



**Iowa Mississippi River Parkway Commission
Meeting, 10:00 a.m. June 23, 2023
Driftless Area Education and Visitors Center
1944 Columbus Rd, Lansing Iowa
Phone: 563-538-0401**

Meeting called to order by Vice-Chair, Lisa Walsh, Katie Hammond, Roger Thomas, Jane Regan, Jim Janett, Leslie Weber, Ann Geiger

Absent: Chair Martin Graber, Paula Mayer, Paul Carroll

Others: Emily Whaley, IA DOT; Jane Hassett, Susan Snow, Effigy Mounds, Lora Friest, EDA

Hammond moved to approve the March 2023 minutes. Janett seconded the motion and it carried.

The Commission reviewed the final annual expenditures. The radio bills were slightly over budget. Regan reviewed the radio bills and said the ads were shut down between June 12th and 13th. She estimated the cost and said IHeart is a corporation out of Chicago and they bill monthly. After a lengthy discussion, Walsh requested a monthly billing report. Whaley said sometimes there are no changes month to month, and Walsh said she still wanted a monthly report sent to the secretary and treasurer to be forwarded to the rest of the commission. Whaley will send. Hammond moved to approve the upcoming radio bills. Webster seconded motion and it carried.

After discussion the Commission moved to approve the bill for River Travel. Motion to approve payment by Janett, seconded by Thomas and the motion carried.

Lora Friest, IDEA 23/24 gave a brief outlook on grant opportunities she thought would be good for the MRPC.

Co-op marketing: It is a new and current tactic; increase expenditures 5% instate annually and 65% increase for out of state expenditures. Stats focus around Iowa for people in 20's and 30's. Idea to reduce local partners. First come, first serve. Highly competitive.

Iowa Tourism Grant due August 20/80 match. Need - a new bid from River Travel. Need 1099 and impact statement.

Rural Scale-Up Grant – Liesel Seabert, IDEA– Someone did this and we want to do it too. Requires a 20% match.

Geiger said she has had requests from local tourism centers regarding the tear sheets. She said it was two years since they were printed at a cost of approximately \$1,800. She said she spoke with Graber and he suggested inquiring with the local tourism centers to see if they would like some and to add them to the printing list at our cost. She reminded the commission they were printed out of our budget for the ICenters so any extras would have to be paid for by the local tourism bureaus.



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The Commission suggested asking the local tourism offices and getting bids.

National committee appointments and Reports

Marketing Committee No report

Transportation - No report

Environment Recreation and Agriculture – No report

Heritage and Culture – Janett said there were two applications for new ICenters and both were denied.

There was no Chairman's Report.

The Commission presented a statue to Janett upon his retirement from the Iowa Department of Conservation after 32 years. Regan said Janett was instrumental in getting the Driftless Center built, and as the first and only director since its opening, has been instrumental in its success.

Driftless Center has a new director, Ross Geerdes. Janett said he skipped some steps because the previous employee in line for the position took a position outside the area. He said they have lots of school visits which include many from Wisconsin and Minnesota. There are 13-14,000 visitors per year. Attendance is a bit down.

Effigy Mounds is short staffed this winter, and new lead for interpretation.

McGregor Discovery Center – Brandi Crozier Biggest project with Corps Fish and Wildlife Service and Two WI DNRs stabilizing part of the park. Some of the mounds are at risk. They are working for better outreach. The Commission was glad to hear that, because it has been difficult to work with the Mounds in the past

Clinton –Camanche Eco Center artist report. Wildness by Gabby Torrez. Did with Conversation Commission and is going to be prepared over the winter and will do silk panels and they will be installed 2024. Matt Parbs is no longer director of Sawmill and working with the economic development office in Clinton. Lisa Mussmann is the new director of the museum.

Harpers Ferry Area Heritage Society and the Martelle Heritage Park One Room Country School and Museum project. They were given an old one-room school and have heritage items which need to be archived and saved for the future and have a 100-year land lease. The group has raised approximately \$150,000 and would like to break ground next year. The group requested a letter of support. Motion to write a letter of support for the project by Geiger. It was seconded by Webster and the motion carried



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McGregor Discovery Center – Brandi Crozier, and Mel Wild. Working with the museum, Jeffery Westfall was interested in helping financially will provide up to \$5m. Working on development plans with RDG from Des Moines. Motion for letter of support from Janett and second by Thomas. Motion carried.

Burlington received a \$1M Scenic America Grant to help with the Cascade Bridge project. Walsh would like to have some sort of public recognition for the project by the Commission.

The Commission was reminded of the national meeting on September 20-22 in Alton Illinois. Commissioners going to annual meeting: Graber and wife; Webster; Janett and wife; Mayer and family; and Geiger.

Next meeting set for October 13, 2023 tentatively in Muscatine.