



Iowa Mississippi River Parkway Commission  
Meeting Minutes  
October 15, 2018  
Muscatine History and Industry Center  
(Button Museum)  
17 W. 2nd St.  
Muscatine, IA

### **MRPC Call to order**

Vice Chair Martin Graber called the meeting to order.

### **Attendance**

Roll call was taken with a quorum of the members present.

Commissioners: \_\_\_\_\_

Martin Graber, Lisa Walsh, Barb Besch, Jay Schweitzer, Clyde Bradley, Ann Meeker, and Ann Geiger

Tech Members: \_\_\_\_\_

Mary Stahlhut, Iowa DOT Byways Program, Craig Markley, DOT Office of Systems Planning

Others:

Jane Regan, Foundation Treasurer, LuAnn Reindeers, Iowa Tourism Office, Merideth Ecklund Muscatine Journal, Veda Baker, host from the Museum

### **Welcome and introductions**

Graber introduced the commission and Veda Baker, host at the museum.

### **Minutes**

On motion by Schweitzer and seconded by Walsh seconded the minutes of the July 15, 2018 were approved.

### **Treasurer's report**

Commission reviewed the budget. Motion to approve the budget by Meeker and seconded by Schweitzer. Motion carried.

### **Iowa MRPC duties and procedures**

Craig Markley, Iowa DOT Office of Systems Planning  
Reviewed the duties of the MRPC. Review of prior discussion. Clarification of what constitutes a quorum and an official meeting (5 members). Discussion of future dial-up meetings. Schweitzer asked about updating the ex-officio and advisory members. Bradley said the Commission can update them without going through the legislature. Bradley suggested speaking to the attorney in the DOT office who works with the legislative rules

and whether it needs to go through the legislature or can just be changed with an administrative change. Markley said to his knowledge there are no administrative rules governing the MRPC.

### **Interpretive Center Reports:**

#### *Muscatine History and Industry Center*

Baker gave a history of the importance of clamming in the region. She told how up and down the river the clamming industry provided raw material for buttons and other pearl uses around the world. Muscatine was the hub and the Center was formally called the Button Museum. An immigrant from Germany started the business. In Muscatine discarded materials were used in driveways (where some may be found today).

### **Committee Reports**

#### *Marketing Committee*

Passports were discussed. Very popular and national committee is very impressed. The ICenters said they are very popular and requested more for distribution. Geiger also presented a flyer previously used which was requested for reprint by the ICenters. She will rework it and sent it to the DOT.

The banners are complete and have been sent to the DOT for printing. There was discussion by the Commission and the DOT as to whether or not the DOT had rights to request the proprietary work from the vendor. There was not written contract with the vendor, as was done in the past. It was a verbal contract. Meeker said she had never heard of requesting the working files from a vendor of that type. If those files were desired, they would have to be purchased separately from the vendor. Geiger said the vendor had inquired from others in the industry if including the working files was a practice, and they reported it was not. The Commission requested an opinion from the legal department at the DOT. Markley will follow up.

A discussion regarding the distribution and payment of the stainless steel mugs was held as to their distribution. Markley led the discussion. After the required parameters outlined by the DOT, the Commission, by consensus, moved to table the discussion regarding the funding for the steel mugs until the Foundation meeting.

Stahlhut asked if the Commission if it wanted the DOT to print the annual reports. The Commission requested 35 copies for the Commissioners and the ICenters. There is no economic impact included in the report because it was not available at that time. Baker said she can give that information, by county, to the Commission. Bradley said the information is valuable giving presentations and requesting donations. Geiger suggested publishing an insert for the report and it would then be available for other presentations if it cannot be received before the report is published. The Commission agreed with that solution.

National Marketing Committee report. Estimated 2,000 responses, and estimating and 2,500 entries for flavors contest. Instagram is @greatriverroad. Working on certificate for those who travel entire great river road.

*Transportation* – Nothing.

*Environment, Recreation, Heritage* – Nothing.

## **Chairman's Report**

### **Election of Officers**

On motion by Besch with second by Bradley, and having no further nominations, the following slate, by consensus, was elected officers:

Chair – Graber

Vice Chair – Walsh

Secretary – Geiger

Treasurer - Schweitzer

National Committee Appointments

Transportation: Bradley, Walsh, Goodman, Stahlhut

Culture & Heritage: Graber and Meeker

Marketing: Besch and Geiger

Agriculture: Schweitzer, Pollock

### **Ex-Official Member Reports**

-Margo Underwood, Iowa Natural Resource Commission

### **Discussion**

Mary Stahlhut said there is one sign left to install in Muscatine, and Burlington has agreed to repost the signs they removed.

LuAnn Reindeers, Iowa Tourism Office: Shawna Lodi is no longer with the office and it has been reassigned. The new director is Jackie Matsen. Iowa Economic Development Authority – Comm Division; Kanan Kappelman

### **Future meeting schedule**

January 21, Burlington ICenter

Meeting adjourned

Ann Geiger

Secretary

# Great River Road

GA View 5\_30\_17 Travel Iowa, Great River Road Segment

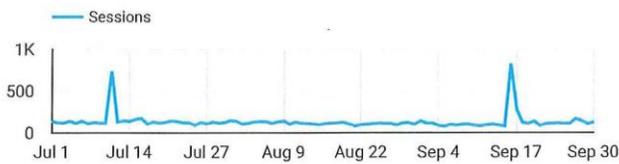


Jul 1, 2018 - Sep 30, 2018

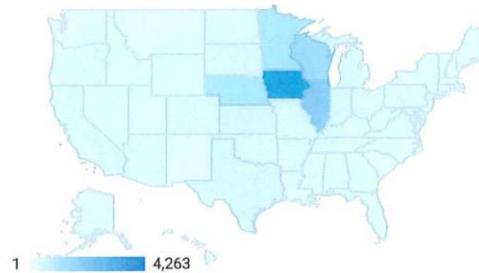
## Key Metrics

Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Pageviews	Avg. Time on Page
10,256	7,805	11,841	22.58%	5.73	06:35	67,797	01:23

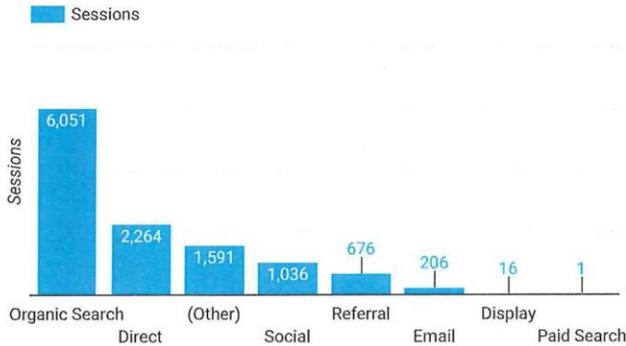
## Trending Sessions



## Sessions by Origin

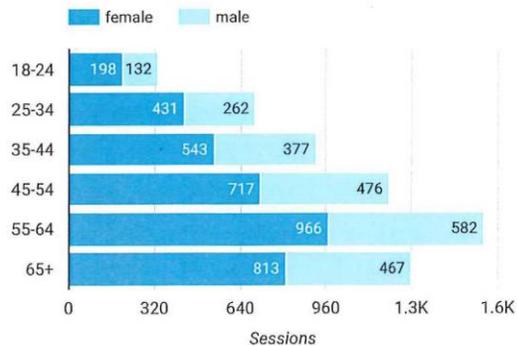


## Acquisition/Channel of Origin

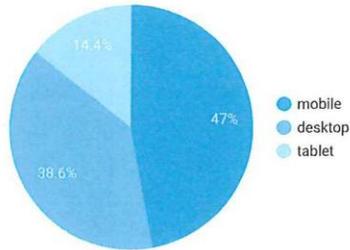


Region	Sessions
1. Iowa	4,263
2. Illinois	1,867
3. Wisconsin	1,282
4. Minnesota	856
5. Nebraska	843
6. Missouri	356
7. Texas	180
8. Kansas	157
9. California	156
10. Indiana	151
11. Michigan	125
12. South Dakota	99
13. Ohio	97
14. Oregon	96
15. Florida	95
16. New York	91
17. Colorado	89
18. Arizona	85
19. North Carolina	55
20. Virginia	53

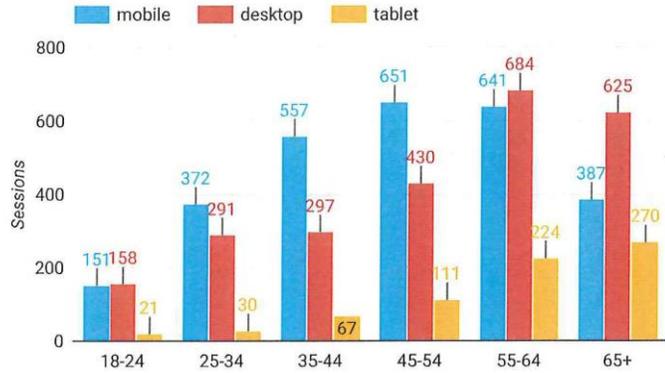
## Sessions By Age / Gender



### Sessions By Device



### Sessions By Device & Age



### Sessions By Source/Medium

Source / Medium	Sessions
1. google / organic	5,548
2. (direct) / (none)	2,264
3. maddenmedia / googlecpc	1,066
4. m.facebook.com / referral	774
5. maddenmedia / bingcpc	422
6. bing / organic	337
7. dmc / email	206
8. msn.com / referral	200
9. facebook.com / referral	164
10. yahoo / organic	150
11. iowadot.gov / referral	78
12. midwestliving.com / referral	76
13. traveliowa / sponsorlisting	50
14. easterniowatourism.org / referral	45
15. visitwesterniowa.com / referral	29
16. duckduckgo.com / referral	29
17. l.facebook.com / referral	24
18. pinterest.com / referral	24
19. visitquadcities.com / referral	22
20. maddenmedia / BingCPC	18

### Pageviews

Page	Pageviews
1. /trails/great-river-road-national-scenic-byway/34/	6,315
2. /getinspired/iowa-s-great-river-road/23/	5,164
3. /getinspired/the-scenic-route/12/	4,599
4. /	3,035
5. /getinspiredetails/8-places-to-sleep-just-steps-from...	2,208
6. /getinspired/	1,975
7. /getinspiredetails/iowa-s-great-river-road-explore-t...	1,472
8. /aspx/search_paged.aspx?navid=3	1,006
9. /getinspiredetails/local-eats-along-the--br-great-riv...	922
10. /getinspiredetails/mississippi-river-cruises/75/	918
11. /calendar/	827
12. /getinspiredetails/scenic-overlooks-on-the-great-riv...	762
13. /getinspiredetails/great-river-road-communities/74/	685
14. /getinspiredetails/best-of-iowa-s-byways/238/	670
15. /getinspired/foodie/8/	631
16. /trails/river-bluffs-scenic-byway/11/	562
17. /trails/loess-hills-national-scenic-byway/10/	538
18. /getinspiredetails/rollin-on-the-river-iowa-boat-crui...	520
19. /trails/driftless-area-scenic-byway/3/	462
20. /trails/historic-hills-scenic-byway/7/	432

Valerie O. Reinke, Executive Director  
Allamakee County Economic Development & Tourism  
563.568.2624 or [aced@mchsi.com](mailto:aced@mchsi.com)  
October 9, 2018  
Allamakee County, Northeast Iowa

### **Travel-generated expenditures reach \$8.5 billion in Iowa**

The Iowa Tourism Office released new data showing tourism-related expenditures in the state reached \$8.5 billion in 2017, a 3.3 percent increase over 2016. Travel-generated expenditures in Allamakee County reached \$42.74 million in 2017, an increase of 6.28% over 2016.

Additional data from “The Economic Impact of Travel on Iowa Counties” shows travel-generated state tax receipts at a record \$507.1 million. Tourism in Iowa also supported 69,600 jobs, comprising 4.4 percent of total state non-farm employment in 2017. The tourism industry supported 210 jobs in Allamakee County. Local tax receipts have grown from \$380,000 in 1995 to \$1,050,000 in 2017 in Allamakee County.

Executive Director, Val Reinke, Allamakee County Economic Development & Tourism shared, “Allamakee County continues to toot their tourism horn with Effigy Mounds National Monument at 80,000 visitors a year to view more than 200 mounds, Yellow River State Forest at 40,000 visitors a year with 9,000 acres to discover, Driftless Area Scenic Byway is 100 miles of amazing and voted most scenic byway in the state, and Great River Road features 36.2 miles of WOW.” Val continued, “Now we have the pleasure to kick start this scenic adventure with the Driftless Area Education & Visitor Center just south of Lansing. In the first year the center has welcomed more than 20,000 visitors. There is no doubt RAGBRAI 2017 introduced many to Allamakee County and all the fabulous surprises within.”

If you would like to stay informed about Allamakee County tourism follow [allamakeecounty](#) and [visitiowa](#) on facebook! For those who like to use hashtags, we encourage [#allamakeecounty](#), [#visitiowa](#), [#wowwhoknew](#), and [#thisisiowa](#).

The [entire report](#) and a [one-page summary](#) of the report are available at [traveliowa.com](http://traveliowa.com).

The Iowa Tourism Office is part of the Iowa Economic Development Authority. For more information, visit [traveliowa.com](http://traveliowa.com), call 800.345.IOWA, or stop at any Iowa Welcome Center. Travelers can find additional

travel inspiration on the Iowa Tourism Office [blog](#), [Facebook](#) page, [Twitter](#) feed, [Pinterest](#) boards, [Instagram](#) account, or [You Tube](#) channel.