission looked at website and would like to see other options for the banner and move some of the elements, and images. It would like images of ICenters to match on all materials to begin developing a brand. Marketing Committee will discuss and make decision and contact Amy Zeigler at travel Iowa before next meeting. Graber moved the motion, Meyer seconded the motion and it was approved.

With regard to Townsquare Ignite, the Commission would like some additions and changes. For the digital display program add an additional target of families and children; need consistency of color imaging (would like to use passport or banner blues and greens); add logo of Iowa Great River Road sign; change tagline and button from orange to green listed above. Rest of criteria is fine. Moved to approve by Walsh, seconded by Meyer. Motion approved.

The social media discussion will be held at the next meeting.

The next meeting will be April 20, 2020. Site to be determined.



Iowa Mississippi River Parkway Commission
Conference call
10:00 a.m. June 26, 2020
Called Meeting

Statement: The members of the Iowa Mississippi River Parkway Commission are holding this meeting by electronic means pursuant to the provisions of the Iowa Open Meetings Law, Section 21.8, Code of Iowa.

Because there is a limited agenda for this meeting, and we are expecting this meeting to be of relatively short duration, the expense of transporting the Commission members to another common location to attend the meeting in person is unnecessary, excessive, and impractical. The meeting is being held by conference call originating from the F&M Bank and Trust, Burlington, Iowa. The public can call in from a remote location and join by conference call. Public notice of the meeting has been issued in accordance with Iowa Code Section 21.4.

Attendance: The meeting was called or order by Chairman Martin Graber

MRPC Call to order and roll call by Martin Graber, Chair

Present: Lisa Walsh, Jay Schweitzer, Terry Eagle, Jane Regan, and Ann Geiger

Others: LouAnn Reinders, Brian Kramer, U.S. Representative Loebsocks Office
brian.kramer@mail.house.gov

I. Review of Year-End Budget

Review of existing expenditures and anticipation of radio ads for June which will be an additional expenditures. Graber encouraged all the Commissioners who have not already done so to submit their travel reimbursement requests before Tuesday, June 30.

II. Discussion and vote on \$15,000 National Dues

Graber wants to fund the National Office for one more year, address the board of directors, and discuss with the northern states removal of Pilch and Barnett. Graber said the discussion should be with the board of directors to get a change done. Walsh said each new Pilot has said they are going to make a change and then don't do it. Regan asked for some of the requirements for Pilch and Barnett. Graber will re-send a copy of the contract the Commissioners. He was not in favor of a 5-year contract and was out-voted.

Geiger asked if there are members on the board who have not paid their dues. Graber said yes. Kentucky and Missouri have not. Walsh said they should not have voting rights. Graber also noted Pilch and Barnette's financials were not good. They need to be more in line with professional guidelines.

Geiger said the organization needed to be run more professionally. The national office should be serving the states, much as our legislatures serve its constituents. This is not being done. It has no idea what is going on with the GRR corridor, since they do not visit it unless there is a national meeting.

Regan asked if the board is getting a weekly report or at least a monthly of what they have done. Graber said a quarterly report. Regan said in her opinion there should at least be a monthly report.

Walsh said this year we have had no national meeting to organize which takes time, and the rest of the time their activity is minimum. She asked if the states have ever evaluated Pilch and Barnett. Regan said there was a review several years ago. Graber said in his experience, no regular evaluation of their performance.

Graber moved to pay the national dues from our current budget. Seconded by Walsh. Geiger amended the motion to say this will be the last year Iowa pays the national dues unless major changes are made with Pilch and Barnett. Walsh seconded. Vote on amendment: Graber yes; Walsh, yes; Schweitzer yes; Eagle yes; Regan yes; Geiger yes. Vote on the motion as amended: Walsh, yes; Schweitzer yes; Eagle yes; Regan yes; Graber yes; Geiger yes.

Graber said he thinks we need to ask Pilot Terri McCullough to our next meeting either virtually or in person and to discuss the situation with Wisconsin and Minnesota. Graber will contact McCullough.

Cramer said he was meeting with Visit Quad Cities tourism bureau, and it feels people are going to be driving and going places more familiar, but with new experiences than before. He feels the GRR will show a rise in travel. Eagle said there was a slow start to the Button Museum, but the numbers have increased in the last few weeks.

Reinders said we had 1,158 leads which is up from a year ago. Google analytics are up over last year also. People are looking for the rural areas for travel by car and closer to home.

Walsh asked Representative Loeb's support the designation of All American Road for Iowa.

III. Future meeting schedule

Possible July 20 in Princeton 10:00 a.m.

Reminder: Sept 17 National virtual meeting.



Iowa Mississippi River Parkway Commission
Monday July 27, 2020
Buffalo Bill Museum & River Pilots Pier
199 North Front Street
LeClaire, Iowa 52753

Call to order and roll call by Chairman Martin Graber

Present: Jenna Pollock, Jim Janett, Lisa Walsh, and Ann Geiger

Others: Bob Schiffke, Buffalo Bill Museum; Angie Weigert, and Paul Carroll, Muscatine Button Museum (Carroll has submitted paperwork to the state to replace Terry Eagle)

Welcome and introductions

Weigert and Carroll were welcomed, and Carroll has submitted his application to fill the position of Terry Eagle who is resigning due to relocation.

Approval of Minutes

Motion to approve minutes of March 16, 2020 meeting. Seconded by Walsh and motion carried.

Motion to approve the June 26, 2020 call-in meeting by Janett, seconded by Walsh and motion carried.

Review and approval of Treasurer's report

Walsh moved to approve the Treasurer's Report. Pollock seconded the motion and it carried.

Budget Reports and plans for current year

Zoom meeting with Pilot Terri McCullough discussed the upcoming national one-day remote meeting on September 17th and encouraged everyone to attend.

The Commission discussed and listed the concerns they have with the Pilch and Barnett agency, as well as the length of the contract. Geiger made a list of the Commission's specific issues which she will send to McCullough. Further discussion will occur with the organization as a whole.

Plans for the current year to be discussed after lunch.

Committee Reports

Marketing Committee: Pollock said she feels the last three meetings have just be a check-in rather than anything new. Pilch and Barnett were tweeking prior activities. Nothing substantive.

The Iowa state marketing has been very positive. The marketing dollars invested the prior year have been very productive, especially with the Covid-19 virus.

Transportation Committee: Walsh said in the recent past the committee has not been very active, but it is energized to go and now has more activity than in the recent past. She partially credits it with good DOT representation now.

Environment, Recreation, Agriculture - Nothing
Heritage and Culture - Nothing

Chairman's Reports

Graber said Board passed a resolution commending the congressional representatives on the House Transportation and Infrastructure Committee from eight of the 10 Great River Road states: Arkansas, Iowa, Illinois, Louisiana, Minnesota, Mississippi, Tennessee, Wisconsin for their support of the renewed program.

Ex-Official Member Reports - None

Interpretive Center Reports

Lansing - Janett said rainy and hot days have been very busy. People are slowly coming back for outside activities.

Muscatine said business is slow but Fridays and Saturdays are busy. Things are in the middle of picking up, and now road construction is slowing things down. More day trips. Working toward a satellite museum at the Fairport Fish Hatchery with the University of Iowa. Hatchery is now propagating mussels again.

Motormill tours have resumed on Saturdays. With the lock-down lots of projects are underway with excavation of flood sentiments from the basement and discovery of the turbines that used to turn the mill. From the 2nd floor up will now have electricity as one of the projects. Still working on the historic inn for a space to stay. Stables hopefully will be renovated and make the entire site more user-friendly.

Discussion

Young Museum Update – Meyer said she spoke with Susan, the caretaker, and offered to digitize the material. The offer was rejected. She hopes to visit in August. A discussion was held as to whom to speak with to possibly open the door to get the original MRPC development materials into safe-keeping. Janett said he knows someone who might help.

Goals for the year - The Button Museum is working with the Buffalo Bill Museum to together to tie the two together through historical documents.

This prompted a discussion as to how the ICenters can interact with one another. How to tell the story of how the various ICenters' focus developed along the Mississippi and the various parts of the state which had part in it – for example, how logging impacted the development and how one ICenter's activities relate to another down river. How the button industry impacted

the entire middle and lower river. To do this the Commission would need some help with a professional organization working with the tourism industry in Iowa.

Janett is going to have a follow-up appointment with IPTV on the Lansing site, and he offered to speak to IPTV about doing a video.

Travel Iowa is looking for content.

The Commission needs to work on a marketing piece for our ICenters

Get commissioners appointed. Walsh is working almost daily with the Governor's office to get appointments completed. The Commission has had two vacancies for a year.

With Covid-19 some of the commissioners have had conflicts getting to meetings. Better attendance is important.

Future meeting place and date Bellevue – September 21st

Annual meeting September 17. 9-3 Virtually.

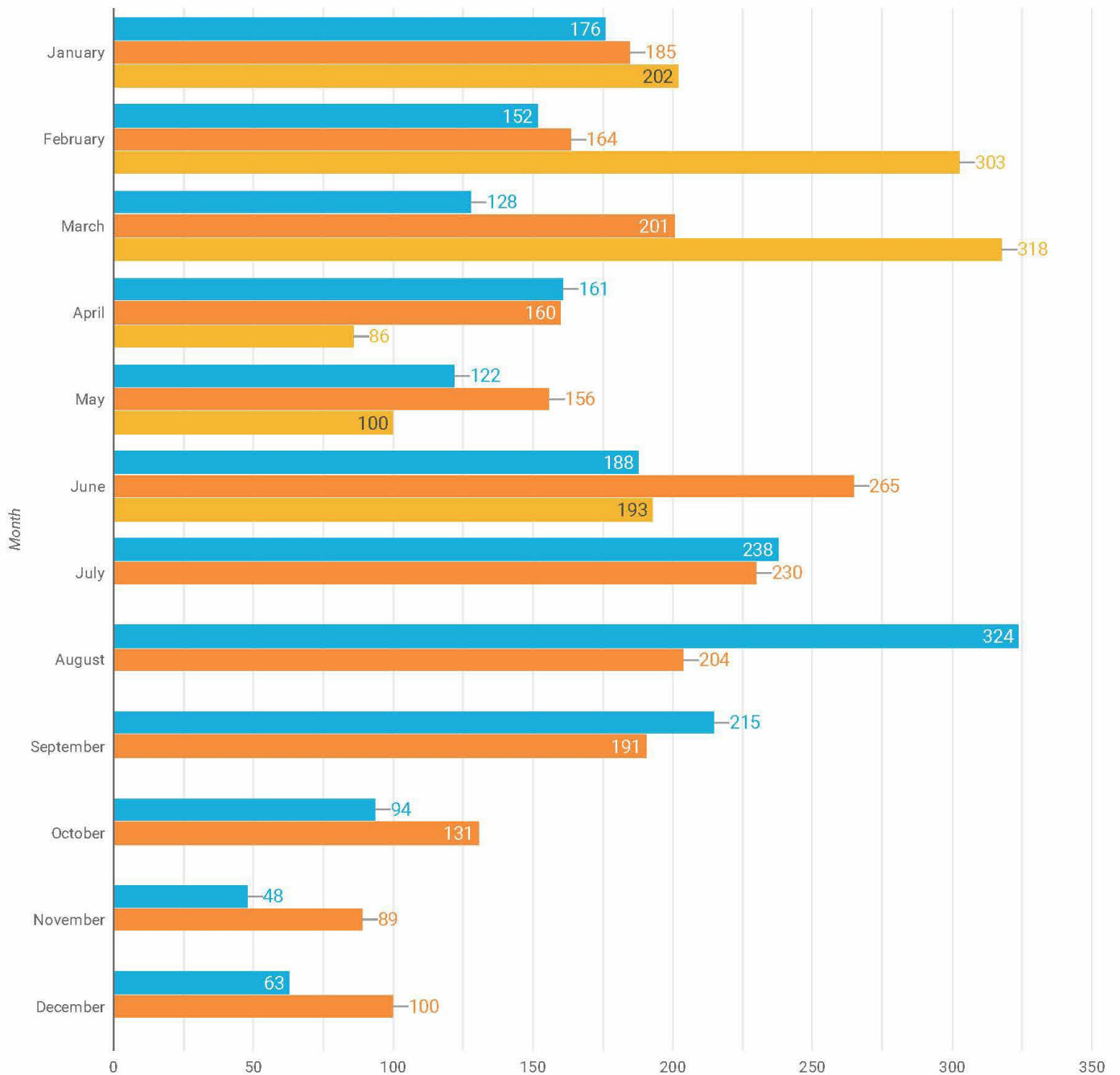
Iowa Travel Guide Requests

Referred by www.mississippiriverexperience.com

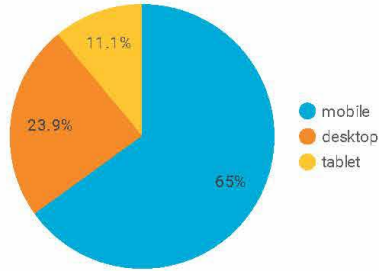


GREAT RIVER ROAD
NATIONAL
SCENIC BYWAY

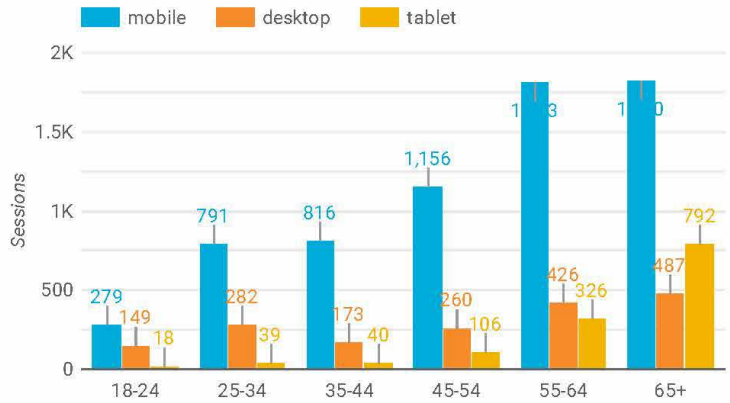
2018 Iowa Travel Guide Requests: 1,909
2019 Iowa Travel Guide Requests: 2,076
Increased 8.8%



Sessions By Device



Sessions By Device & Age



Sessions By Source/Medium

Source / Medium	Sessions
1. google / organic	7,897
2. facebook / social	5,782
3. google / cpc	2,711
4. (direct) / (none)	1,296
5. tsi / display	1,196
6. bing / organic	378
7. m.facebook.com / referral	250
8. yahoo / organic	171
9. newsletter / email	165
10. iowadot.maps.arcgis.com / referral	66
11. easterniowatourism.org / referral	53
12. facebook.com / referral	48
13. duckduckgo / organic	47
14. iowa.gov / referral	35
15. pinterest.com / referral	30
16. l.facebook.com / referral	26
17. facebookmaddenmedia / social	25
18. iowadot.gov / referral	22
19. msn.com / referral	19
20. facebook / (not set)	18

Pageviews

Page Title	Pageviews
1. Great River Road National Scenic Byway: Iowa Tourism Map, Travel Guide, Things to Do: Travel Iowa	7,194
2. Search: Iowa Tourism Map, Travel Guide, Things to Do: Travel Iowa	7,121
3. Iowa's Great River Road: Get Inspired: Iowa Tourism Map, Travel Guide, Things to Do: Travel Iowa	6,779
4. Great River Road Interpretive Centers	6,683
5. Get Inspired: Iowa Tourism Map, Travel Guide, Things to Do: Travel Iowa	4,168
6. Travel Iowa: Tourism Map, Travel Guide, Things to Do, Iowa State Parks	3,617
7. The Scenic Route: Get Inspired: Iowa Tourism Map, Travel Guide, Things to Do: Travel Iowa	2,541
8. Soaring Eagles: Bald Eagle Watching Events	2,236
9. Scenic Overlooks on the Great River Road	1,831
10. Iowa's Great River Road: Explore the Route	1,365
11. 8 Places to Sleep Just Steps from the Mississippi River	1,322
12. Iowa Events: What To Do This Weekend	1,055
13. Local Eats Along the Great River Road	955
14. Outdoors: Get Inspired: Iowa Tourism Map, Travel Guide, Things to Do: Travel Iowa	751
15. Iowa Travel Guide	659
16. Mississippi River Cruises	628
17. The Natural Beauty of Marquette & McGregor	590
18. Foodie: Get Inspired: Iowa Tourism Map, Travel Guide, Things to Do: Travel Iowa	528
19. Northeast, Iowa: Travel Iowa, Tourism	518
20. ERROR PAGE	487

Great River Road YTD 2020

Travel.Iowa.com/GA View 5_30_17 Travel Iowa, Great River Road Segment

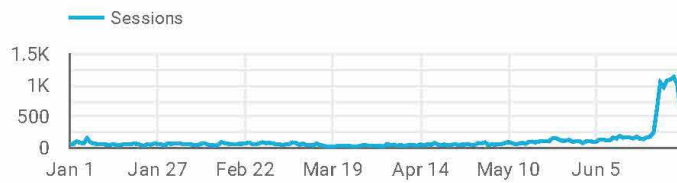


Jan 1, 2020 - Jun 30, 2020

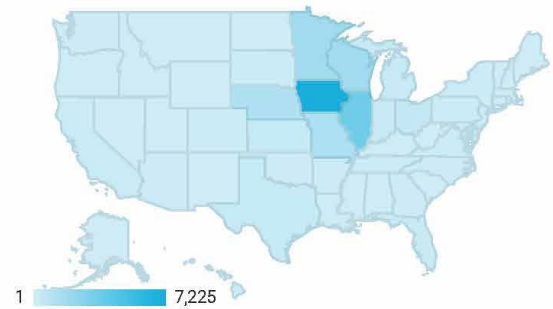
Key Metrics

Users 18,377	New Users 15,710	Sessions 20,542	Bounce Rate 43.21%	Pages / Session 4.19	Avg. Session Duration 04:23	Avg. Time on Page 01:22
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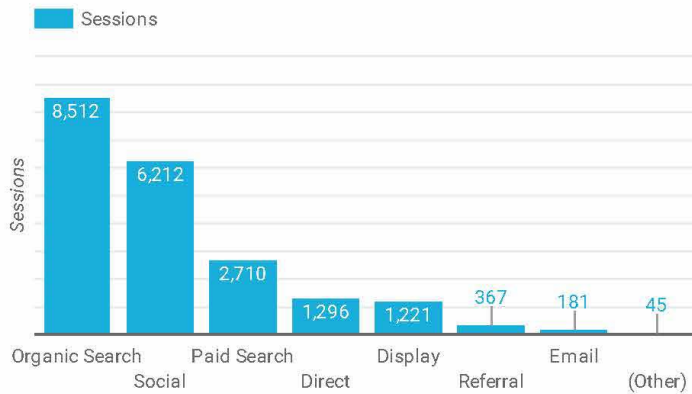
Trending Sessions



Sessions by Origin



Acquisition/Channel of Origin



Region	Sessions
1. Iowa	7,225
2. Illinois	3,530
3. Minnesota	1,764
4. Wisconsin	1,685
5. Missouri	1,252
6. Nebraska	1,167
7. Ohio	439
8. Kansas	297
9. Texas	286
10. Michigan	233
11. Indiana	200
12. California	192
13. Florida	161
14. Tennessee	149
15. Colorado	123
16. South Dakota	122
17. New York	118
18. Virginia	99
19. Pennsylvania	96
20. Georgia	83

Sessions By Age / Gender

