

Wisconsin Mississippi River Parkway Commission



AGENDA - WIMRPC January 17, 2025

3550 Mormon Coulee Rd. La Crosse, WI 54601 Conf Rooms: Driftless Region & Bluffs

9:30 – 12:00 p.m. IN PERSON MEETING, TEAMS, CONFERENCE CALL

Conference Call Number: 1-608-571-2209 Access ID 551 253 717#

1. Call to order, Welcome and Introductions – Quamme, Group
2. Confirm Posting of Public Meeting.....S. Diggs
3. Roll Call, a roundtable of commissioners, Chairperson
4. Commissioner Appointments – Legislators.....S. Quamme
5. WIMRPC Minutes of 11/8/2024 – Approve Approve Agenda 1-17-25
6. Treasurers Report consider approval.....T. Vondrum/L. Quamme.....
 - a) Review Statement
 - b) Money Market Account
 - c) Friends WIGRR Financial report
 - d) Peoples State Bank Line of Credit– NSB Grant – WI GRR Digital Marketing/Website approv...
7. Executive Comm. Minutes and Report.....
8. Consider Peoples State Bank Services Proposal for WIMRPC & Friends of WIGRR accounts...Group....
9. WI Dept of Tourism -Tourism Updates, marketing messages and data. D. Nussbaum.....
10. Legislative update, Calendar, events,Legislators/representatives.....
11. Wisconsin Tourism Council Update.....Sen. J. Smith.....
12. WisDOT – Hwy 35 Road Improvements.....Paul Valenti.....
13. Mississippi River Trail Progress Report and Plans.....F. Schelfhout.....
14. Public Facilities Assessment – Results report and items to focus on.....K. Harwood.....
15. 2025 Draft Budgets 6/30/25, consider, approve WIMRPC, Friends WIGRR.....S. Quamme.....
16. Marketing & Promotion Comm. Report.....J. Galasinski/S. Quamme.....
 - A. 2025 Travel - Visitor Guide
 - B. Marketing Plans – Ideas for 2025, Feb. 2 Chicago Travel Adventure Show-Partners, \$1650 pd
 - C. JEM Grant, Destination Marketing application – denied, reasons, Reapplication J. Galasinski.....
 - D. WIGCOT – La Crosse
17. 2025 – MRPC National Conference - WI – Louisiana.....
18. WI GRR Newsletter – planning, launch.....S. Diggs, K. Harwood.....
19. NSB Grant application
La Crosse Discovery Campus.....S. Quamme.....
WIGRR Digital Media Marketing, Website and Video Investment
20. WisDOT, Discover Media Works episode, Friends of WI GRR, Projects #1 & #2.....S. Quamme....
21. WI DNR – Looking ahead and current projects, 125th Anniversary plans.....Sara Rigelman....
22. MRPC Report.....J. Galasinski.....S. Quamme, Schelfhout, Schnick.....
23. Other Business.....
24. Next April 11, 9:30 am – 12:00 pm – Wisconsin DOT Office – La Crosse, WI (or Virtual meeting)
25. Adjournment **2025 Meeting Dates: January 17, April 11, August 8 and November 7– 9:30am – 12pm.**
WI DOT La Crosse or MS Teams