Iowa Mississippi River Parkway Commission

2013/2014 Annual Report

September 2014

AMERICA'S BYWAYS

IOWA MISSISSIPPI RIVER PARKWAY COMMISSION

2012/2013 ANNUAL REPORT

AUGUST 2013

John Goodmann
Chair

IOWA MISSISIPPI RIVER PARKWAY COMMISSION

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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.

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.
- Increase the awareness for stakeholders of funding through transportation enhancement funds.
- Develop communication opportunities to tell the stories of the National Scenic Byway/Great River Road.
- Arrange community involvement meetings and workshops.
- Advocate for the Great River Road development studies.
- Advocate for transportation related projects 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.)

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 COMMISSION MEETINGS

The Iowa MRPC met on 5 separate occasions in the past year. August 9, 2013 at the Lodge Hotel in Bettendorf, Iowa. September 20, 2013 at the Renaissance Hotel in St. Louis, MO while attending our National MRPC annual meeting. November 14, 2013 at the National Mississippi River Museum in Dubuque, Iowa. April 25, 2014 in Alton, Illinois at our National MRPC semi-annual meeting. June 12, 2014 at the Maquoketa Public Library in Maquoketa, Iowa. Minutes of those meetings are included as a part of this report.

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 statue 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.

The commission has received verbal commitments from the Iowa Department of Economic Development and Tourism to appoint new commissioners but as of the date of this report no formal appointment has been completed.

An updated Iowa MRPC commission list is attached.

IOWA MRPC BUDGET

The FY2012 budget for the Iowa MRPC was approved by the Iowa DOT for $40,000. (see highlights). The budget includes 2013 National MRPC dues, National Scenic Byway Grants matching funds, MRPC conferences and Iowa Commission meetings and travel expenses, office expenses, mailings, and telephone long distance expenses.

IOWA ACTIVITIES AND WORK PLAN

Iowa MRPC Website Development

The Iowa MRP website continues to evolve. www.iowagreatriverroad.com

Our site is now hosted by the Iowa Department on Tourism. By linking with Iowa Tourism we can leverage web site traffic with over a million viewers who annually navigate the Iowa Tourism web pages. Features of our web site include -

- Fantastic photography and panoramic photos of the Mississippi River.
- Schedule of events that can be sorted by date, location, type, etc.
- Mapping ability and ability to zoom in on maps and select location links.
- An itinerary or trip planner that prints an agenda – by city, type of event, etc.
- Ability to feature links with maps and icons and print a route with mileage.

- Community pages for each city and town along the route where events and dates can be posted and amended by the CVB. Events and an on-line calendar of the same are also included.
- Inspirational content with beautiful views from a number of scenic overlooks.
- Interpretive Centers along the route are each described in detail including directions to them and hours of operation.

Iowa MRPC Corridor Management Plan

As reported in our last 2 annual updates, the Iowa MRPC received a $260,000 National Scenic Byway Grant for the purpose rewriting and modernizing the CMP for the Iowa Great River Road. The Iowa MRPC hired David Dahlquist and Associates as consult to construct this new CMP. Much work has commenced in this effort. A new reference library of materials related to the Iowa Great River Road has been developed by Dahlquist and Associates which can be accessed via the internet. Work continues in 2013/2014 by Dahlquist and Associates in structuring the new CMP.

This year our consultant performed an extensive visitor survey at a number of locations along the Great River Road including many of the Interpretive Centers in an effort to better identify the travelers along our byway, both local residents and those that have traveled a great distance. Detailed results of that survey are included in attachments in this report.

Great River Road Interpretive Centers

The Sawmill Museum in Clinton, Iowa was awarded status by the National MRPC as a Great River Road Interpretive Center in September of 201

Explore our Great River Map

The Iowa MRPC approved and developed a new byway map which is included in this report. The 8 ½" by 14" map has been distributed to our welcome centers, interpretive centers and others along the byway. The map was developed in a tear-off format for the convenience of travelers and users. The new format was inexpensive and allows for easy updating in the years ahead. This was also included in our prior report. We want to be sure a map of the Iowa Corridor is included in every annual report. In 2013 the Iowa MRPC updated these tear-off maps to include the updated Interpretive Centers.

Iowa Byways Travel Guide

The Iowa MRPC in cooperation with Iowa's other designated byways and the Iowa Department of Transportation to produce a high quality travel guide showcasing the Iowa Great River Road 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 compliment the GRR experience. The guide is free to order and can be view at www.iowasbyway.org.

Iowa Participation in Meetings and Events

The Iowa Chair and or his proxy participated in all National MRPC Board meetings and Executive Board meetings, as well as the Semi-Annual and Annual Meetings. The majority of Iowa Commissioners also participated in the National MRPC meetings.

MRPC Annual meeting

The National MRPC l meeting was held in St. Louis, MO with significant participation from the Iowa membership. It was also the sight of the celebration of the 75th anniversary of the National Mississippi River Parkway Commission formation which culminated with a news conference beneath the Arch is St. Louis.

Iowa MRPC "Along the Byway" Newsletter

The Iowa commission published one newsletter for our stakeholders this year. The publication, which is still mailed to recipients, highlights grant opportunities for river communities, tells the success stories of river projects, and communicates the advocacy role of the Iowa volunteers and technical advisors of the MRPC. Copies of those newsletters are included in this report. Our newsletter was also distributed electronically via Constant Contact to a significant numbers of our stakeholders. This is a very convenient and money saving method to distribute our newsletter.

Iowa MRPC Stakeholder Meetings

MRPC stakeholder meetings took place twice this past year. The purpose of the first meeting was to request information and input from folks up and down the river on setting priorities and identifying how the MRPC can further help to manage the priorities of our stakeholders. A second round of meeting was held in the spring of 2014 at 6 separate locations and a total of over 200 people attended these gatherings. A detailed summary of the meetings is included in this report.

Iowa Activities –

The commission members were involved in a number of activities over and above our regular meetings and stakeholder meetings. Some of the activities included hosting the Corvettes on the River event in September in Dubuque, taking part in the Iowa Tourism Days at the State Capitol and The State Fairgrounds, and extensive involvement in implementing and delivering our new Interpretive Center signage for each center along our corridor. This is a signage project sponsored by the National MRPC updating the identification of each Interpretive Center along the entire Great River Road from Minnesota to Louisiana.

We look forward to the Iowa DOT implementing the new Iowa GRR paddlewheel signs and incorporating them into the new Iowa Byway Signage project in the coming year.

Other Commission information –

The Governor's Office announced the appointment of the following new commissioner –

Scott Tunnicliff was appointed to fulfill the term of Glenn Pelecky in Scott County, Iowa. Glenn relocated to another state and had to resign the commission. We appreciate Glenn's efforts on our behalf and have benefitted from Scott's work already.

	Alpha by County				**MASTER WORK SHEET**		
COMMISSIONERS	**County / Iowa Agency**	**FY 2013 Iowa MRPC Office/ Role**	**IA MRPC Task**	**US MRPC Committee**	**E-mail**	**Day Phone**	**Eve Phone**
Jane Regan	Allamakee	Treasurer (np)		Marketing	jregan@leschenskyins.com	563-568-6347	
Lori Wallace	Clayton			Culture & Heritage	huknorth@yahoo.com	319-551-6171	
Edith Pfeffer	Clinton	Vice Chair		Culture & Heritage	edithrpfeffer@yahoo.com	563-243-7751	
Debra Jochims	Des Moines	Secretary		Marketing	debjochims@aol.com	319-752-4455	
John Goodmann A	Dubuque	Chair	CMP	Transportation	jgoodmann@real-good.com	563-556-3232(w)	
Lori Roling	Jackson		Bylaws		tlroling@yahoo.com	563-542-1243	563-872-3299
Larry Kruse	Lee		Bylaws		kruselw@hotmail.com	319-469-2018	
Jay Schweitzer	Louisa		Bylaws	Transportation	jayts@yahoo.com	319-728-2219 (w)	
Daniel Petersen	Muscatine			Enviro, Rec &Ag	srpeters@hotmail.com (Shirley)	563-263-3527 (h)	
Scott Tunnicliff	Scott		CMP		hcvscott@gmail.com	563-322-8293 (w)	563-370-0298
					scott.tunnicliff@mchsi.com		
TECHNICAL MEMBERS							
Mary Stahlhut	Department of Transportation	Board Administrator	DOT Treas. +CMP	Transp/ Marketing	mary.stahlhut@dot.iowa.gov	515.239.1369	
Margo Underwood	Department of Natural Resources	advisory		Enviro, Rec &Ag	Margo.Underwood@dnr.iowa.gov	641-420-3896	
Shawna Lode	Economic Development Authority	(Tourism) advisory		Marketing	Shawna.Lode@iowa.gov	(515) 725-3090	
Ron Deiss	US Army Corps of Engineers	advisory		Enviro, Rec &Ag	Ronald.w.deiss@usace.army.mil	309-794-5185	
DOT	Policy and Agency Support						
Deb Arp	Grant Team Leader				debra.arp@dot.iowa.gov	515.239.1681	
Craig Markley	Systems Planning Office Director				craig.markley@dot.iowa.gov	515.239.1027	
Peggy Reicken	Secretary / claims				peggy.riecken@dot.iowa.gov	515.239.1664	
HONORARY MEMBERS:							
Al Bohling					abohling@shive-hattery.com		
Jerry Enzler	National Mississippi River Museum				jenzler@rivermuseum.com		
Patsy L. Ramacitti	National Pilot Emeritus				bettplr@aol.com		
M.J. Smith					mjsmith@alpinecom.net	(563) 880-9992	
John Oberhaus					joberhaus@machlink.com		
Gene Enke					g_enke@outlook.com.	319-372-7935 (h)	
NATIONAL MRPC	Consultant Leadership				MRPC@pilchbarnet.com		
Susanne Thiede-Barnet	Exec. Director				susanne@pilchbarnet.com	608-242-8895	
Lyn Pilch	Marketing+Mississippi River Country				lyn@pilchbarnet.com	608-242-8895	
	Iowa Exec. Board		**Committees**	(National List)		Nat'l	
	Chair John Goodman		Culture & Heritage			Edith	
	Vice-Chair Edith Pfeffer		Environment, Recreation & Agriculture				
	Secretary Deb Jochims		Marketing				
	Treasurer DOT Mary Stahlhut		Transportation				
	Treasurer MRPC (NP) Jane Rega	Other Nat'l	Awards				
(if still serving)	Immediate past chair NA		Bylaws				
			Finance				
			Legislative				
			Nominating				
			Resolutions				

Iowa Mississippi River Parkway Commission
August 9, 2013
The Lodge Hotel and Conference Center
900 Spruce Hills Drive, Bettendorf, Iowa

Welcome and Introduction of Newly Appointed and Ex-officio Members

- Jane Regan, Treasurer, called meeting to order at 10:04.
- John Goodman, Chair, and Larry Kruse, Vice Chair, are ill.
- Jane welcomed the newly appointed members Glenn Pelecky from Scott county, Daniel Petersen of Muscatine county, and Lori Roling of Jackson county.

Distribution of Commission Handbooks

- Mary Stahlhut distributed handbooks to all commissioners.

Roll Call

- **Commissioners**/Ex-Commissioners Present: **Deb Jochims, Glenn Pelecky, Daniel Petersen, Edith Pfeffer, Jane Regan, Lori Roling/** Al Bohling, John Oberhaus, and Patsy Ramacitti
- Commissioners Absent: **Larry Kruse, John Goodmann, Jay Schweitzer, and Lori Wallace**
- Technical Present: Shawna Lode and Mary Stahlhut, with Margo Underwood by phone
- Technical Absent: Ron Deiss and someone from the Department of Cultural Affairs
- Independent Contractor: David Dahlquist

****Approval of June 6th, 2013 Meeting Minutes***

- Patsy moved and John O seconded. Carried.

Treasurer's Reports & Funding

- MRPC Administrative Budget Report: Mary Stahlhut
  - See Attachment 1 Edith moved and Patsy seconded to accept the year-end report Carried
  - The surplus ($2,892.71) goes back to road use tax fund
- MRPC Local Match: Jane Regan
  - See Attachment 2a and 2b Edith moved and Deb seconded to accept Jane's report. Carried
  - $6,566.69 Balance
  - Our goal is to raise $12,000. ***Jane will send copies of letters to be sent to stakeholders.*** Each county is responsible for a certain amount per capita.

Future Actions Needed:

- Connect with Planning Agencies for funding of projects (Regional Commissions – see Tab 9)
- Meet before the end of the fiscal year to disburse surplus funds.
- Follow up with Iowa State Byways and join their group
- Need representatives on monthly calls and training
- CMP activity
- Promotional items, i.e. pins, decals, clings
- Put section in handbook that deals with acronyms and glossary
- Executive board and committees should be more active between board meetings
- Develop a work plan annually. We operate from the National work plan. So do this in October or later.
- Spell out more clearly the state officers and clarification between treasurer (DOT) and Jane's funds.
- Develop Iowa by-laws
  - Our organization is based on National MRPC by-laws
  - Iowa code
  - Iowa commissions law
- Communication

    - Conference calls, etc.
    - Always cc the technical and honorary members
    - Constant contact
    - Newsletter
- Give a schedule of meetings to members
- Get new members reported to National
    - Get an e-mail distribution list
- Promote Iowa's unique features as the only state that starts with two vowels, bordered by two rivers, bordered by two states with ???, has more pigs than people
- GRR t-shirt distribution to John G and Lori W
- Interpretive Center information to members
- Distribution of NGRR and Iowa GRR tear-sheets
- Land and Water Conservation money (David D.) "Law-Con"
- Flyer of David's that needs updates. See Attachment 3
- Follow-up on eco-center listing
- Money review of budget needs Lori, Jane, and Mary
- Everyone use template and get proclamation from your county and towns on the GRR.

New Member Orientation

- Commission Handbooks
    - Letter from J Goodman
    - Tab 1 - Members and information. ***E-mail your information to Mary if it's missing.***
    - Tab 2 – National MRPC Bylaws. We don't have Iowa by-laws.
    - Tab 3 – Background information, latest of 3-year strategic plan.
    - Tab 4 – Iowa code, Employee Handbook, Legal Overview for New Board and Commission Members
    - Tab 5 – Things relating just to Iowa, i.e. new signage, job descriptions for commissioners, many web links to related organizations
    - Tab 6 – Budget
    - Tab 7 – Iowa MRPC Minutes
    - Tab 8 – Iowa MRPC Newsletters
    - Tab 9 – Funding, list of planning organizations, list of projects funded
    - Tab 10 – maps, tear-sheet that we print and give to local attractions and hotels
    - Tab 11 – Current Stakeholders' List by counties
    - Tab 12 – Annual Report from 2011-2012 for new members
    - Tab 13 - Reimbursement forms for travel, lunch, meetings
    - Tab 14 & 15 - empty
    - In front panel – brochures/maps from state, Mary's business card
- Annual Report
    - Tabled until next meeting because it's not completed
- Outgoing Member Reports
    - Patsy – Proudest of 1) Providing this new member notebook to Iowa members. She transferred this idea to National. It's a good leadership guide. 2) Iowa receiving an enormous amount of money (over $50 M) in National Scenic Byway grants that have benefitted all counties in Iowa. 3) Trail of Interpretive Centers in all 10 states with Iowa leading the group. 4) Developing the Dalquist plan..
    - Al – Proudest of 1) Iowa's GRR is designated as a full Iowa Byway and a National Scenic Byway. 2) Economic benefit is exponential. 3) Mississippi River Bike Trail agreement which is a good partner for the GRR
    - John – Proudest of 1) 32 miles of GRR in Louisa County paved. It was the last piece of IGRR to be paved. 2) Receiving money for an interpretive center.
- Advice and Information
    - Attend National orientation at National meeting in St. Louis
    - Respect the process
    - Represent your county
        - Keep attractions up-to-date

- Communicate locally
- Use promotional material
- Contact your Convention and Tourism Bureaus

- Promote our GRR

The relationship between MRPC and MRC is that Mississippi River Country voted separately to do tourism promotion to other countries. Shawna is a member of this group. The MRC fulfills the obligation from the National DOT. The MRC is a commission that deals with water/flooding/transportation. See notebook

Committee and Project Reports

- Iowa
  - Status of GRR Grants: Mary Stahlhut
    - See Tab 9 in your notebook
    - Allamakee County is in the process of applying for additional money through a REAP Grant. Jane asked if the MRPC will sign a letter of support for the REAP Grant. Edith moved and Lori seconded to send a letter of support for the Driftless Area Byway Visitor Center REAP Grant Application. Carried
    - They are doing pre-construction engineering for the Marquette Overlook
    - Call Mary for more information regarding the Mississippi River Trail in Riverdale and the Port Louisa Rest Area.
    - They are trying to get closure on byway signage before starting the IGRR
    - The bicycle lane in Louisa County is gathering support
    - Bee Branch Creek Mississippi River Trail has had issues with the railroad
    - They got the OK to go ahead to buy land for the Leopold Property Acquisition
    - ***For our next meeting Mary will change the color of those grants that are on-going***

During lunch

- Iowa Great River Road Corridor Management Plan Update: David L. Dahlquist Associates, LLC
  - Developing in the last week or so is a federally funded program that is dedicated from offshore oil leases into the Land and Water Conservation Fund. Half of the money would go to states where many states take half and put it into competitive grants. This money is dispersed through the Department of Natural Resources. The State has to maintain a state outdoor recreation plan. Driving for pleasure is ranked very high because it is one of the most popular activities. David knows a member who will try to get scenic byways included. States would have to explore how this can be in Iowa's outdoor and recreation plan.
  - Corridor Management Plan – We received a $325,000 grant (approximately) to help pay for this. Eighty percent is federal money ($260,000) and twenty percent ($65,000) is local money with amounts of about $12,000 to $15,000 per year needing to be raised by our commission. Whenever we raise money, the federal match it at 80%.
  - ***David and/or Mary with post the CMP PDFs***
  - ***David and/or Mary will update the CMP flyer with new commissioner contact information.***
  - ***Commissioners should give update to David regarding the CMP***
  - Background documents are available. ***David will update the PDFs for the record and put all of the files on a DVD***
  - ***Mary and/or David will get PDF's of all materials for all (absent) commissioners.***
  - Attachment 3 – Corridor Management Plan Update
  - Attachment 4 – Visitor and Resident Satisfaction Survey Project Update
    - Attachment 5 (Tan) is the visitor survey
    - Attachment 6 (Blue) is the resident survey
    - He wants to have 400 completed surveys in each category.

        - Edith is going to Rotary and handing out surveys. He'll ask each one of us to do something similar to this in our communities.
        - If we see a place that is giving out our surveys, be sure to thank them.
        - The Sub-Committee needs to be reconfigured.
        - We will have stakeholder meetings the end of March/early April 2014.
        - ***Deb will submit the new members' names, addresses and e-mail addresses to National. Include all members, technical members, etc.***
        - Go to the home page of National MRPC for members to get downloads.
        - David has been doing the distribution of the newsletter.
        - ***David will send out a reformatted list of stakeholders and we should advise him of any updates.***
        - ***John G – get t-shirts to Becca (if available – SM), Lori R, Dan and Lori Wallace***
- National:
    - Technical Committees:
        - Transportation
            - Jay is absent
        - Environment, Recreation and Agriculture
            - Larry is absent
        - Culture & Heritage
            - Edith said an application for Interpretive Center status was submitted the first of August for the Saw Mill. They are also working on gathering stories and new signs for each Interpretive Center.
        - Marketing
            - Jane said they are completely looking at redoing the Experience Mississippi River website. It will also be in Japanese.

Old Business

- The Great Race on June 23rd stopped in Dubuque and Davenport. We passed out pilot wheel pins to drivers.
- The Great River Road Ramble will be Oct 2nd
    - John G. has information about this old car race. On Oct 2nd they will drive from St. Paul to Prairie Du Chien then they will be in Burlington on Oct 4th (overnight). ***Jane will contact John G. to see what this is about and then he'll e-mail us if volunteers are needed.***
- Website Management
    - Mary tabled this discussion
- ***New commissioners should get a proclamation from their county and city governments. Go to experienceMississippiRiver.com. or MRPC@pilchbarnet.com to get a packet. Tell her you are a new commissioner and she'll send you a template. There are events to advertise GRR. There are 328 miles of IGRR. Get the proclamations signed by mayors and Board of Supervisors in your counties and send them to Edith. Give a copy of the signed proclamations to your Convention and Tourism offices and see if they can get in their September newsletter. Edith will follow-up with people by sending us the link. Also include "Extensions of Remarks" for promotional material. See Attachment 8.***

New Business

- *Election of Officers
    - Tabled to next meeting
- *Fiscal Year 2014 Budget*
    - Tabled to next meeting.
    - The draft is in our handbooks under Tab 6.
        - Line 8 $12,000 (at least $3,000 from our account)

    - We need to include costs for running a website and other marketing projects besides maps.
    - We need to ask the State for at least $15,000 more per year. Get an estimate of fees.
    - ***Mary and Lori R will put together a draft budget with the above ideas and then e-mail us. Jane will talk to John G and perhaps he'll help with the budget.***
    - Could the Office of Tourism pick up some marketing expenses or are there other departments which could help?
- *Committee Assignments
    - ***Let John G know which committee you want to be on***
    - ***Mary will e-mail us the description of each committee***
- MRC (Mississippi River Commission) trip August 13
    - They oversee the Corps of Engineers and this boat goes up and down the River.
    - Meet in Dubuque at 1:00.
    - We could also do a five minute presentation about our commission. There is a power point on-line that you have to send them ahead of time.
    - Edith and Patsy have signed up. Lori will call them.
    - David asked that they give our appreciation to the Corps for letting us do surveys at locks and dams.
- *Vote on Honorary Memberships
    - Edith moved and Dan seconded that we recommend MJ Smith and John Oberhaus for honorary membership. Carried
- *National Annual Meeting-St. Louis
    - Mary will send us information
    - Patsy as Pilot Emeritus gets a suite at the National meeting in St. Louis gratis that we could use for our meeting. Or we could get a room within the restaurant. ***Mary, Jane and John should call ASAP to get this room.***
    - ***Patsy will give info about MRT to John and it can be done in St. Louis***
- Thanks to Jane for chairing the meeting.

Adjourn

- Lori R moved and Dan seconded to adjourn the meeting. Carried. Adjourned at 3:14.

Respectfully submitted,
Debbie Jochims. Secretary

IOWA MISSISSIPI RIVER PARKWAY COMMISSION
APRIL 25, 2014 CORRECTED
SEMI-ANNUAL MRPC MEETING
ALTON, ILLINOIS

Roll call:

Commissioners Present: Deb Jochims, Larry Kruse, Edith Pfeffer, Jane Reagan, Jay Schweitzer Guest: David Dahlquist

Welcome

- Acting Chair Edith Pfeffer called the meeting to order at 7:07 am at the Holiday Inn in Alton, Illinois

Approval of April 2, 2014 Meeting Minutes

- Jane mailed them out. These are to be approved at our next meeting subject to the correction in paragraph 5, line 2 to read "the expenses at the ***Iowa Tourism Legislative Showcase with the Iowa Byways. David Dahlquist also provided money for a booth.*** Also, in paragraph 1, line 4 it should read "Jay **Scheitzer**."

Treasurer's Report & Approval (attachment 1)

- Jane said it looks like we are going to have leftover money and for the next meeting we should think about where to spend this money. Jane will check on the price of placemats or we could put the money toward geo tourism. We should also send in our bills.

General Reports

- MRPC (multistate) -
- Bylaws Committee – Jay spoke with the attorney general's office. Their opinion is that we don't operate by bylaws, but rather administrative rules since we are a governmental agency. We are also a 501D. Why should we keep this designation and file plus we can't accept donations?
- Corridor Management Plan Committee – David has press release and constant contact verbiage. We reviewed this and he will send it out to the other commissioners to review. In the next couple of weeks they will prepare the stakeholders meeting complete report so it will be ready to approve in June for distribution. David will send two pages to everyone that only the CMP Commissioners received. The Mississippi River Conference is October 15-17 in Moline for River Action. They have asked for submission of a speaker's name. We would like a power point presentation. David will assemble several power point presentations. Jane and Edith

volunteered to speak. David will fill out the form and send it in this weekend.

- Culture and Heritage Committee - Edith reported that we must get the signs out. She is worried the overlays won't fit. Perhaps we should find a sign company in each area and have them apply the overlays. She will hand out a form on June 12th for us to visit our Interpretive Centers. John Goodman submitted a bid of $533 for tear-off maps.
- Marketing Committee - Jane reported the committee voted to let the board proceed with the National Geographic project. They talked about geo tourism. They asked that the board continue discussions. Jane told them the Ex MS doesn't work on iPads. We want to get a video or power point in place to help us present information to whomever we want to.
- Transportation Committee - Larry reported that they didn't take a vote on Nat Geo. Mississippi representatives raised a resolution about using the pilot wheel only on the road with universal signs for ATV, etc. They want the national office to contact DOTs for better communication. This was tabled as each state should do this.
- Environment, Recreation and Agriculture Committee- Jay reported that there were many questions about Nat Geo and they talked a lot about fracking. They made a resolution to monitor fracking.

Old Business

- Byway Sustainability
  - We need to discuss this at the June meeting so we have a better understanding about it.
- Committee Assignments
  - Postponed until the June meeting.

New Business

- Edith reported the appointment of Scott Turncliff of Scott County. He's in charge of the Hilltop Redevelopment around the High School. Edith feels he'll be a good addition.
- National Scenic Byways Interpretive Center Sign Delivery
  They are delivered in Iowa. Overlays are not delivered yet.

Adjourned at 7:45. Our next meeting will be in Hurstville on June 12.

Respectfully submitted,

Debra J Jochims
Recording Secretary

Iowa Mississippi River Parkway Commission
September 20, 2013
Lacleade Boardroom, Renaissance St. Louis Grand Hotel
800 Washington Avenue, St. Louis, MO 63101
CORRECTED

Call to Order: The meeting was called to order at 8:00 am by Chairman John Goodmann.

Roll Call

- Commissioners Present: John Goodmann, Deb Jochims, Glenn Pelecky, Daniel Petersen, Edith Pfeffer, Jay Schweitzer
- Commissioners Absent: Larry Kruse, Jane Regan, Lori Roling, and Lori Wallace
- Honorary Member: Patsy Ramacitti
- Technical Present: Mary Stahlhut
- Technical Absent: Ron Deiss, Shawna Lode, Margo Underwood and an non-appointed person from the Department of Cultural Affairs

****Approval of August 9, 2013 Meeting Minutes***

- Patsy moved and Edith seconded to accept the minutes as corrected. Carried.

****Iowa Great River Road Corridor Management Plan Update: David L. Dahlquist Associates, LLC***

- Attachment 1 (September 16, 2013 letter and four attachments)
- Edith moved and Jay seconded that we ask permission from the Federal Highway Administration for the modification of the project's scope and assignment of in-kind services as recommended by our consultant in his September 16, 2013 letter. Carried

Treasurer's Reports & Funding

- MRPC Administrative Budget Report: Mary Stahlhut
    - Attachment 2 (8436 Expenses by Fiscal Year) Only three expenses this fiscal year leaving a balance of $38,498.90

****FY 2015 Budget***

- Attachment 3 (MRPC Budget Concerns) from Lori Roling and Jane plus Attachment 4 (Iowa MRPC FY 2014 2015 FY Budget-*corrected*) from Mary
- John and Mary will write a work order with Iowa Interactive
- Jay moved and Edith seconded that the Board authorizes Chairman John Goodman and staff member Mary Stahlhut to finish the 2015 budget requesting an additional $20,000 for the MRPC to have a website and be a fully participating member of the Iowa Byways organization and to include the board's actual anticipated costs. Carried

****Iowa Great River Road Corridor Management Plan Update: David L. Dahlquist Associates, LLC***

- Attachment 1, p 1-4 Discussion of David Dahlquist's GRR Corridor Management Plan Update, Budget Options, and Project Schedule for FY 2014.
- Jay moved and Edith seconded to adopt the page 3, FY 13/14 Budget Option Level 2 committing $12,000 from the MRPC State Budget and $3,000 from the MRPC Local Match Fund and a $2,000 in-kind (non-monetary) contribution from volunteers. Carried.

Old Business

- Web site. John will discuss this with Bryce Parks.
- Iowa Byways. Do we want to be a part of this? It puts us in better standing when asking for money.
- 2013-2014 Budget – Attachment 4 (Iowa MRPC FY 2014 2015 FY Budget)
    - Patsy moved and Jay seconded the approval of the 2014 operating budget for a total of $40,000 and includes $750 for the byway organizational dues. Carried
- *Election of Officers

- Tabled to next meeting

New Business

- 2014 Meeting Schedule - See Attachment 5 (Iowa MRPC Calendar 2013-2014)

- Next Meeting: November 14, 2013 from 10:00 to 3:00. John will make arrangements at the Dubuque River Museum.

Adjourn

- Jay moved and Dan seconded to adjourn the meeting. Carried. Adjourned at 9:10.

Respectfully submitted,
Debra Jochims. Secretary

Iowa Mississippi River Parkway Commission
November 14, 2013
National Mississippi River Museum & Aquarium – Board Room
Dubuque, Iowa

Call to Order

- Chairman John Goodmann called the meeting to order at 10:11 am.

Roll Call

- Commissioners Present: John Goodmann, Deb Jochims, Larry Kruse, Glenn Pelecky, Daniel Petersen, Edith Pfeffer, Jane Regan, Lori Rolling, Jay Schweitzer
- Commissioners Absent: Lori Wallace
- Technical Present: Shawna Lode, Mary Stahlhut
- Technical Absent: Ron Deiss, Margo Underwood and an non-appointed person from the Department of Cultural Affairs
- Consultants: David Dahlquist, Breanne Bye
- Guest: Carrie Koelker, Eastern IA Tourism

Welcome

- Approval of September 20, 2013 meeting minutes
  - Dan moved and Jay seconded to approve the 9/20/13 minutes as corrected (change Brad to Bryce Parks, Peiffer to Pfeffer). Motion carried.
- Treasurer's reports and approval (Mary and Jane)
  - Attachment 1 (Iowa MRPC Annual Budget) and Attachment 2 (Expense Report LF) from Mary.
  - Attachment 3 (List of contributions to the MRPC which are broken down by counties) from Jane. There are still some counties that haven't raised any money or the amount allocated. Bre will resend the boilerplate letter and attachments. Raising this money is very important as this money goes towards the Corridor Management Plan and we need it to receive grant money. The balance is $6,526.18. Jay moved and Larry seconded to accept this report.

Reports

- General
  - 2014 and 2015 Budgets (John & Mary)
    - Attachment 4 (IOWA MRPC FY 2014 2015 FY BUDGET)
    - We are still in line to get an increase from the State for the Website, marketing and becoming a full partner in the IA Byways Group.
    - Larry moved and Deb seconded that this 2015 draft be sent to DOT.
  - Annual Report Review/Distribution (John)
    - Take a copy or e-mail this to our constituents.
  - Annual Meeting Report (John & Others)
    - The news conference was picked up by AP wire, there was a picture of attendees under the Arch, Iowa had a impressive group of proclamations, National Geographic gave a presentation to do a virtual travel site and asked MRPC to become a part of this. The National board voted to partner with them in whatever way we can. David offered to partner with them in regards to Iowa's websites/resources.
    - We are to suggest to the National Office that experiencemississippiriver.com doesn't do the job. When you Google GRR, it doesn't take you to experiencemississipiriver.com.
  - New Commissioner Training (Glenn, Dan and Lori)
    - They said the training in St. Louis wasn't really new.
      - They said the training in Des Moines was a good meeting. There was a lot of discussion on open meetings and election of officers.

- Committees
  - Culture and Heritage = Interpretive Center Signing (Edith)
    - Mary passed around a copy of what the sign will look like.
    - The Cultural and Heritage Committee approved the Mississippi center.
    - Iowa has two-sided signs so if we want to continue this, it will cost $200 each for 15 signs. All other states have one-sided signs. Lori moved and Larry seconded not to spend money from our coffers to buy signs. Ayes 6 Nays 2. John will call Suzanne to order signs "as is" so all ten states are the same.
  - Marketing/Events
    - Mississippi River Country Japanese visitors (Edith)
    - Great River Road Ramble Oct 2nd (John+)
      - Organized by Motor Memories of Iowa. We had participants fill out our MRPC survey.
      - September 13th in Dubuque was more like a car show. We also did surveys here.
  - Transportation
  - Environment, Recreation & Agricultural Committee
  - GRR/MRPC/NSB & Iowabyways.org. Web sites (John, David and Mary)
    - The Iowa Byways website has a pending work order with them. The idea is to post our own events. Everything is in flux. Since we need to find a different host for our website, the Iowa Byways site is a natural choice. We can add more to our website. It's easy to add on to experiencemississippiriver.com.
- Projects/Other
  - GRR Active Projects – Commissioners
    - Jane has a project, an educational IC in Allamakee, just south of the Blackhawk Bridge on the GRR. Byways gave them $1.3 M. It strongly deals with the driftless region. Also, the seven-mile stretch of MRT is nearing completion. A bike lane is being added on Highway 346 before Effigy.
    - Jay reported that Louisa County is on the second phase of a project just east of Grandview, but is having problems regarding Indian artifacts and this is slowing them down.
    - Marquette is about to go to letting. They received $348,000.
  - DOT Commission Bylaws Query
    - Mary asked IDOT's AG if we need bylaws. One assistant put together a shell and suggested a committee be formed and that we start with the code and compare it with National MRPC bylaws. Edith moved and Larry seconded that we form a sub-committee consisting of Jay, John, and Jane and they develop bylaws for IA MRPC. Motion carried. They will bring a draft to our next meeting.

Old Business

- Election of Officers
  - Attachment 5 (Mississippi River Parkway Commission Job Descriptions September 2005) FYI
  - Jay asked that we get an itemized National expense report. Jane asked to receive copies of the National minutes plus information on up-coming calls/meetings. John will send the link to National conference calls when he gets it.
  - Jay moved and Dan seconded adoption of the following slate of officers:
    Chair – John Goodmann, Vice-Chair – Edith Pfeffer, Secretary – Deb Jochims, Treasurer – Jane Regan
    The following county commissioners voted yes by a voice vote:
    Allamakee, Dubuque, Jackson, Clinton, Scott, Muscatine, Louisa, Des Moines, Lee
- Committee Formation – Standing + CMP

New Business

- Larry moved and John seconded that future fundraising efforts are for the CMP and Marketing. Motion carried.
- Everyone should electronically send to John what committee they want to be on.
- FY 2014 Reorganization Discussion
    - Schedule Meetings/Calls for FY 2014 (MRPC, Committees, Stakeholder Meetings)
- Corridor Management Plan (David)
    - Survey Results and Drawing
        - They are hearing a lot of support of what GRR is and could be.
        - Attachment 6 (Resource Document Library, Version 02/File and Folder Contents on DVD). They developed up-dated stationery and it's a word document. They will update it with new officers and send it to us electronically.
        - The CMP sub-committee will consist of John, Larry, Lori, Glenn plus Mary representing IDOT.
        - He passed around two sheets:
            - Attachment 7 (Visitor and Resident Satisfaction Survey/Survey Summary)
            - Attachment 8 (Visitor and Resident Satisfaction Survey/Initial Observations) This is a good tool to use in the future to measure change. The surveys had a lot of comments. There are a high number of fully completed surveys. They will spend the next couple of months going through the results. Edith would like to see report on "bike" comments ASAP. About February, they will be able to give presentations on this information. MPOs, RPAs and state legislators should also see this information. David feels confident there is a high recognition level of the GRR so there is a high bar for us to keep supporting.
    - Next Steps
        - Attachment 9 (Upcoming CMP Tasks/Spring 2014 Stakeholder Meetings)
            - He suggests repeating these meetings in places where we were before. He suggests late March to early May 2014. He wants us to be comfortable with what is going to be introduced at the meetings. Our consensus is that he is to continue with planning.
        - Attachment 10 (Iowa Mississippi River Parkway Commission/Winter Newsletter 2013) FYI
            - We should update the stakeholder list so they can send this newsletter our correctly.
            - Bre bills $250 per quarterly newsletter. Jay moved and Larry seconded that we pay Bre $250per newsletter. Carried. This newsletter is only sent to e-mail addresses so if we want to send it in the future to others, we need to consider additional costs.
            - Next year the Drive the GRR is for all the states so be thinking about September events.
            - We all need to take pictures and send them to Bre.
- Tourism Update (Shawna)
    - Her office supports us and is changing to work more strategically.
    - Recent articles reinforcing their goal of introducing Iowa and helping readers to get excited then connect them:
        - She passed around a scenic byways article for the next Iowa Travel Guide.
        - MSN Europe Travel says The GRR is one of the "World's Best Roads"
        - The Chicago Tribune featured Dubuque's fall colors.
    - They are taking print content and using it for social media and the web site.
    - They only know our story if we tell them.

- Discussion of 2013-2014 Work Plan – Iowa MRPC organization/history discussion
  - At our next meeting focus on solidly planning our stakeholder meetings.
  - Our next meeting will be at Hurzville Interpretive Center in Jackson County on February 13th. Lori will make the arrangements.
  - David will call the next CMP sub-committee meeting.
  - Jay will work on a bylaw committee meeting.
- Eastern Iowa Tourism (Carrie Koelker)
  - January 28, 2014 is TFI's Annual Legislative Showcase. We should have a presence at this event. Edith and John offered to e there.
  - They meet the first Wednesday of every other month.

Adjourn

- Jay moved and Larry seconded to adjourn the meeting. Carried. Adjourned at 2:57.

Respectfully submitted,
Debra Jochims. Secretary

IOWA MISSISSIPPI RIVER PARKWAY COMMISSION
June 12, 2014
Maquoketa, Iowa

ROLL CALL

- Commissioners Present: John Goodmann, Deb Jochims, Larry Kruse, Daniel Petersen, Edith Pfeffer, Jane Regan, Lori Roling, Jay Schweitzer, Scott Tunnicliff, and Lori Wallace
- Technical Committee Members Present: Mary Stahlhut IDOT, Shawna Lode & Amy Zeigler from the IA Tourism office
- Guests Present: David Dahlquist and Lowell Carlson from a local newspaper.

WELCOME & INTRODUCTION OF NEW COMMISSIONER SCOTT TUNNICLIFF

- John Goodman called the meeting to order at 10:12 at the Maquoketa, IA library

APPROVAL OF APRIL MEETINGS' MINUTES

- Jay moved and Larry seconded to approve the April 2nd minutes. Passed.
- The April 25th minutes should read, "John Goodman submitted a bid" instead of "David submitting a bill". Also, respell Hurstville. Jay moved and Larry seconded to approve the minutes with the aforementioned changes. Passed.

TREASURER'S REPORT AND APPROVAL

- (Attachment 1-Iowa MRPC Annual Budget) Mary said there is no money allocated for IA Byways Dues because they are reorganizing and not taking any money until probably next fall. We could move the extra money towards the CMP Project (Attachment 2) amount budgeted for next year.
- Larry moved and Jay seconded to accept the Expense Report. Passed.
- Jay moved and Lori W seconded to spend any remaining dollars of our 2013-2014 fiscal year budget before the end of month and it should be advanced to our 2015 budgeted CMP amount. Passed.

GENERAL REPORTS

- Bylaws Committee
  - Mary brought Attachment 3 dated 6/5/14 regarding a new response from DOT's AAG on MRPC operating procedure. We don't need bylaws or administrative rules, but rather this memorandum
  - Attachment 4 (Chapter 308) and Attachment 5 (House File 477 - Introduced
  - Jay will meet with his committee and discuss this information before bringing to a vote at our next meeting.
- Culture and Heritage Committee - Edith
  - We have our signs and she has a press release (Attachment 6 – For Immediate Release). Suzanne would like a copy of local articles. She has instructions to apply overlays.
  - Attachment 7 (GRR Network of Interpretive Centers). Please take one per IC per county. Visit your center(s), fill out and send to Edith and the National Office.

- Attachment 8 (Mississippi River Geotourism Stewardship Council)
- Attachment 9 (Recommendation from the MRPC Finance Committee)
- Attachment 10 (Byways of Iowa Sustainability Project)
  - This is an agenda of a meeting she attended.
- Attachment 11 (Iowa DOT Funded Project Development Process)
  - "How To Develop a Scenic Overlook". This is the only category the National pays for. The DOT website has more information on this subject.

- Marketing Committee – Jane
  - At the National meeting the committee spent a lot of time on Nat Geo and websites.
- Transportation Committee
- Environment, Recreation and Agriculture Committee – Jay
  - At the National meeting there was a lot of discussion on fracking.

TECHNICAL MEMBER REPORTS

IOWA TOURISM UPDATE – SHAWNA LODE AND AMY ZEIGLER

- John has discussed with them their taking over our website.
- Shawna reported:
  - Amy works with digital marketing.
  - She has about 3,000 places/attractions.
  - Attachment 12 (IMRPC and Iowa Tourism Office Website Partnership)
- Larry moved and Scott seconded that we abandon our current website and switch to their website. Passed.
- David, Jane, John and Larry will work with Shawna and Amy.
- Share Attachment 13 locally, but the CVBs already have this. $270,000 was put in this year. Shawna will ask if IMRPC could apply.

OLD BUSINESS

- MRPC Organization
- Schedule FY 2014 Commission Meeting Dates & Locations
  - Our next meeting we be held September 18th during the National Meeting September 17-19.
  - Tentatively we will meet the first Thursday of each quarter so after September, our next meeting will be December 4th.
- Tear Sheet and Iowa Byways Travel Guide Publications are available today for Commissioners to take back to their counties.
- Web Site
  - We should not cease or desist on entering website information as it will take some time to switch over.

NEW BUSINESS

- National Byways Meeting – Edith
  - The Iowa group would like to host the Spring 2016 Convention perhaps in NE Iowa. Jay moved and John and Larry seconded to participate in the Spring 2016 Convention. Passed.
- Great River Road Signage
  - Mary mentioned the IDOT needs to get a new consultant and new signs fabricated.
  - When the DOT needs signed agreements from local governmental agencies to continue the upkeep on the signs, etc., the MRPC will be asked to help.
- 2015-2016 Budget
  - See Attachment 14
  - We need a draft budget in by August 15 for 2016.
  - David and the CMP subcommittee will discuss the needs for CMP implementation. This will be confirmed by a vote at the September meeting. It was suggested to put $150 into the budget for the Iowa Tourism Conference.
- Election of Officers for FY 2015
  - Larry moved and Scott seconded that we keep the same officers as is for one more year.
- 501C4 Status
  - We now have this.

GRR CORRIDOR MANAGEMENT PLAN

- Work Plan
- Stakeholder Meetings Report - David
  - Attachment 15 (IGGG CMP Update-Draft) This is the Executive Summary
    - Jay moved and Lori R seconded to take "Draft" off, fix typos and send this information out as final. Send to panelists, attendees and all stakeholders. Passed.
  - Attachment 16 (IMRPC Report of Spring 2914 Stakeholder) Meetings/Supplement 4)
- The CMP committee met July 10th, not June 23rd or July 17th.

ADJOURN

- Adjourned at 2:15. Members were invited to tour the Hurstville Interpretive Center.

Respectfully submitted,

Debra J Jochims, Secretary

State Fiscal Year 2014	OPERATING BUDGET			
Item	Description	Iowa DOT	Amount	Amount
		Annual Budget	Paid to Date	Remaining
1	MRPC Annual Dues	$15,000.00	$15,000.00	$0.00
2	Annual Meeting St. Louis, MO	$4,600.00	$3,926.01	$673.99
3	Semi-Annual Meeting, Illinois	$4,500.00	$2,164.77	$2,335.23
4	Travel/meals in state	$2,000.00	$1,995.84	$4.16
5	Iowa Byways Coalition Dues	$750.00		$750.00
6	Eastern Iowa Tourism Dues	$135.00	$135.00	$0.00
7	Administration	$500.00	$583.90	-$83.90
8	Iowa GRR Maps	$515.00	$414.00	$101.00
9	Newsletter	$0.00	$0.00	$0.00
10	CMP Preparation	$12,000.00	$15,780.48	-$3,780.48
TOTAL		**$40,000.00**	**$40,000.00**	**$0.00**

explore *Iowa's* great river road

INTERPRETIVE CENTERS

(1) Effigy Mounds National Monument
151 Highway 76, Harpers Ferry / T: (563) 873-3491

The Monument is located in northeast Iowa, along the "Great River Road". It is along HWY 76, 4 miles north of Marquette and McGregor

(2) Iowa DNR Guttenberg Fish Hatchery & Aquarium
317 North River Park Drive, Guttenberg / T: (563) 252-1156

Near Lock and Dam 10, visitors view a wide variety of fish and aquatic wildlife. The aquarium is on the National Register of Historic Places.

(3) National Mississippi River Museum & Aquarium
350 East Third Street, Dubuque / T: (563) 557-9545

Large freshwater aquariums, live animal exhibits, hands-on historical exhibits, working boatyard, wetland, National Rivers Hall of Fame, and the Wm. M. Black Boat & Breakfast delights toddlers to grandparents.

(4) Mines of Spain / E.B. Lyons Interpretive Center
8991 Bellevue Heights, Dubuque / T: (563) 556-0620

The Meskwaki Indians were some of the earliest inhabitants of this 1387 acre park. French-Canadien fur trader Julien Dubuque mined and traded lead here from 1788 to 1810.

(5) Hurstville
18670 63rd St, Maquoketa / T: (563) 652-3783

The Hurstville Interpretive Center is located on an 18 acre wetland and is designed for multiple uses, with an emphasis on environmental education and natural resource protection.

(6) Mississippi Valley Welcome Center
900 Eagle Ridge Road, LeClaire / T: (800) 747-7800 x120

The Center sits high on a bluff overlooking the scenic Mississippi River Valley, featuring historical displays, picnic shelters and information on sights and activities throughout the state of Iowa.

(7) Buffalo Bill Museum
199 N. Front St., LeClaire / T: (563) 289-5580

The Buffalo Bill Museum collects, preserves, interprets and exhibits artifacts depicting the heritage of the region, particularly life along the Mississippi River and its early pioneers like Buffalo Bill (William F. Cody).

(8) Putnam Museum of History and Natural Science
1717 W. 12th St, Davenport / T: (563) 324-1933

Enjoy the Black Earth/Big River nature experience, the award-winning River, Prairie and People History Hall, treasures of the Asian/Egyptian Gallery, unique shopping, and an IMAX theater.

(9) Nahant Marsh Education Center
4220 Wapello Ave, Davenport / T: (563) 323-5196

This 513-acre urban wetland, formerly a Superfund Cleanup site, is now home to wildlife and a restored prairie. Hiking trails and boardwalks with interpretive signage are open to the public year-round.

(10) Muscatine History and Industry Center
117 West 2nd Street, Muscatine / T: (563) 263-1052

Once known as the "Pearl Button Capital of the World," Muscatine mass produced buttons from freshwater mussel shells. Explore the interactive exhibition of artifacts from the pearl button industry, purchase unique button gifts, and view the innovations of modern "Made in Muscatine" industries.

(11) Pine Creek Grist Mill
1884 Wildcat Den Road, Muscatine / T: (563) 263-4337

Pine Creek Grist Mill was built in 1848 by Muscatine County's first settler and was closed in the 1920's. It has been restored to demonstration condition and seems to be the oldest working grist mill between the Mississippi River and the Rocky Mountains.

(12) Toolesboro Indian Mounds & Museum
6568 Toolesboro Rd, Wapello / T: (319) 523-8381

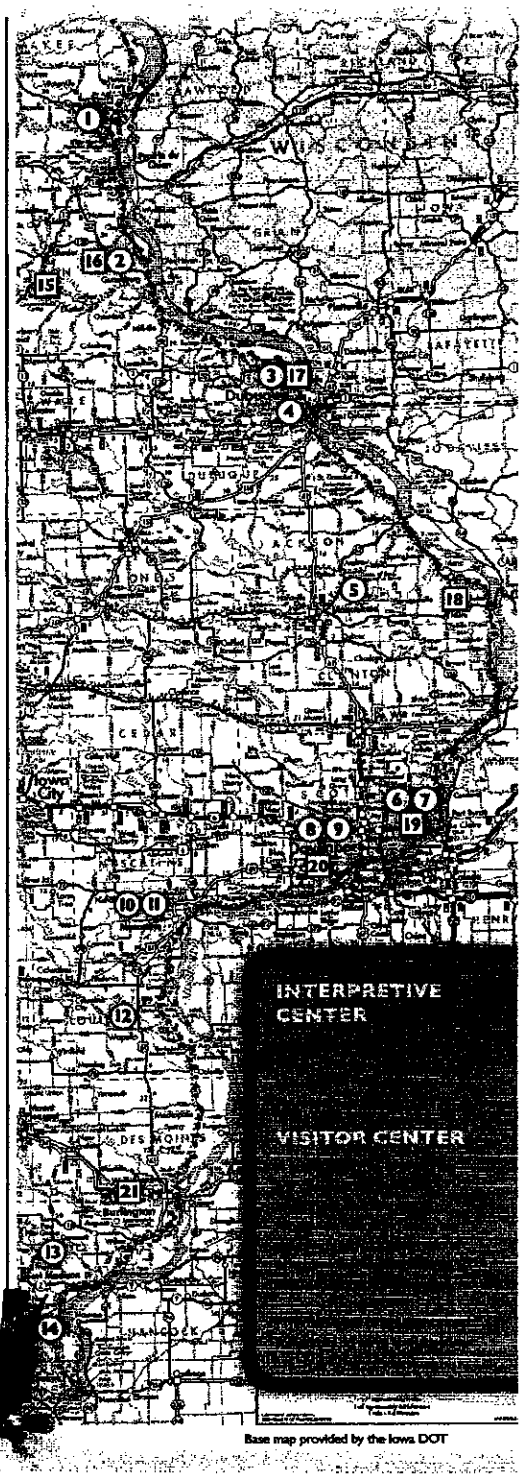
The Hopewellian mounds at Toolesboro are among the best preserved and accessible remnants of an ancient culture that flourished from 200 B.C. to 400 A.D.

(13) Old Fort Madison
716 Riverview Drive, Fort Madison / T: (319) 372-6318

The Fort is an accurate reconstruction of the first military garrison on the Upper Mississippi and became home to the 1st U.S. Infantry from 1808-1813.

(14) George M. Verity Riverboat Museum
415 Blondeau, Keokuk / T: (319) 524-5599

The Verity was the first of four steamships built in 1927 for the revival of cargo transportation on the Mississippi. Originally named the S.S. Thorpe, tour the engine room, sleeping quarters and galley.



Base map provided by the Iowa DOT

VISITOR CENTERS

15 Osborne Nature Center, Iowa Welcome Center
Hwy 13, 5 miles south of Elkader
T: (563) 245-1516

16 Guttenberg Development & Tourism Welcome Center
323 S. River Park Drive, Guttenberg
T: (563) 252-2323

17 Iowa Welcome Center
300 Main St., Suite 100, Dubuque
T: (800) 798-8844

18 Jackson County Welcome Center
60488 Highway 64, Sabula
T: (563) 687-2237

19 Mississippi Valley Welcome Center
Hwy 67 & Interstate 80,
900 Eagle Ridge Road, LeClaire
T: (800) 747-7800 ext. 120

20 Mississippi River Visitors Center
Arsenal Island, Davenport
T: (308) 794-5338

21 Port of Burlington Welcome Center
400 Front Street, Burlington
T: (319) 752-8731

CONVENTION & VISITORS BUREAUS

Dubuque CVB
300 Main St., Suite 200 / Dubuque, IA 52001
T: (800) 798-4748

Clinton Area CVB
721 S 2nd St., Clinton, IA 52732
T: (563) 242-5702

Quad Cities CVB
102 S. Harrison St. / Davenport, IA 52801
T: (800) 747-7800

Muscatine CVB
102 Walnut St. / Muscatine, IA 52761
T: (800) 257-3275

Burlington CVB
RiverPark Place, 610 N. 4th St., Suite 200
Burlington, IA 52601 / T: (319) 752-6365

Fort Madison CVB
614 9th St. / Fort Madison, IA 52627
T: (319) 372-5471

Keokuk Area CVB
401 Main St., Suite 1 / Keokuk, IA 52632
T: (800) 383-1219

INFORMATION SOURCES

National Mississippi River Parkway Commission
P.O. Box 59159, Minneapolis, MN 55459-8207
763-212-2560 | **mississippiriverinfo.com**
e-mail: info@mississippiriver.com

Iowa Tourism Office
Iowa Department of Economic Development
200 East Grand Avenue, Des Moines, IA 50309
T: (800) 345-IOWA | **traveliowa.com**

Eastern Iowa Tourism Association
P.O. Box 189, Dyersville, IA 52040
T: (800) 891-3482 | **easterniowatourism.org**
e-mail: eita@easterniowatourism.org

Iowa Department of Transportation
Office of Systems Planning
PO Box 1088, Dubuque, IA 52004-1088

Iowa MRPC
experiencemississippiriver.com/iowa.cfm

America's Byways
byways.org

IOWA GREAT RIVER ROAD COUNTIES

ALLAMAKEE COUNTY

Begin near New Albin and drive south through forests and farmland to Lansing. This old river town gives access to *Mt. Hosmer Park*, a panoramic view of the Mississippi Valley and the tri-state area. Next, explore *Yellow River State Forest* – 9,000 acres of public hunting, hiking and fishing. Visitors also have access to 3,000 acres of Mississippi River backwater areas. This area is truly a sports enthusiast's paradise.

CLAYTON COUNTY

Drive south visiting Iowa's only National Monument – *Effigy Mounds*. Try your luck at the casino in Marquette. McGregor has charming historic homes and businesses, with several antique stops. Enjoy *Pike's Peak State Park* overlooking the Mississippi where explorers Marquette and Joliet landed. The road, with bike path, now winds through magnificent bluffs and valleys to Guttenberg, the home of German stone buildings restored as restaurants and a riverfront inn. Visit the *Lockmaster's House Heritage Museum* along the mile-long river front park and walkway. En-route is the historic fishing village, Clayton.

DUBUQUE COUNTY

Home of America's River.® Be sure to not miss the *National Mississippi River Museum & Aquarium, Dubuque River Rides, Arboretum, Dubuque Museum of Art, Five Flags* and *Grand Theaters, Sundown* ski area, trolley and carriage rides, *Field of Dreams*, and *National Farm Toy Museum*. Ride the *Fenelon Place* cable car and tour the *Mathias Ham House*. Enjoy the *Victorian House* tour and *Progressive Dinner, Mystique Casino, Diamond Jo Casino* and *Crystal Lake Cave*.

JACKSON COUNTY

South of Dubuque visit St. Donatus founded by skilled stone masons from Luxembourg. Then discover Bellevue with a beautiful riverfront park extending the full length of the town. Watch towboats "locking through" or eagles feeding below the dam. Other sites include a historical museum, the *Bellevue State Park* with its limestone cliffs and renowned butterfly garden. Or experience nature hands on at the 18 acre *Hurstville Lime Kilns Interpretive Center* right off Highway 61. This 18 acre complex includes a wetland, reconstructed prairie, roadside observation deck, trails and bird blind.

CLINTON COUNTY

Where the By-way meets the *Lincoln Highway (U.S. 30)*, you will find Clinton. Our *Riverview Park* with the *Lillian Russell Showboat Theatre*, aquatic center, marina, band shell, and *Alliant Energy Stadium*, home to the *Clinton Lumber Kings* (class A baseball team) sits on the majestic Mississippi River ready to entertain a diverse range of guests. Just north on Highway 67 you can view the widest point on the upper Mississippi River from a viewpoint in *Eagle Point Park*. The *Bickelhaupt Arboretum*, the *Felix Adler Children's Discovery Center*, *The Clinton County Historical Society Museum* and the *River Art Center* are open for tourism activity. The new *Candle Light Restaurant* on the riverfront has a perfect view of *Old Man River* and offers eagle watching in the Winter. *The Wild Rose Casino and Resort* is located at the junction of Highway 30 and the *Millcreek Expressway*.

SCOTT COUNTY

Visit the new IMAX® Theatre & *Putnam Museum, Bettendorf Family Museum for children, Buffalo Bill Museum, and Fejervary Children's Zoo*. Try your luck on the *Isle of Capri Casino-Bettendorf* or *Rhythm City Casino-Davenport* or take a cruise on the *Channel Cat Water Taxi, Celebration Belle* or *Twilight*. View agricultural exhibits at *John Deere Commons*. Enjoy festivals – Bix Beiderbecke weekend with Bix 7 and Junior Bix 7 road race, Jazz festival and street fair; and *Mississippi Valley Blues Fest, Quad City Festival of Trees, Beaux Arts Fair*. Shop at historic *Village of East Davenport*, quaint antique boutiques and two major shopping malls.

MUSCATINE COUNTY

Active and diverse, Muscatine is a community tucked between two river bluffs and is filled with many surprises. Come and experience our first-rate recreational facilities such as *Wildcat Den State Park, Shady Creek, Fairport Fish Hatchery and Weed Park* with the new Aquatic Center. Our renowned *Muscatine Art Center* and the *History and Industry Center* offer a glimpse of Muscatine's rich history. While you're here, don't forget to stroll along the streets of the historic downtown business district and visit the many unique retail shops.

LOUISA COUNTY

Louisa County is located at the confluence of the Iowa and Cedar Rivers. The Iowa River flows mostly southeast to near Oakville where it joins the Mississippi River. Naturally, the area is characterized by broad floodplains containing many wetlands and marsh areas including the *Mark Twain Wildlife Refuge*. The adjacent wooded bluffs were favorite sites for Native Americans because of the abundance of nearby forage, fish, wildlife and waterfowl. Toolesboro has a series of Indian mounds and a fine visitor center.

DES MOINES COUNTY

Start your tour of historic Burlington at the *Port of Burlington Iowa Visitors Center* on the Mississippi by the imposing *Great River Bridge*. Visit the *Catfish Bend Riverboat Casino* and walk past the site of the *First Iowa Territorial Capitol* to the charming downtown *West Jefferson Street Historic District*. Tour the nearby *Heritage Hill Historic District* with its grand homes including the *Phelps House*, just one of three *Des Moines County Historical Society Museums*. Walk down famous curvy *Snake Alley*. Don't miss Burlington's beautiful parks with their stunning views of the Mississippi River.

LEE COUNTY

History lives on, by way of authentically-dressed historic interpreters at *Old Fort Madison*, our accurate reconstruction of the first military fort on the upper Mississippi. Sharing the beautiful *Riverview Park* with the Fort, you'll also find *Santa Fe Engine 2913* and the *Old Santa Fe Depot Historic Center*. You can also view the world's largest double-decker swing Span bridge, watching it open and close to allow barge traffic through and counting the nearly 100 trains that cross the bridge daily!

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

An Initiative of the Iowa Mississippi River Parkway Commission

EXECUTIVE SUMMARY | Spring 2014 Stakeholder Meetings

Panel discussion at the April 3 Marquette stakeholder meeting

Iowa Great River Road Stakeholder Meetings focus on "Core Management Directions" and Associated Implementation Actions

The primary purpose of the six 2014 Iowa Great River Road (IA GRR) stakeholder meetings was to allow the Iowa Mississippi River Parkway Commission (IA MRPC) a forum to hear from a wide variety of stakeholders from local, state, and federal agencies and organizations as well as the general public.

To help guide the six two-hour stakeholder meeting discussions, "A Complete Management Approach" framework was presented, with a variety of Iowa Great River Road supporting actions organized into four "Core Management Directions" – **Intrinsic Resource Conservation**; **Physical Improvements**; **Promotion and Interpretation**; and **Administrative Operations**.

A key component of each of the six meetings was a facilitated panel discussion of 4-6 panelists representing a diverse array of local, state, and regional agencies and organizations.

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 by hosting meetings in six locations. In the spring of 2014, meetings were again held in these communities to continue this important process. In total, nearly **200 people** attended **six meetings** in six different Iowa Great River Road communities. Meetings took place on the following dates and in the following locations:

April 2 | Camanche
April 3 | Marquette
April 8 | Burlington
April 9 | Muscatine
April 10 | Davenport
April 15 | Dubuque

Panel discussion at the April 2 Camanche stakeholder meeting

Iowa Great River Road 2014 Stakeholder Meetings | Prominent Discussion Topics

Primary Observation: Multidimensionality

Multidimensionality of Importance

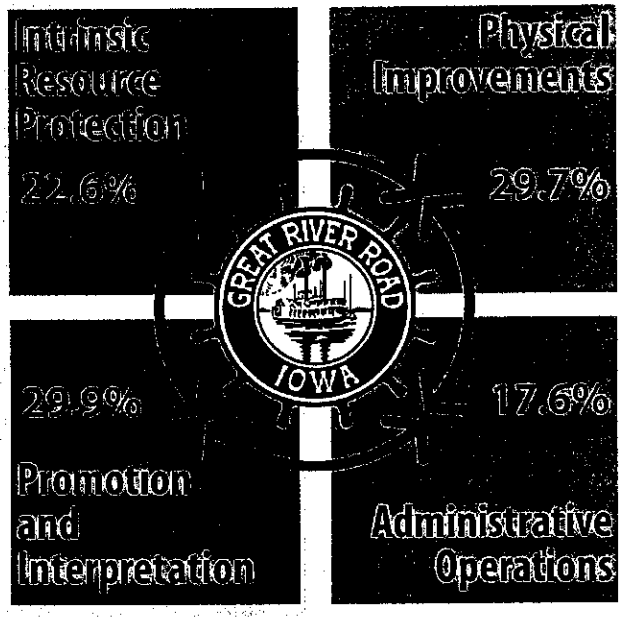
The Iowa Great River Road and Mississippi River are important at many scales and for many audiences. The Iowa Great River Road and the Mississippi River are assets to local communities within the 10-county corridor, they provide a regional presence linking Iowa with neighboring states, they make the state unique, they're national resources, and they're internationally known and valued.

Multidimensionality of Access and Experience

The Iowa Great River Road provides an appreciated spine of vehicular access for resources along the Mississippi River and in the 10 counties, but it also provides a way to connect visitors and residents with the landscape and experiences by means of bicycle and watercraft.

Multidimensionality of Communication Methods Required

Enhancing the Iowa Great River Road as a national, state and local asset and travel destination requires considering ongoing investments in multiple types of communications methods and media.



A Complete Management Approach - Percentages of Votes for each Core Management Direction area

Secondary Observation: Connections

Stakeholders consistently expressed a desire for the Iowa Mississippi River Parkway Commission to be more visible within the counties and communities along the Iowa Great River Road.

Secondary Observation: Reaching Multiple Visitor Demographics

The findings from the 2013 Visitor and Resident Survey reveal an predominantly older demographic of visitors to the sites and attractions along the Iowa Great River Road. This data was shared with meeting panelists and attendees and prompted reflections about the need for resource managers and the Iowa Mississippi River Parkway Commission to find ways to connect with younger traveler demographics to understand their interests and travel requirements.

Secondary Observation: Investment Levels are Inadequate

Stewarding and promoting the Iowa Great River Road is currently the primary responsibility of the Iowa Mississippi River Parkway Commission. Though regional and state tourism and transportation organizations share information about the National Scenic Byway, the majority of effort is left to the Iowa Mississippi River Parkway Commission. After learning that the Iowa Mississippi River Parkway Commission is ten member volunteer organization with no compensated staff and a modest state appropriation of $40,000, panelists and attendees expressed the need to find other ways of financially investing in the national treasure and resource that is the Iowa Great River Road.

A copy of a detailed report of the Spring 2014 Stakeholder Meetings is available by request to ddahlquist@outlook.com

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This document was prepared with financial support provided by the Federal Highway Administration's National Scenic Byways Program Grant as well as in-kind assistance from the Iowa Mississippi River Parkway Commission.

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Iowa Great River Road website: www.iowagreatriverroad.com

Iowa Great River Road 2013 VISITOR SURVEY

Here's information about Iowa Great River Road **VISITORS**...

50% of visitors plan to spend **2-3 days** along the Mississippi River

26% of visitors plan to spend **4 days** or longer along the Mississippi River

65% ...of Visitors are either "Somewhat" or "Very Much Aware" of the Iowa Great River Road. 20% of Visitors report they are "Not Aware" of the Iowa Great River Road.

42% of Visitors report their trip *exceeded* expectations.

55% of Visitors report their trip *met* expectations.

3% of Visitors report their trip was less than what they expected.

Maps,

Byway signs,

and Word of Mouth...

...are the ways 75% of **Visitors** became aware of the Iowa Great River Road

76% of **Visitors** say ***no*** *additional tourism services or visitor amenities* are needed in the area

From the 24% of Visitors and 55% of Residents who felt additional tourism services or visitor amenities were needed, the following were most requested:

- Guide signs and Attractions Signs
- Bicycle trails and paths
- Expanded advertising and marketing of local attractions
- Maps
- Public restroom facilities

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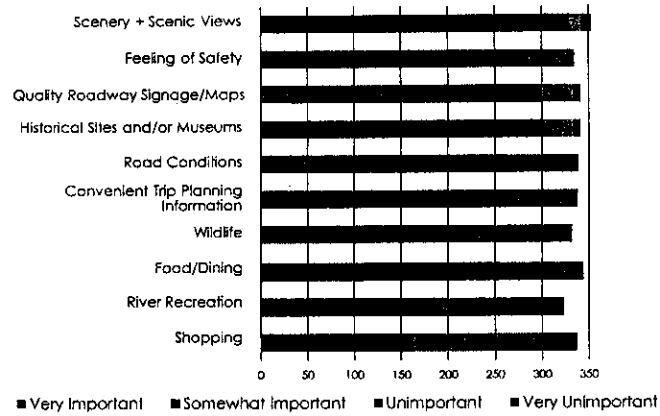
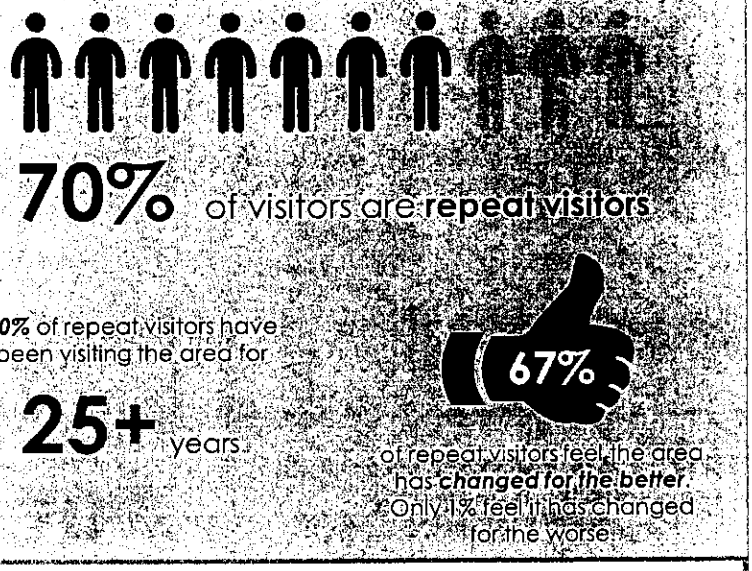
Summary results of a self-administered survey completed by 430 self-identified visitors to the Iowa Great River Road region from June to October 2013.

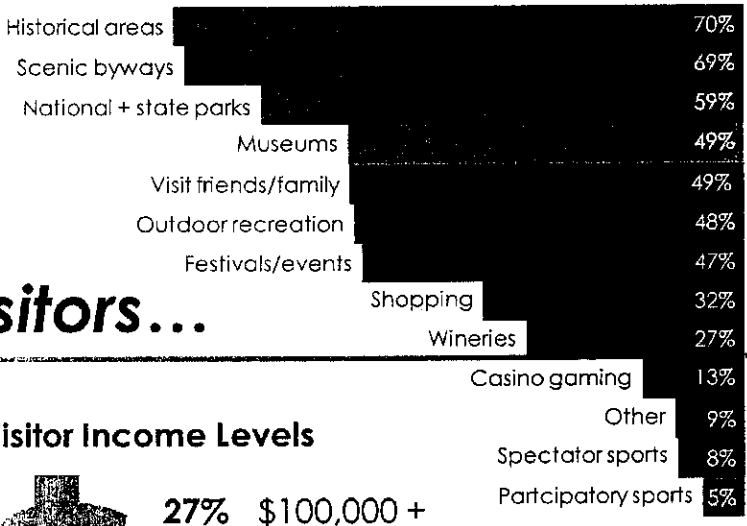
V1.1

Visitors ranked the importance of various factors in their decision to visit the area





When traveling for pleasure, Visitors selected the following areas of interest:



Information about *Visitors*...

75%

of visitors plan to stay overnight along the River

52% couples

Visitor Income Levels

27% $100,000 +

43% $50,000 - $99,999

30% $0 – $49,999

65.3
Average Age of Visitor Respondents

41%

59%

67% of Visitors are either **Retired** or work in **Management/Professional** fields

62% of Visitors have at least an Associate's Degree

Iowa Great River Road
2013 VISITOR SURVEY

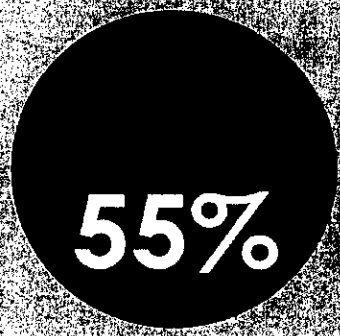
For more information please contact John Goodmann, Chair, Iowa Mississippi River Parkway Commission, at 563-599-4350 or David L. Dahlquist Associates at 515-963-1989 or ddahlquist@outlook.com.

V1.1

Iowa Great River Road
2013 RESIDENT SURVEY

Here's information about Iowa Great River Road **RESIDENTS...**

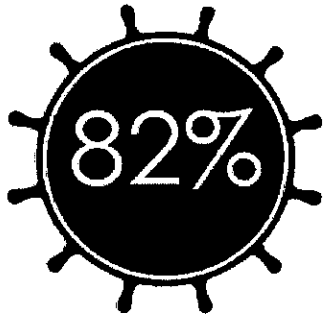
of residents feel the area has ***changed for the better.*** 4.3% feel it has changed for the worse.



of **Residents** say ***additional*** tourism services or visitor amenities are needed in the area

78% of residents feel tourism is either **Very Important** or **Extremely Important** to the local area economy

57% of residents feel the Iowa Great River Road **Contributes to a Great Extent** or **Contributes Significantly** to local area tourism



...of **Residents** are either "**Somewhat**" or "**Very Much Aware**" of the Iowa Great River Road. 10% of Residents report they are "**Not Aware**" of the Iowa Great River Road

"Completion of the Great River Road has increased the number of people coming into our community. More tourists mean more money being spent in our communities." - resident from Guttenberg

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Summary results of a self-administered survey completed by 428 self-identified residents of the Iowa Great River Road region from June to October 2013

Iowa Great River Road
2013 RESIDENT SURVEY

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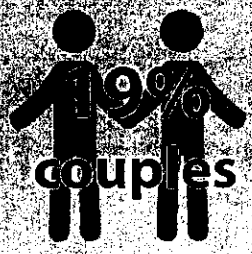
Information about *Residents*...

81.4% have been a resident of the area for **11+** years



Resident Income Levels

21.4% $100,000 +

39% $50,000 - $99,999

40% $0 – $49,999

62% of Residents are either **Retired** or work in **Management/Professional** fields

39%

62%

61%

of Residents have at least an Associate's Degree

56.9
Average Age of Resident Respondents

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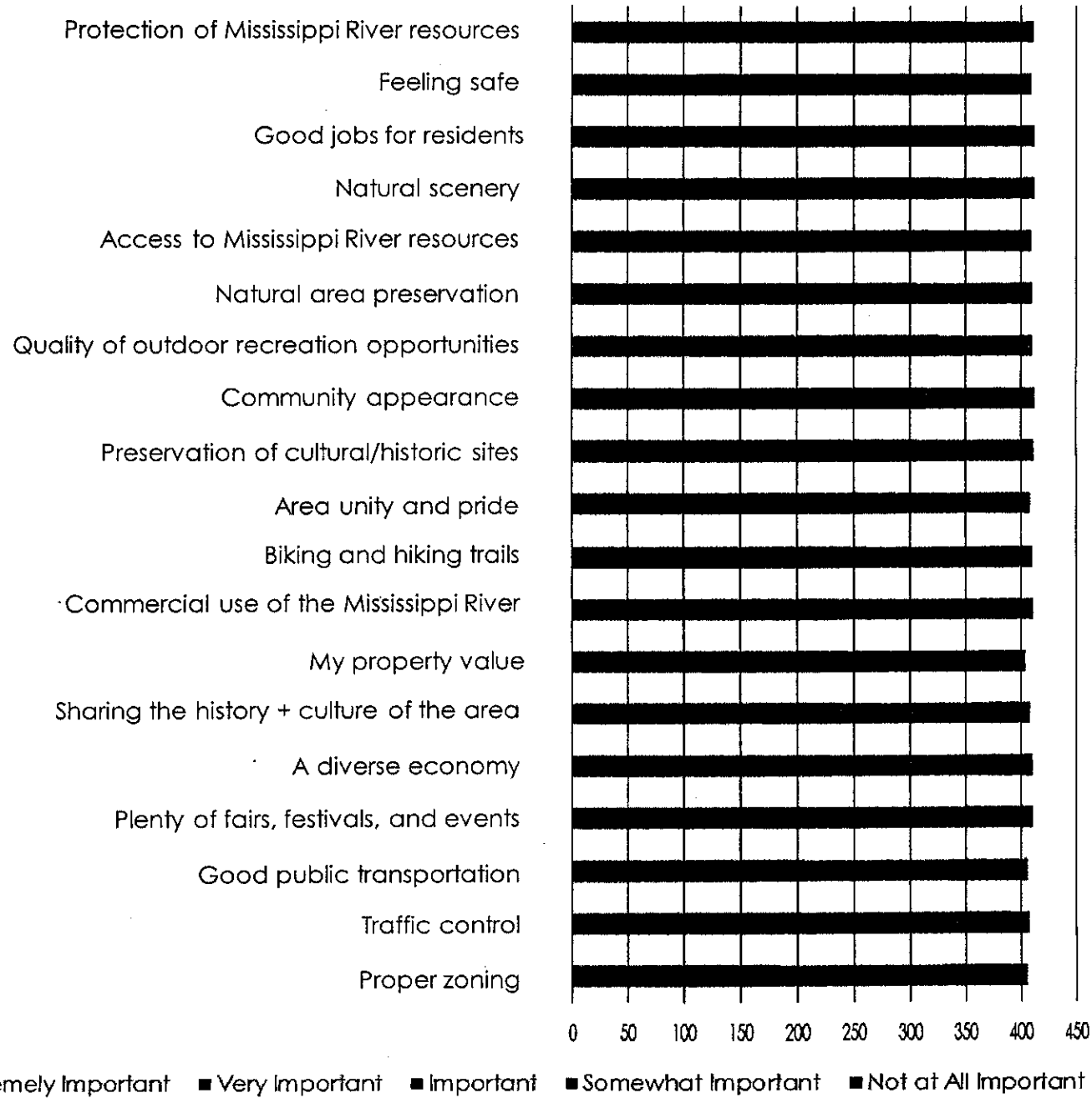
Iowa Great River Road
2013 RESIDENT SURVEY

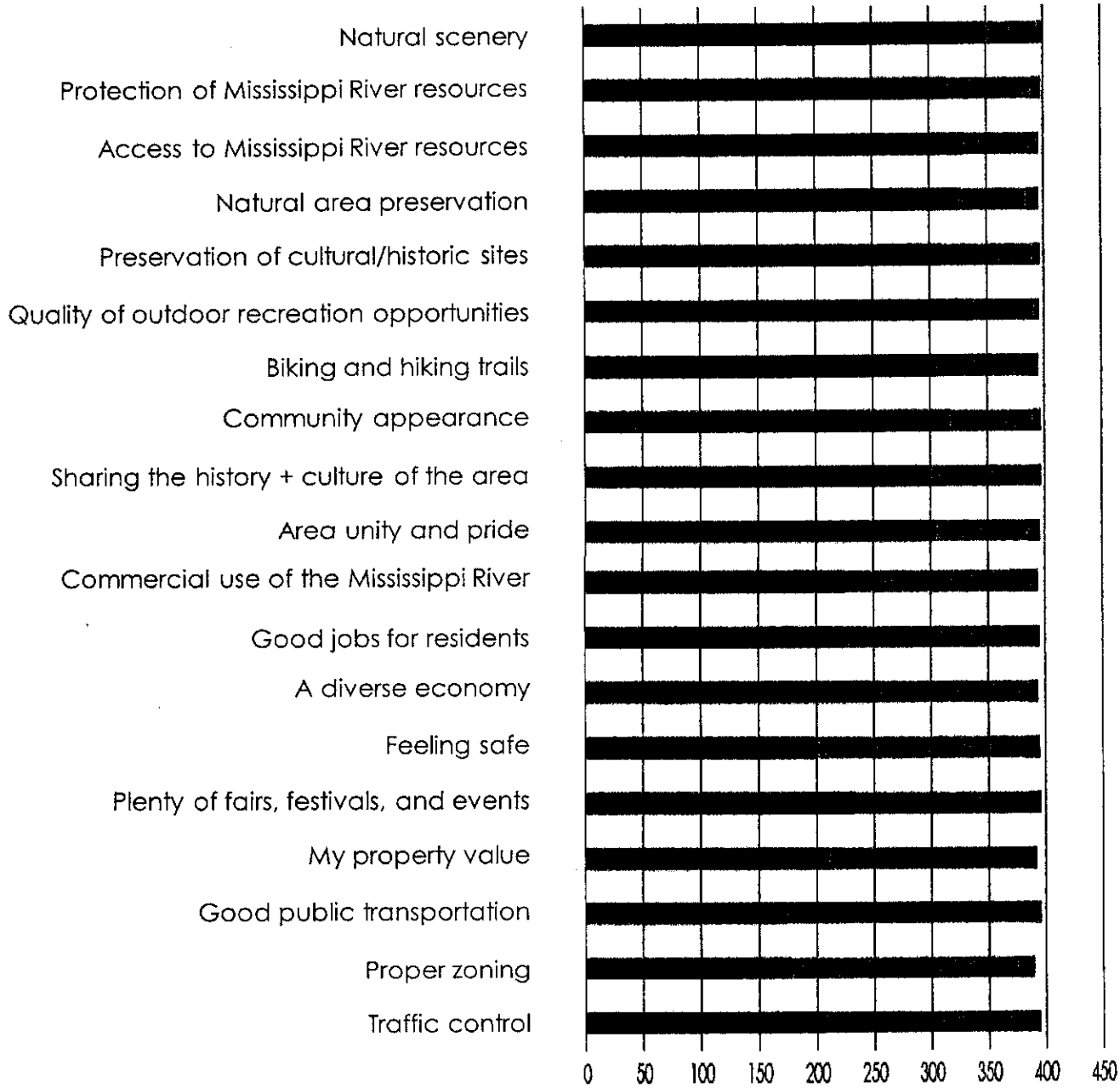
Residents rated the importance of a variety of local and regional characteristics



Summary results of a self-administered survey completed by 428 self-identified residents of the Iowa Great River Road region from June to October 2013.

Iowa Great River Road
2013 RESIDENT SURVEY

Residents rated the impacts the Iowa Great River Road has on local and regional characteristics



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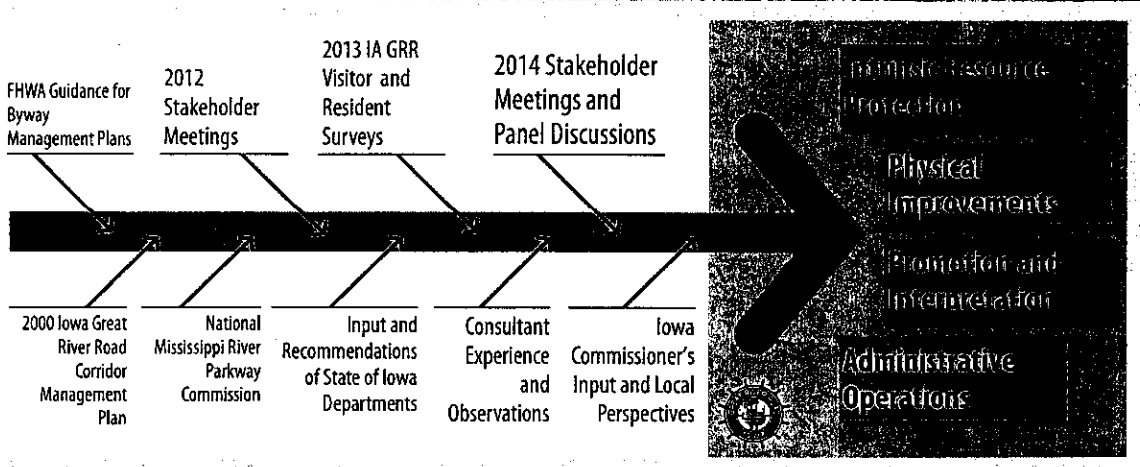
Iowa Great River Road
CORRIDOR MANAGEMENT PLAN UPDATE
Visioning our future for the Great River Road



INPUT FROM VARIED SOURCES LEADS TO FOUR CORE MANAGEMENT DIRECTIONS

A Complete Management Approach

Intrinsic Resource Conservation

Intrinsic resources are what make each byway special. People, places and stories are what make the scenic, cultural, historic, natural, recreational and archeological resources of the Iowa Great River Road truly unique. Conserving, reducing threats to, and enhancing the Byway's intrinsic qualities and resources certainly requires thoughtful choices and actions.

Physical Improvements

Physical improvements to the built environment create access and encourage use and enjoyment of the Iowa Great River Road and its intrinsic resources. Several types of improvements are necessary to ensure travel safety for visitors and residents. Capital investment decisions are necessary for residents and visitors to more fully realize the rewards of the Iowa Great River Road.

Promotion and Interpretation

If we aren't made aware of something good, we will never experience its new and rewarding benefits. The stories, the beauty, the richness, the adventure, in short, the whole experience of the Iowa Great River Road, even if its resources are well-conserved and the infrastructure is fully built, will not be appreciated without continual encouragement through effective promotion and engaging interpretation of the Byway's intrinsic resources and travel opportunities.

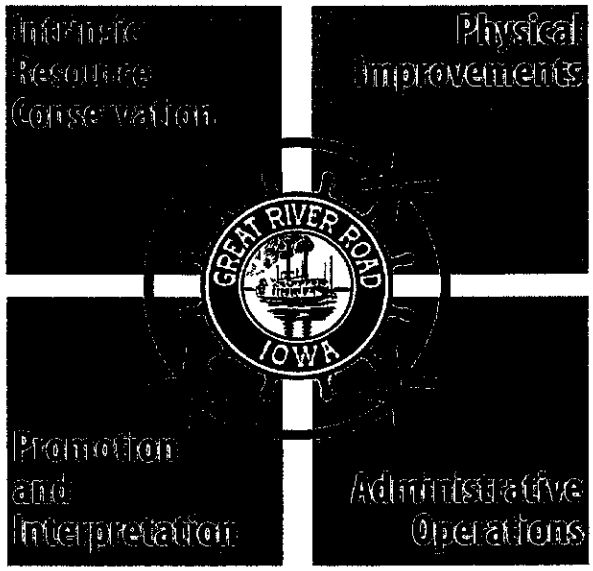
Administrative Operations

Best intentions don't always manifest into positive or effective results. The many interested parties, the long geographic area, and the complexity and fascinating dynamics of stakeholder groups naturally pull people and organizations in many directions. A variety of administrative operations—funding, responsibility assignment, duties and other admittedly boring stuff—are needed to identify, leverage, magnify and reward the allocation of human and financial resources.

Effective byway corridor management plans are comprehensive by nature. They typically address:

- ***Existing conditions and resources***
- ***Broad visions, goals and objectives***
- ***Needs and opportunities for protecting intrinsic (inherent) qualities and resources***
- ***Physical improvements***
- ***How multiple organizations and agencies can take individual as well as shared responsibility for a multitude of actions all leading to desired outcomes for the byway and its stakeholders***

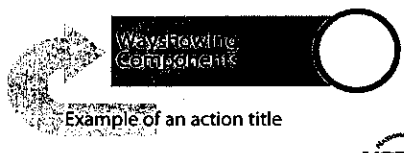
To visualize and plan the future of the Iowa Great River Road, we suggest considering ideas for actions in four core management directions.



A Full Menu of Actions

Actions will fulfill the broad missions, goals and objectives for the future of the Iowa Great River Road.

The following pages show diagrams and lists of more than 40 actions which can be considered for implementing the conservations of intrinsic resources, development of physical enhancements, promotion and interpretation, and administrative operations for the Iowa Great River Road.



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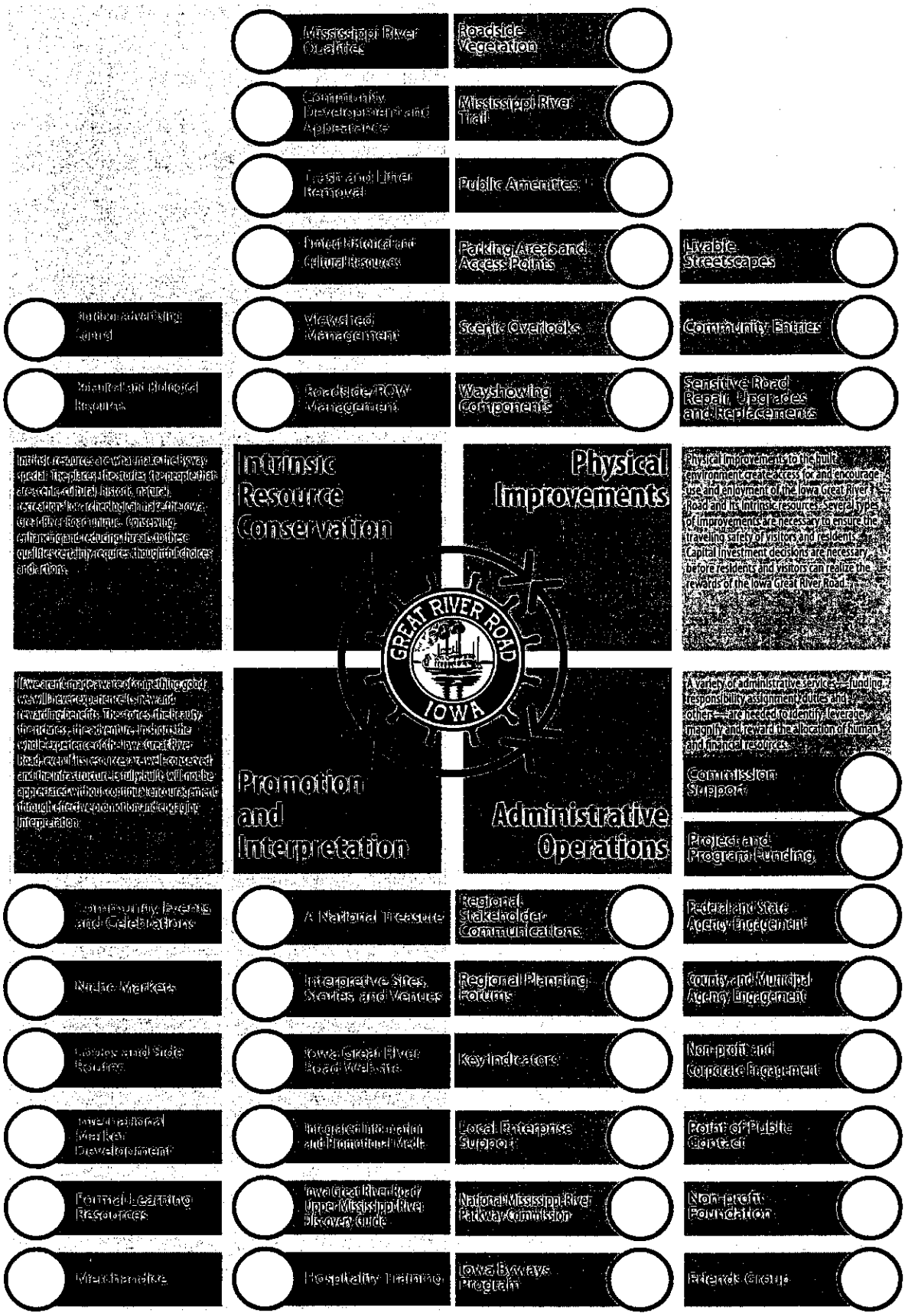
Four Integrated Management Directions Supported by more than 40 Distinct Actions



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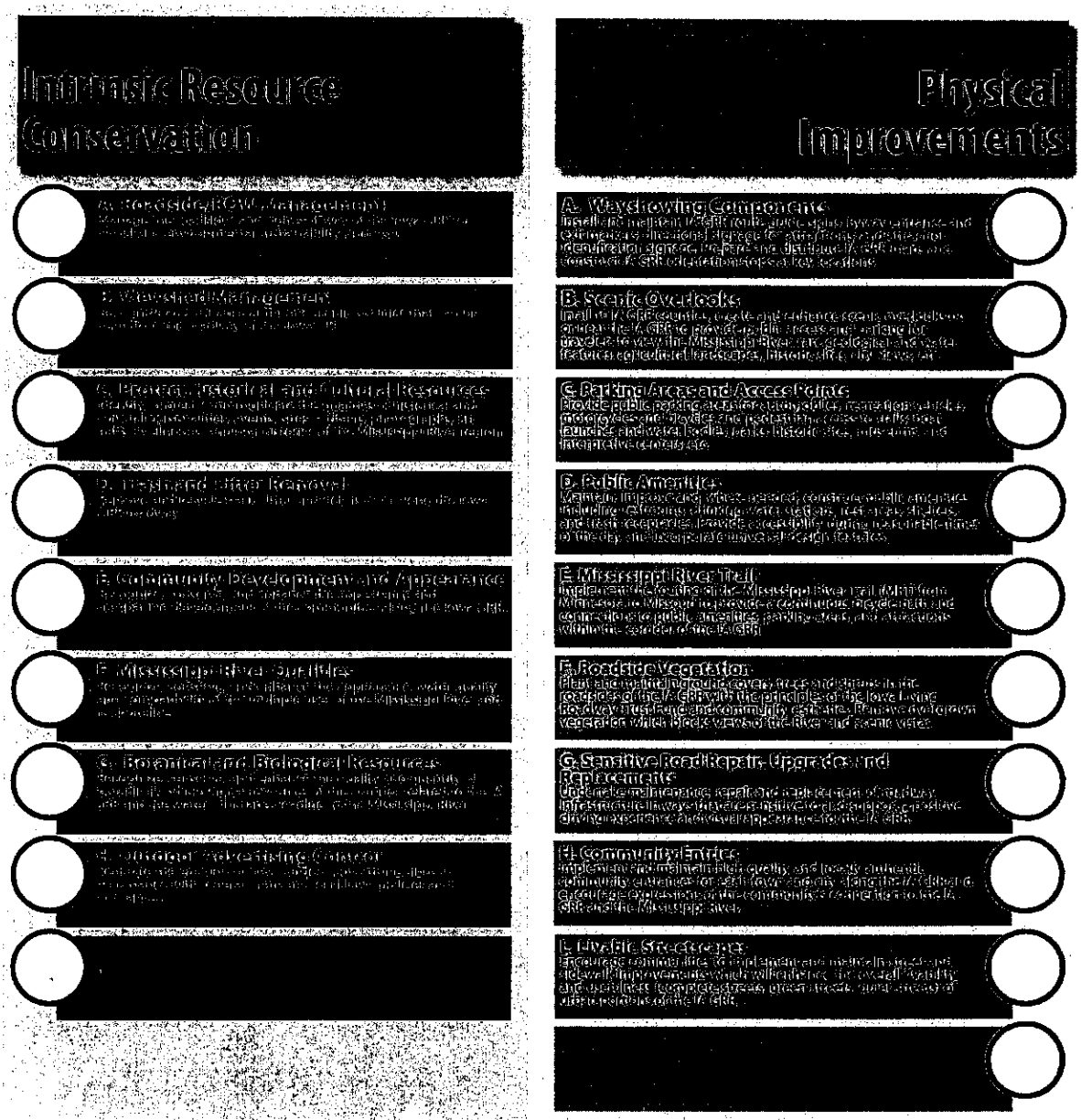
A Full Menu of Actions to Enhance and Sustain the Iowa Great River Road National Scenic Byway



Here are key points to keep in mind when considering this menu of actions:

1. This is a list of ideas—not recommendations. The intent of this list is to generate thoughtful consideration—considerate debate—of what ideas ultimately should mature into solid recommendations spelled out in the updated corridor management plan for the Iowa Great River Road National Scenic Byway.
2. Many of the actions are already being undertaken. For example, trash and litter removal; scenic overlooks; a website for the Iowa Great River Road; stakeholder communications; and others already exist. Including endeavors or projects that have or are being undertaken in this menu affords the opportunity to reaffirm the benefit of continuing a particular action with a constant commitment of financial and human resources. Equally important, the Commission and the partners can determine that a particular standing action may warrant a higher, or lower, level of investment.
3. Implementing and sustaining most of these actions is not and cannot be the sole responsibility of the IA MRPC: effective management of the Iowa Great River Road truly requires a "village" approach with collaboration, engagement and continual commitment of many organizations and agencies, public and private.
4. As part of considering this menu of actions, it is appropriate to encourage discussion on relative details such as how many, how much will something cost, when something should be done, who should to it. At this stage, more fundamental consideration of values, benefits, opportunities, local examples, etc. of taking any particular action will aid in subsequently answering the more practical questions of what, when, who and how much?
5. This list is not limited: suggestions for additional actions are encouraged.

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A Full Menu of Actions to Enhance and Sustain the Iowa Great River Road National Scenic Byway

Promotion and Interpretation

A. A National Treasure
Begin to interpret and integrate the Iowa Great River Road theme to provide the public with a greater awareness of the significance of the Byway.

B. Interpretive Sites, Stories, and Venues
Expand interpretive experience opportunities offered by interpretive centers, including additional types of sites, interpretive stories, and multimedia using overlayed authentic themes, messages, words and media.

C. Iowa Great River Road Website
Evaluate, update, and maintain the website to serve as the primary Great River Road resource with respect to promotion, education, and interpretation.

D. Integrated Information/Promotional Media
Develop, update, and distribute a variety of interpretive and promotional media pieces to serve the needs and interests of individuals and travel groups traveling the Iowa Great River Road and the Upper Mississippi River Valley.

E. IA GRR/Upper Mississippi River Discovery Guide
Facilitate a well known travel guide to the natural and cultural resources, attractions, events, and historic sites, and commercially produced travel literature, guide books, and maps that showcase the many resources and visitor services of the Iowa Great River Road and the Upper Mississippi River Valley.

F. Hospitality Training
Deliver training, information, and support materials to train the Iowa Great River Road byway's diverse audience of "satellite" hosts, the personnel in the public and private sectors who provide information to the public.

G. Community Events and Celebrations
Improve, promote, and expand the attractiveness of local community events and celebrations by linking them with the Iowa Great River Road and the Upper Mississippi River Valley.

H. Niche Markets
Identify and implement niche byway, road and visitor segments that provide interesting looks, more authentic views of the road's region, and region's sense of place, and the adjoining cities.

I. Loops and Side Routes
Identify and implement viable byway road and visitor segments that provide interesting loops and alternative routes of the Iowa Great River Road between towns and the adjoining cities.

J. International Market Development
Participate in programs and projects developed to enhance Iowa Great River Road visitation and travel trade through international marketing opportunities, such as international trade shows, international travel trade familiarization tours, and international publications.

K. Formal Learning Resources
Facilitate and support the development of curriculum-based activities, programs, and resources for elementary, middle, high school, and college and university students, home-schooled students, and teachers to promote and enhance awareness of the Iowa Great River Road and its many resources.

L. Merchandise
Develop and implement a program to create, license, and market quality merchandise that is unique to the Iowa Great River Road and its many resources.

Administrative Operations

A. Regional Stakeholder Communications
Conduct regular communications with a full range of local, regional, state, Great River Road states and national stakeholders.

B. Regional Planning Forums
Facilitate regional planning forums to bring together the variety of organizations to address issues, challenges and opportunities which offer a larger area of influence than what is covered by any single organization or agency about the IA GRR.

C. Key Indicators
Identify, measure, and report key indicators of the IA GRR including visitor satisfaction, perceptions about the Byway, and its management, tourism, resource conservation, economic impacts, and influence of the IA GRR.

D. Local Enterprise Support
Identify, emphasize, and support local business enterprises, locally produced products, and services through public relations activities, collaborative programs, and facilitate the availability of start-up and reinvestment funding.

E. National MRPC
Participate in multi-state programs and projects of the ten-state National Mississippi River Parkway Commission, which offer distinct benefits for the overall corridor of the Great River Road.

F. Iowa Byways Program
Integrate the multi-faceted program activities of the MRPC and the IA GRR with the activities and projects of the Iowa Byways Program offered by the State of Iowa and the Iowa Byways Foundation.

G. Commission Support
Provide core management level activities to support the project and program activities for continuance and full operation of the MRPC and fulfillment of resource conservation, facility development, and promotional goals of the IA GRR.

H. Project and Program Funding
Secure dedicated funding for operations of the IA MRPC and its competitive grant program for local governments and private organizations for projects and programs to fulfill resource conservation, facility development, and promotion of the IA GRR.

I. Federal and State Agency Engagement
Expand and reorganize the effectiveness and intensity of commitments of federal and state agencies with roles and responsibilities for resource conservation, facility development and maintenance, and promotion of the IA GRR.

J. County / Municipal Agency Engagement
Expand the effectiveness and intensity of county and municipal agencies with roles and responsibilities for resource conservation, facility development, maintenance, and interpretation of the local areas related to the IA GRR.

K. Non-profit and Corporate Engagement
Identify and support cooperative agreements with non-profit organizations and corporations that influence resource conservation, facility development, maintenance, and promotion of the IA GRR.

L. Point of Public Contact
Establish, promote, and operate a single point of information contact for administrative operations of all public, stakeholder, and organization communications with the IA GRR.

M. Non-profit Foundation
Expand and elevate the effectiveness of the non-profit organization representing the IA MRPC in securing donations from individuals, corporations, and foundations for the short-term support and long-term projects which support the IA GRR.

N. Friends Group
Establish membership based "friends" group for IA GRR enthusiasts and supporters by implementing activities for national, state, and local levels, and providing information, events, and membership benefits.

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March 2014 Volume 23

Along the Byway...

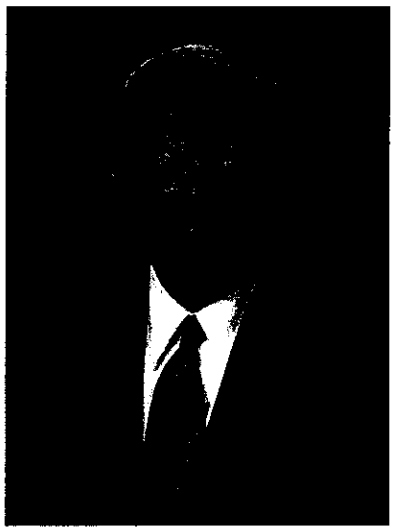
Iowa Mississippi River Parkway Commission Newsletter

Greetings!

Welcome to the 2014 Winter Edition of *Along the Byway*. The Iowa Mississippi River Parkway Commission creates this newsletter for stakeholders along **Iowa's Great River Road.** We encourage you to read about what's happening along the Iowa Great River Road and start planning your trip today!

The Iowa Mississippi River Parkway Commission Welcomes Four New Members

Glenn Pelecky | Scott County



Having resided along either the Mississippi River or the Missouri River his entire life, Glenn Pelecky of Bettendorf feels a close connection to the water and appreciates the opportunities it provides for recreation and access to resources. Born and raised in Omaha, Nebraska, Glenn served as an educator and education administer during his professional career. Now retired, Glenn and his wife Debbie (Glenn's high school sweetheart) look forward to spending more time with their two grown and married sons and six grandchildren. Glenn has been a member of Rotary for 35 years and served two clubs as President. On his appointment to the Iowa Mississippi River Parkway Commission, Glenn shares, "I thought serving on the committee would give me an opportunity to give back to something that had given me so much joy over so many years. The Great River Road is an extension of the great Mississippi so it seemed like perfect timing since I was retiring and looking for

Your Iowa MRPC

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opportunities for volunteer service." From their bluff top home in Pleasant Valley, Glenn and his wife enjoy their view of the Mississippi River. They're currently planning to travel the 10-state Great River Road by motorcycle this summer. In his free time, Glenn also enjoys planning tennis, power boating waters skiing, scuba diving, snow skiing, motorcycling, and woodworking. But primarily, Glenn says, he enjoys play with his grandchildren every opportunity he gets!

Daniel Petersen | Muscatine County

Daniel Petersen hails from Muscatine where he resides with his wife, Shirley. The father of two married daughters, Dan enjoys his six grandchildren. Dan's a proud farmer, and his operation includes both crops and beef cattle. He currently serves his community on the Muscatine County Cattlemens' Association Board, the Blue Grass Savings Bank Board, the New Era Lutheran Church Board, and the Iowa Cattlemens' Association State Board. Previously, Dan served on the Iowa House of Representatives (1986-1992), was a Farm Service Agency (USDA) State Committee member from 2001-2008, participated on the National Cattlemens' Beef Board (2004-2008), and provided leadership as the Muscatine County Farm Bureau President. Dan is honored to represent Muscatine County on the Iowa Mississippi River Parkway Commission. He explains, "Having lived and farmed near the Mississippi River my whole life, I appreciate the many ways it effects our lives. It is our job to help promote this great waterway and be good stewards for future Americans."

Lori Roling | Jackson County

Lori Wallace resides in rural Bellevue and was raised in DeWitt. After high school, Lori moved to Texas but returned to Iowa in 1999. She and her husband, Terry have two sons, Craig and Curtis. Lori currently serves as an Appraiser in the Dubuque County Assessor's Office. Previously she's worked for the Jackson County Assessor's Office and Baylor University as a Police Officer. Lori enjoys quilting and kayaking and especially loves to paddle the Mississippi River. She is a member of the Saints Peter and Paul Catholic Church in Springbrook where she devotes her energies to the Church's community garden, the produce of which is donated to local food pantries. When still living in Texas, Lori was a charter member of the McLennan County Texas Chapter of Mothers Against Drunk Driving (1990), a charter member of the Waco Police Citizens Police Academy (1991), and attended the McLennen County Regional Police Academy (1992).

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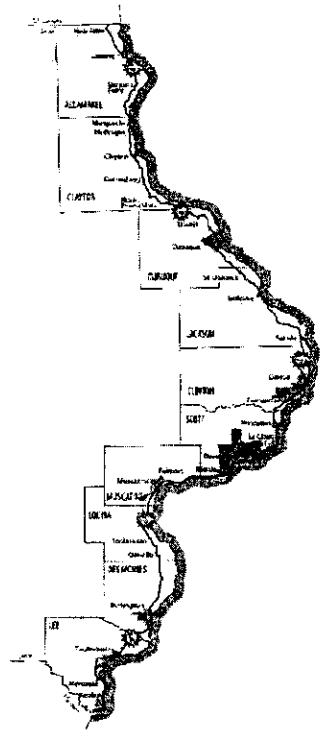


Iowa Great River Road

For more information about the Iowa Great River Road please "like" us on Facebook!

Like us on Facebook

For more information about the 10-state Great River Road National Scenic Byway, please click for the Experience Mississippi River website.

Lori Wallace | Clayton County

Born and raised in Rushford, Minnesota, Lori Wallace represents Clayton County on the IA MRPC. Lori lives and works in Guttenberg where she operates River Park Place. Lori is the mother of four grown boys and currently enjoys her six grandchildren. Her profession background includes farming, printing, and operating small businesses. Her current endeavor, River Park Place, features preserved historic buildings and includes apartments, vacation rentals, and a conference center. When asked why she's excited to join the Commission, Judi says, "We all assume the Mississippi River and Great River Road are just there. But sometimes we need to pay attention to what we are contributing. People come from all over the word to see our river. We should be proud! I hope to enhance the beauty of the surround area. I hope to share your thoughts with others to maintain this 'Wonder of World.'"

The Iowa Mississippi River Parkway Commission is incredibly grateful to three retiring Commissioners for their many years of service to the Commission, the Iowa Great River Road, and the State of Iowa. These Commissioners are M.J. Smith from Clayton County, Patsy Ramicitti of Scott County, and John Oberhaus from Muscatine County.

Visitors and Residents of the Iowa Great River Road Surveyed

Jackson County Commissioner Lori Roling surveys a visitor at Vettes on the River in Dubuque

This past summer the Iowa MRPC implemented a survey to gather and report indicators of the needs, desires and perceptions of Iowa Great River Road National Scenic Byway travelers and area residents. The survey's findings can assist the Iowa Mississippi River Parkway Commission (IA MRPC) and its stakeholder organizations in providing information, services and facilities that is more effective for people to experience the Iowa Great River Road National Scenic Byway. The 2013 Iowa Great River Road Survey is part of the overall updating of the Corridor Management Plan for the National Scenic Byway and was facilitated by David L. Dahlquist Associates of Des Moines, the Commission's planning firm.

The survey reveals strong support for the Iowa Great River Road and the many interpretive sites and resources throughout its corridor. The

IOWA BYWAYS

The Iowa Great River Road is one of Iowa's two National Scenic Byways. For information about Iowa's other National and State Scenic Byways, please visit this website.

majority of respondents feel the Mississippi River area has changed for the better in recent years and recognize the role the Iowa Great River Road and tourism play in the local economy.

Overall, approximately 817 visitor surveys were distributed and 430 returned. 834 resident surveys were distributed and 428 returned. These high response rates were achieved in part through a partnership with various visitor sites along the Great River Road. Dozens of sites allowed a survey representative to distribute surveys personally, but the following sites went to the extra effort of distributing surveys themselves:

E.B. Lyons Interpretive Center | Dubuque County
http://www.minesofspain.org/visitorscenter.phtml

Dubuque Welcome Center | Dubuque County
http://www.traveldubuque.com/

Hurstville Interpretive Center | Jackson County
http://jacksonccb.com/hurstville_interpretive_center

Sawmill Museum | Clinton County
http://www.thesawmillmuseum.org/

Mississippi River Eco Tourism Center | Clinton County
http://www.clintoncounty-ia.gov/Page/Conservation.aspx

Union Station Vistor Center | Scott County |
https://www.visitquadcities.com/

Muscatine History and Industry Center/Pearl Button Museum
Muscatine County
http://www.muscatinehistory.org/

Muscatine County Environmental Learning Center
Muscatine County
http://www.muscatinecountyconservation.com/elc_about.php

Pine Creek Grist Mill | Muscatine County
http://pinecreekgristmill.com/

Muscatine Art Center | Muscatine County
http://www.muscatineartcenter.org/

Toolesboro Indian Mounds | Louisa County
http://www.iowahistory.org/historic-sites/toolesboro-mounds/

Port of Burlington Welcome Center | Des Moines County
http://www.greaterburlington.com/visit_welcome.cfm

George M. Verity Riverboat Museum | Lee County
http://www.geomverity.org

In addition, two membership-based events were particularly instrumental in achieving high survey distribution - "Vettes on the River" and the "Great River Road Ramble". "Vettes on the River" is an annual Corvette enthusiast event which was hosted by the Key

City Corvette Club and Mid-West Corvettes in Dubuque this September (http://www.keycitycorvetteclub.com/). The "Great River Road Ramble" was a vintage car tour hosted by Motor Memories in October. Tour participants traveled the upper Great River Road states during the three-day tour. (http://motorioway.com/)

The Iowa MRPC appreciates the support of these sites and organizations and encourages readers to learn more about them by exploring their associated websites. Make plans to connect with them during your travels along the Iowa Great River Road this year!

More information about the 2013 Iowa Great River Road Visitor and Resident surveys can be obtained by contacting David L. Dahlquist Associates at 515-963-1989 or ddahlquist@outlook.com. Full copies of the raw data reports are now available and Executive Summaries will be distributed to this email list in the coming weeks.

Upcoming Iowa Great River Road Stakeholder Meetings

Please plan to attend one of six upcoming Iowa Great River Road Stakeholder Meetings in April. These meetings will provide an update of the Corridor Management Plan (CMP) and progress; report on the findings of the Visitor and Resident Surveys conducted in 2013; and conduct a facilitated panel and audience discussion of the wide range of options for short-, mid- and long-term management, enhancement, promotion and operations of the Iowa Great River Road.

Mark your calendars - the dates and locations for the Stakeholder Meetings are as follows. All meetings will be held from 3:00pm - 5:00pm. More detailed information will be provided in an upcoming communication.

April 2 | Clinton County, Mississippi River Eco Tourism Center in Camanche

April 3 | Clayton County, Driftless Area Wetlands Centre in Marquette

April 8 | Des Moines County, Des Moines County Heritage Center in Burlington

April 9 | Muscatine County, Muscatine County Environmental Learning Center in Muscatine

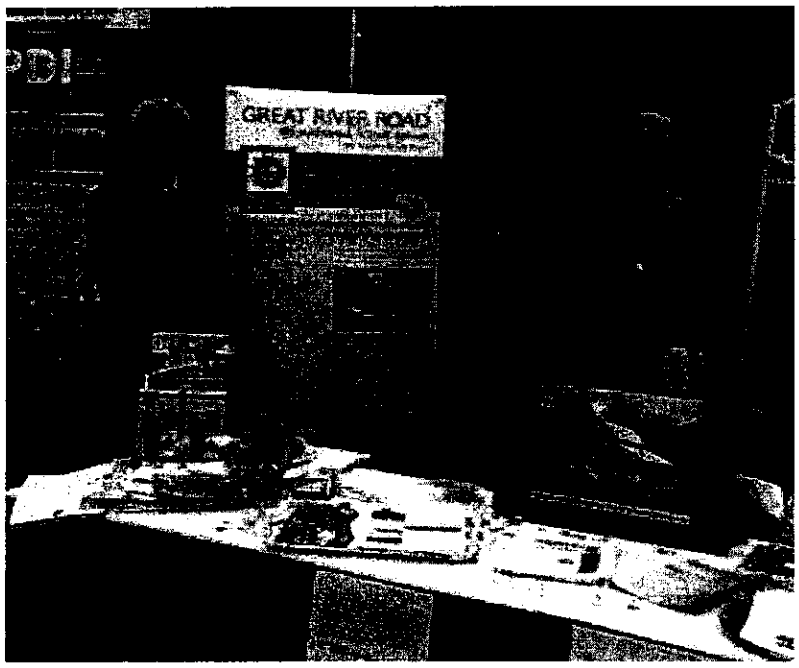
April 10 | Scott County, Putnam Museum in Davenport

April 15 | Dubuque County, Historic Federal Building in Dubuque

Iowa Great River Road Represented

at Annual Tourism Legislative Showcase

On January 28, John Goodmann, Chair and Edith Pfeffer, Vice-Chair, represented the Iowa Mississippi River Parkway Commission in sharing the state treasure that is the Iowa Great River Road with state legislators at the 2014 Tourism Legislative Showcase. The Showcase was held at the Knapp Animal Learning Center at the Iowa State Fairgrounds and featured travel destinations and communities from around the state. John and Edith joined representatives from several other Iowa Byways at a shared booth and helped communicate the importance of continued support for the Iowa Great River Road and other Iowa Byways.

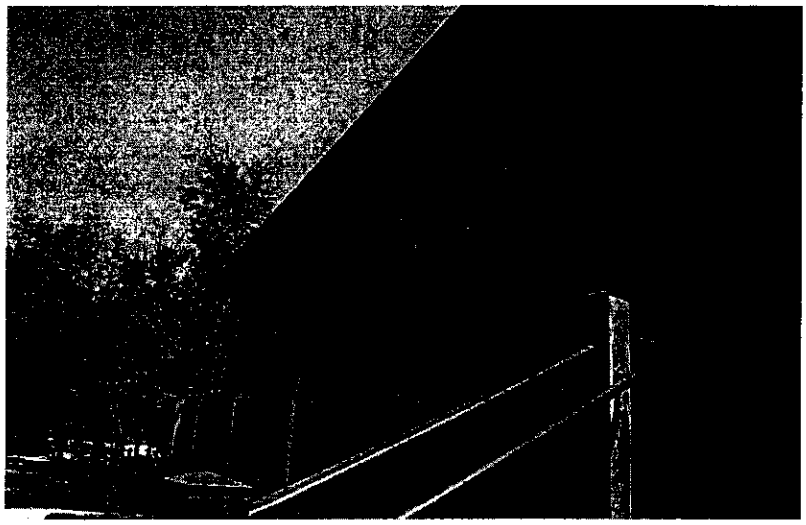


75th Anniversary Celebration and Annual Meeting

Members of the Iowa Mississippi River Parkway Commission joined representatives from nine of the other state Commissions which comprise the 10-state national Mississippi River Parkway Commission at their annual meeting in St. Louis this past September. In addition to celebrating the 75th anniversary of the organization, delegates convened committees focused on interpretation, transportation, agriculture and natural resources, and promotion and marketing the Great River Road.

The National Mississippi River Parkway Commission designated September 2013 "Drive the Great River Road" month. The promotion was very successful, and the campaign is being continued. The Iowa Mississippi River Parkway Commission is looking for communities to again participate in 2014.

Mississippi River Eco Tourism Center in Camanche Celebrates Grand Opening

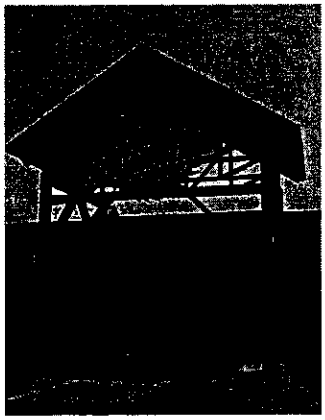


On September 29, 2013, the Mississippi River Eco Tourism Center in Camanche welcomed over 100 guests during its grand opening celebration. The Center is situated along the water at the Rock Creek Marina and Campground. Though it had been open to the public for over a year, the grand opening celebration marked the first time many visitors could experience the Center's diverse interpretive exhibits and displays which were in the final stages of completion at the time of the celebration. The Center features a 365-degree nature mural in its center space, an 8,000 gallon aquarium with native Iowa fish, a permanent display of every state record fish in Iowa, a media-enhanced education center and a public meeting and reception space.

The $2.2 million center was developed through a cooperative effort between the Clinton County Conservation Board and the Clinton County Conservation Foundation and was funded in part by National Scenic Byways Program grant funding.

More information about the Clinton County Conservation Board can be found at: http://www.clintoncounty-ia.gov/Page/Conservation.aspx

Clinton's Sawmill Museum Designated Official Great River Road Interpretive Center



During their annual meeting in St. Louis in September 2013, the National Mississippi River Parkway Commission recognized the Sawmill Museum in Clinton by designating it an Official Great River Road Interpretive Center. The Sawmill Museum joins 14 other facilities in Iowa that have already received this honor. The Sawmill Museum opened in 2011 and seeks to preserve, collect, interpret, and explore the history of America's sawmill, lumber, and forestry industries. In addition, it shares the story of Clinton's history as a lumber boom town. More information about the Sawmill Museum can be found at http://www.thesawmillmuseum.org/.

About the Iowa Mississippi River Parkway Commission

The Mississippi River Parkway Commission in Iowa is established in Iowa Code Section 308.1 and is responsible for promoting transportation and tourism along the 328-mile Iowa Great River Road. Specifically, the Commission develops and implements a Corridor Management Plan. The plan includes establishing signage requirements, restrictions on outdoor advertising, methods to market and promote the corridor, and actions to involve the public.

The Iowa Mississippi River Parkway Commission is a member of the National Mississippi River Parkway Commission comprised of the ten states bordering the Mississippi River. In Iowa, Commissioners to the Iowa Mississippi River Parkway Commission are appointed to four-year terms by the Governor, with one Commissioner from each of the ten counties bordering the Mississippi River. In addition, seven ex-officio members from various state and federal agencies and departments serve as technical advisers to the Commission.