

Quarterly Business Meeting Mississippi River Parkway Commission

Location: The home of M. J. Smith, 207 Lorenz Lane, Guttenberg

Present: John Goodman, Chairman; Patsy Ramacitti, Past Pilot; M.J. Smith, Clayton Co; Jane Regan, Allamakee Co; Edith Pfeffer, Clinton Co; John Oberhous, Muscatine Co; Larry Kruse, Lee Co; Mary Stahlhut, IDOT Scenic Byways Program Mgr; Dave Dahlquist, Dahlquist and Associates; Guest Lori Wallace of Guttenberg. Absent: Debbie Joachim, Des Moines Co; Jay Schweitzer, Louisa Co.

Meeting called to order by Chairman Goodman at 11:10 a.m.

M.J. introduced her guest Lori Wallace (probable replacement for M. J. Smith in Clayton Co who is retiring from her position on the Commission as of June 30, 2013) Lori and her spouse have studios that they rent to tourists and boaters. They have three buildings across from the Lock and Dam and recently completed their third building. She also serves lunches to the Byway traveler.

Patsy reviewed the April business meeting minutes from April. Larry/Jane moved to approve the April minutes. Motion was approved.

Treasurer's report, Mary Stahlhut reviewed the Commissions budget and expenses fiscal year to date. Our fiscal year is nearing a close on June 30. Mary asked for approval of invoice received from Jay Schweitzer for expenses incurred with the Hospitality Room our Commission hosted during the National MRPC meeting in late April in Davenport. It was moved to approve expenses incurred for the Hospitality Room by Commissioner Jay Schweitzer for the hosting of the National MRPC meeting in April. John stated that the invoice for the reprinting of the revised MRPC Tear Off sheet had not been received yet but advised Mary this would be submitted by June 30th. Dave Dahlquist will have an invoice yet to submit as well as other commissioners with travel expenses that have not been submitted. Mary reminded everyone the fiscal year ends June 30th and to be sure and has all expenses shortly after that. Balance remaining in our budget is \$10,380.30. It was agreed that Mary could move dollars budgeted in various line items of the budget to where needed to finalize the 12/13 budget year. Move and seconded by Edith/M.J. to approve the Treasurer's report.

Jane reported on the CMP fund raising to date. This is the match needed to be raised by our commission for the completion of the CMP. It was set up that we match \$15,000 per year from our \$40,000 budget which represents our 20% match of the 80% draw on the Federal Grant. The CMP document is forecasted to have a status report sent to current Stakeholder/Contributors. Dave Dahlquist will prepare this document.

Discussion and clarification on the use of the \$500 grant monies that John applied for from the National Office. We still need to decide what we are going to use those dollars for.

Discussion on the GREAT RACE national event. Tyler Dougherty, from Dubuque Area Chamber of Commerce, suggested the MRPC act as hosts when the Great Race participants arrive at the Grand River Center in Dubuque on June 23, 2013, and will require about two hours of our time. We are to be at the Grand River Center at 10:30 Sunday morning to be sure our booth is set up and have all brochures available. The GREAT RACE officials will bring our tent from LaCrosse on the truck and will be set up for us when we arrive. The same is true for the Davenport LeClaire park overnight stop. It will take 3-4 MRPC Commissioners to staff our booth. Edith, John G, and Jane agreed to staff the Dubuque location.

Jay, Debbie J, Patsy, Edith, Larry and Jane will be available for Davenport. We are to welcome the race participants and advise people where they are to go for their lunch or dinner. The Quad Cities venue was reviewed by Patsy. Those helping in Davenport will be Edith, Larry, Jay, Patsy. Patsy stated Joe Taylor ordered CVB t-shirts to be worn at the News Conference and MRPC should wear their T-shirts at that conference as well. Jane had ordered T-shirts from the National Office prior to the meeting. They will be shipped to John Goodman for distribution to Patsy. John Goodman and Patsy will attend the News Conference on June 18 at LeClaire Park. Davenport has two other events occurring that day as well, a B-B-Que and Brew event and Show and Shine event in the Bix venue.

Dave updated the Commission on the inventory being done of the site surveys from MN line to Quad Cities and now scheduling in the next week more activity being done. The visitors' survey is moving forward and they are taking additional effort thru the survey with Becca onsite at different locations intercepting people. In addition to being focused for the traveler/visitor they will do a screening question if they are a resident of the area to pull a different list of questions for those that are not local visitors. This is to obtain a different perspective from the traveler vs. someone local. Dahlquist & Associates will continue to work with the survey locations and are making arrangements to be there at these locations throughout the summer.

Dahlquist suggested making contact with Stakeholders – He feels it is time to use the constant contact list and do an update to the Stakeholders. Brea will be prepared to use the quarterly newsletter that MJ will try to have ready in a couple weeks and coordinate their CMP update with that mailing. The contributors to the CMP project are to be included in the mailing as well as the State legislators. Dave will double check to be sure the State Legislators are all on the mailing list. Dave will send hard copies by mail to those we do not have an email for. The State Transportation committee should be included.

Stakeholders – Dave recommends that this fall we host a series of Stakeholder meetings again to give an update on the CMP to report on the visitor satisfaction survey, discuss the work sessions and framework done by MRPC, and discuss long range alternatives of the use of the CMP, obtain options and purpose of the CMP long term. These meetings will also allow the Stakeholder input on the core functions of the representative organization and its sustainability, and identify projects that local organizations can recognize as a priority. If they are listed in our CMP as a priority then local mayors, councils, and planning agencies can use this as a tool to identify what needs to be developed. Commissioners felt it is imperative the CMP become a useful tool to other organizations for their planning.

The WEBSITE – Investigate partnering with other By-Ways organizations. Mary Stahlhut will investigate with the By-Ways what our costs would be and if we can still join forces with the other By-Ways. Jane reported on the proposal received from Lora Friest at Northeast Iowa RC&D for their staff members to assist us with loading the sites and businesses along the GRR into the Iowa GRR website. Commissioners thought this would be too expensive for our very limited budget unless the Iowa DOT authorized additional funding to us it would be very difficult to raise the dollars needed to do this. Mary, John Goodman and Dave Dahlquist agreed to meet to discuss what options we might have with the Byways organizations and DOT assistance.

Mary reported of recent legislation done on Billboards. If DOT changes an Interstate and scenic byway road alignment and the no longer compliant sign is removed, it could be relocated but it would still have to be approved by DOT and finally approved by Federal Hwy in Iowa. This is a rare circumstance in Western Iowa and is not expected to become an issue for the GRR.

Edith reported on Cultural Affairs. All our commissioners responded to Edith and she thanked everyone. The Cultural Affairs National Committee is updating the signage at all Interpretive Centers on the Great River Road. Where signage has not been, new signs are being ordered and those in poor condition will be replaced.

Mary Stahlhut stated she was very proud of the Iowa Commission and the job well done hosting the National Board Meeting in April.

ACTION – Each of us needs to submit a day trip itinerary to the National Office for our County. Jane asked that each Commissioner have their Chamber of Commerce director of local Convention and Visitors Bureau email a day trip in their county to her at jregan@leschenskyins.com

Next meeting is Friday, August 9th at 10:00 at the Lodge in Bettendorf.

Commissioners then took a tour with M.J. Smith to view the new Welcome Center and Riverfront in Guttenberg.

Adjournment – Moved: Larry K/Mary S, Motion Approved. Adjourned at 2:00 p.m.

Respectfully Submitted,

Jane M. Regan,
Acting Secretary
Allamakee County Commissioner