



NATIONAL MEETING

of the **GREAT RIVER ROAD**

SEPT. 17, 2020 | 9AM-3PM



**EDUCATIONAL
CONTENT**



**GUEST
SPEAKERS**



**IDEA
SHARING**

A CELEBRATION OF THE GREAT RIVER ROAD

- Great River Road Story Ideas
- Ensuring Clean Water for the Mississippi River
- The Future of Travel on the Great River Road
- National Scenic Byway Updates

ABOUT THE EVENT

This free online meeting will take place from 9am to 3pm CDT Thursday, September 17, 2020, and feature educational content, guest speakers and idea sharing for states, local organizations and visitors.

REGISTRATION IS NOW OPEN!

Register for one session or all six. We can't wait to see you online September 17! Register today at experiencemississippiriver.com/annual-meeting.

ABOUT THE GREAT RIVER ROAD

Created in 1938 and stretching for 3,000 miles through and beside 10 states, the Great River Road National Scenic Byway is the longest such designated roadway and one of the oldest. The Mississippi River Parkway Commission is a nonprofit organization founded to preserve and improve the natural resources, cultural heritage, economic viability, scenic quality, recreational amenities and other features significant to the Mississippi River Valley. For more information visit experiencemississippiriver.com.



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AGENDA



9AM - TRAVEL ALONG THE GREAT RIVER ROAD: STORIES FROM THE SPINE OF THE NATION

Speaker: Doug Bourgeois, Ass't Secretary, Louisiana Office of Tourism

Take a virtual drive to some of America's iconic attractions and visit the characters and communities that make up the colorful tapestry of the Mississippi River Valley. Along the way, tap into local resources to help you tell the story of America's Greatest Drive.



10AM - GETTING OFF THE ROAD TO THE RIVER

Speaker: John Anfinson, Superintendent, Mississippi National River and Recreation Area; Co-Chair MRPC Culture & Heritage Committee (St. Paul, MN); Kurt Strand, President & CEO, National Mississippi River Museum & Aquarium (Dubuque, IA); Adam Long, Director, Arkansas State Heritage Sites, Arkansas State University; Shelly Ritter, Director, Delta Blues Museum (Clarksdale, MS)

The superintendent of the Mississippi River's national park will host officials from three Great River Road Interpretive Centers who will showcase how they've stayed connected with travelers while their facilities have been closed due to Covid-19.



11AM - RIVER TO THE HEART

Speaker: Eddy Harris, author, filmmaker and traveler

Harris will discuss the stories and sights of his two canoe trips down the Mississippi River, the latest of which he documented with a small camera crew for his film, "River to the Heart." Harris' film shows that all Americans, regardless of skin color, should be able to enjoy iconic outdoor adventures like traveling along the Mississippi River.



NOON - THE CLEAN WATER CONNECTION TO GREAT RIVER ROAD TRAVEL

Speaker: Rep. Betty McCollum, Minnesota 4th District Congresswoman; Chair, Interior and Environmental Subcommittee of the U.S. House of Representatives Appropriations Committee

The U.S. Representative for Minnesota's 4th District and Appropriations Committee Chair of the Interior and Environment Subcommittee will discuss the connection between clean water and the effect it has on regional tourism.

Her talk will be followed by an introduction to the Mississippi River Committee of the National Caucus of Environmental Legislators and remarks by *Sabrina Chandler, Manager, Upper Mississippi River Refuge, U.S. Fish & Wildlife, Minnesota, Wisconsin, Iowa, Illinois*



1PM - PLAN FOR THE FUTURE - THE PROMISE OF MULTI-MODAL GREAT RIVER ROAD TRAVEL

Speaker: Ciara Schlichting, Midwest Director, Toole Design, Inc., Minneapolis, Minnesota

A presentation and follow-up participation in a discussion about the future of transportation planning for communities along the river, including multi-modal transportation, scenic overlook planning and more.



2PM - UPDATE: STATUS OF NATIONAL SCENIC BYWAY FUNDING AND WHAT IT WILL TAKE TO GET TO THE GOAL

Speaker: Mark Falzone, President, Scenic America, Washington, DC

Falzone will update attendees on the continuing efforts to secure funding for scenic byways, congratulate MRPC commissions on their applications for All American Road status and take questions.

