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Mississippi River Parkway Commission of Minnesota

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MISSISSIPPI RIVER PARKWAY COMMISSION

OF MINNESOTA

1993/1994 ANNUAL REPORT

PRESENTED TO THE

1995 MINNESOTA STATE LEGISLATURE

JANUARY 1995

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OVERVIEW

During the 1993/1994 Biennium, the Mississippi River Parkway Commission of Minnesota (MNMRPC) has focussed on the implementation of a two year MNMRPC biennial workplan. The MNMRPC held full commission meetings in January 1993, March 1993, April 1993, June 1993, June 1993, August 1993, December 1993, February 1994, May 1994, August 1994, and September 1994. The Commission also participated as part of a panel at an Upper Mississippi River Conservation Committee Meeting in October 1993, appeared before the State Aid-Screening Board in September 1993 and May 1994, appeared before the House Transportation Committee in March 1993, participated in a Mississippi River Day celebration in May 1994, participated in local planning meetings about local Great River Road issues in Brooklyn Park, Bemidji, Brainerd, St. Cloud, South St. Paul, Red Wing, and Winona, and held numerous meetings with representatives of the Minnesota Department of Transportation, Minnesota Office of Tourism, the Mississippi River Headwaters Board, the Upper Mississippi River Basin Association, and the Minnesota Amateur Sports Commission on various MNMRPC projects.

The primary issues addressed by the MNMRPC included:

- Domestic Promotion of the Mississippi River and the Great River Road
- State-Aid Designation of Uncompleted Sections of the Great River Road
- ISTEA Transportation Enhancement and Scenic By-ways Funding for Great River Road Highway and Amenity Projects
- Community Involvement in Great River Road Tourism and Highway Development Program
- The Mississippi River National Heritage Corridor Study
- State Scenic By-ways Designation of the Great River Road in Minnesota
- Mississippi River Country, USA International Marketing Program

MEMBERSHIP

The Commission is composed of ten members, of which three shall be members of the Senate to be appointed by the Committee on Committees, three shall be members of the House of Representatives to be appointed by the Speaker, and one member each to be appointed by the Commissioners of Trade and Economic Development, Natural Resources, and Transportation. The tenth member, appointed by the nine other Commissioners, shall serve as Secretary to the Commission.

The 1993/1994 membership of the MNMRPC is as follows:

Senator Bill Belanger - 10716 Beard Avenue S., Bloomington, MN 55431
 Senator Skip Finn - P.O. Box 955, Cass Lake, MN 56633
 Senator James Metzen (Vice-Chair) - 312 Deerwood Court, So. St. Paul, MN 55075
 Representative Don Frerichs (Chair) - 2233 Brook Lane SW, Rochester, MN 55902
 Representative Kris Hasskamp - 405 Superior Avenue, Crosby, MN 56441
 Representative Steve Trimble - 77 Maria Avenue, St. Paul, MN 55106
 John Bernhagen - 20612 County Road 7, Hutchinson, MN 55350
 Mel Frederick - 950 West Barney, Owatonna, MN 55060
 Andy Golfis (Secretary) - 570 Mount Curve Boulevard, St. Paul, MN 55116
 Gene Hollenstein (Treasurer) - 8927 Hallmark Avenue South, Cottage Grove, MN 55016

OBJECTIVES

The MNMRPC Workplan adopted by the Commission last year lists seven basic objectives. These objectives provided the basic foundation to guide the activities of the Commission during the past year. The objectives of the MNMRPC for 1993/1994 were as follows:

- 1) To plan and implement public and private cooperative programs which encourage increased tourism and economic development along the Mississippi River and the Great River Road in Minnesota;
- 2) To increase public awareness in both domestic and foreign markets of the scenic, historic, archaeological, and cultural attractions found along the Mississippi River and the Great River Road in Minnesota;
- 3) To provide assistance in the planning, construction, and maintenance of the scenic parkway and highway along the Mississippi River in Minnesota known as the Great River Road;
- 4) To protect, preserve, and enhance the natural beauty of the terrain and surrounding areas through which the Great River Road travels in Minnesota;
- 5) To encourage the acquisition, restoration, and preservation of parks and other areas of scenic, historic, archaeological, and recreational value to the Mississippi River in Minnesota;
- 6) To support worthwhile, existing Mississippi River environmental efforts which represent a balanced approach to protecting the environment, while still providing for economic development;
- 7) To encourage the enactment of legislation, ordinances, and rules by federal, state, and local governments appropriate for the foregoing goals.

TASKS AND ACCOMPLISHMENTS

The MNMRPC included a number of very specific tasks in the workplan in order to achieve the Commission's stated goals. The majority of these tasks have been accomplished. The following is a list of the tasks the MNMRPC identified and a summary of their status:

State Aid Designation for Mississippi River Headwaters Counties. After several months of working with local units of government, the Department of Transportation, and the State Aid Screening Board, the MNMRPC was successful in achieving state-aid designation for segments of the Great River Road in Aitkin, Beltrami, Cass and Morrison Counties.

The MNMRPC first identified sections of the Great River Road not on the state highway system in 1993. The MNMRPC conferred with MNDOT and local county engineers and developed resolutions in support of designation. The MNMRPC submitted a joint application to the State Aid Screening Board and provided testimony in October 1993. The Board took no action and the MNMRPC developed legislation to add these sections of the Great River Road to the state aid system. This legislation was introduced in the House in February 1994. The legislation was approved by the full House, but was not included in a transportation conference committee report. The MNMRPC again appeared before the Screening Board in May 1994, but the Board rejected the proposal. In November 1994, the Director of the State Aid Division for Local Transportation wrote to the MNMRPC that the State Aid Office, upon further evaluation, concurs with the MNMRPC argument that these sections of the Great River Road do meet the criteria for state aid designation and has decided to grant the MNMRPC request.

The following is a list of sections of the Great River Road to be added to the state aid system:

Beltrami County	
USFR 2167	1.60 miles
USFR 2171	.40 miles
Cass County	
USFR 2167	1.50 miles
USFR 2171	1.20 miles
Aitkin County	
CR 69	6.80 miles
Morrison Country	
CR 224 (north)	5.10 miles
Twp Rd 130	1.90 miles
Twp Rd 131	1.50 miles
CR 224 (south)	1.6 miles

Federal Funding for Great River Road Amenity Projects. The MNMRPC has been working with local communities, Area Transportation Planning Boards and MNDOT to direct Transportation Enhancement and Scenic By-ways funds for a variety of amenity projects on the Great River Road. The MNMRPC has approved and written letters in support of various local Great River Road applications for ISTEA funds. The MNMRPC has also communicated to the Commissioner of Highways its displeasure with the current state process for allocating ISTEA funds. They expressed concern regarding the structure and procedures of the Area Transportation Planning Boards which favors highway over amenity work. A list of ongoing Great River Road projects that have been awarded Transportation Enhancement Funds and Scenic By-ways funds in federal fiscal years 1993 and 1994 follows:

FY 93	Big Sandy Scenic Overlook	\$	46,160
	Bemidji Rest Area		150,000
	Itasca State Park Biking/Hiking Trails		220,000
	St. Cloud Beaver Island Trail		179,000
	Mille Lacs Co. Father Hennepin State Park Trail		352,000
	Ayer Trading Post Restoration		257,000
	Camden Br. Pedestrian Bikeway - Anoka Co.		160,000
	Dakota Co. Regional Trail in Mendota		330,000
	Hennepin Co. Cloquet Island Overlook		75,000
	Stone Arch Bridge Trail		2,184,000
	Hennepin Co. North Miss. Regional Trail		<u>150,000</u>
	FY 93 Total	\$	4,103,160
FY 94	Bemidji Scenic Byway Rest Area	\$	120,000
	Sault Rapids Bike/Pedestrian Trail		224,000
	St. Cloud Scenic By-ways Rest Area		56,000
	Sartell Bike and Pedestrian Trail		138,000
	Lake Pepin Scenic Rest Area		270,000
	Hastings Dakota Co. Bike/Pedstrian Trail		491,000
	Datonport Scenic Rest Area		322,000
	FY 94 Total	\$	1,621,000

Mississippi River and Great River Road Media Relations Project. As part of the MNMRPC marketing plan, the MNMRPC hired a professional travel writer to produce a series of six travel articles on the Great River Road in Minnesota. These articles each dealt with a small segment of the Great River Road and provided information on the travel opportunities to be found throughout the state. The MNMRPC worked with the Minnesota Office of Tourism in mailing these articles, along with appropriate photos and graphics, to a list of over 400 travel writers throughout the state. The series of articles appeared in numerous papers throughout the state from approximately June 1993 to April 1994.

Part 1	"Mississippi River: That Was Then This is Now"
Part 2	"Itasca to Grand Rapids"
Part 3	"Grand Rapids to Brainerd"
Part 4	"Brainerd to St. Cloud"
Part 4	"St. Cloud to Minneapolis/St. Paul"
Part 6	"Minneapolis/St. Paul to the Iowa Border"

Community Involvement Meetings. The MNMRPC conducted a series of six community involvement meetings in June, August and September of 1993 to generate additional public involvement and interest in the Mississippi River and the Great River Road. The MNMRPC used these meetings to discuss the Mississippi River Heritage Corridor Study, Great River Road highway and amenity development, and Mississippi River tourism promotion programs. The MNMRPC is currently evaluating the success of these programs, and future Community meetings are under consideration. The following is a list of the meetings and coordinators for each of the five community involvement meetings held by the MNMRPC.

June 16, 1993	Red Wing	Bernhagen, Frerichs, Frederick
June 17, 1993	Winona	Bernhagen, Frerichs, Frederick
August 18, 1993	St. Cloud	Trimble, Metzen, Golfis
August 19, 1994	St. Paul	Trimble, Metzen, Golfis
September 9, 1993	Bemidji	Hasskamp, Finn, Hollenstein
September 10, 1993	Brainerd	Hasskamp, Finn, Hollenstein

Great River Road Segment Brochures. The MNMRPC has been working to complete a series of six segment brochures to highlight the tourism attractiveness of the Great River Road. The Commission has asked the MN Office of Tourism, the MNDNR, and MNDOT to cooperate on the development of these brochures. The MNMRPC was pleased to learn that a National Scenic By-ways grant was awarded to the state in 1994 which will provide over \$78,000 in funding for the completion of these guides.

The workplan for the completion of the project has been divided into three stages 1) Research and Copywriting, 2) Graphics, 3) Printing and Distribution. The Office of Tourism is entering into an agreement with MNDOT to complete the research and copywriting for the publications. An interagency agreement has been developed between the two agencies. Completion of the research and writing is anticipated by March 1996. The hard copy will then go to a graphics consultant for the next stage of project graphics and productions. Estimates show that the project will be complete, including printing and distribution, by the end of 1996. When complete, there will be brochures for the following five segments of the Great River Road:

Segment 1	Headwaters	Completed
Segment 2	Grand Rapids to Brainerd	Completed
Segment 3	Brainerd to St. Cloud	To Be Prepared

Segment 4	Twin Cities	To Be Prepared
Segment 5	Red Wing to LaCrescent	Completed

Mississippi River Festival Study. During the 1993 Minnesota legislative session, the MNMRPC was authorized to conduct a Mississippi River Festival Study to include the cities of Minneapolis/St. Paul, St. Louis, Memphis, and New Orleans. The MNMRPC contracted with the Minnesota Office of Tourism and the Minnesota Amateur Sports Commission to complete the study. The study concluded that while the idea is an interesting concept, major administrative and financial factors must be overcome to make it a success. The Amateur Sports Commission strongly asserted that there was insufficient interest on the part of the four possible host cities. The MNMRPC circulated a copy of this report to MRPC contacts and Convention & Visitor Bureaus in all ten states.

Local Mississippi River Promotion. The MNMRPC has had some success working with local communities to more adequately promote the Mississippi River and the Great River Road. In 1993, the MNMRPC sent copies of the Great River Road logo to convention and visitors bureaus and communities throughout the state to ask that they include the logo on maps and brochures. While some communities have responded, an informal survey finds that many have not. This will be a renewed priority for the MNMRPC in the coming year.

Great River Road Interpretive Signing Project. As result of a federal scenic by-ways grant awarded to the state in FY 1992, Great River Road Interpretive Signs were erected in eight sites along the Great River Road in 1994. The MNMRPC worked with MNDOT in the development and selection of various Great River Road signs to tell the story of scenic, historic, and recreational resources found in the Mississippi River valley. The original proposal included ten signs but was reduced to eight due to concerns about highway safety and the lack of a meaningful theme for one of the signs. Eight Great River Road signs were unveiled in November 1994 and now appear at the following sites:

1. Cass Lake Rest Area
2. Big Sandy Overlook
3. Central Minnesota Rest Area and Traveler Information Center
4. Dayton Port Rest Area
5. Lake Pepin Rest Area
6. Lake City Overlook
7. Lake Pepin Overlook
8. Dresbach Rest Area and Traveler Information Center

Minnesota Travel Expo. In November 1994, the MNMRPC coordinated local and state participation in the Minnesota Travel Expo, a consumer travel show held in Minneapolis. The MNMRPC distributed thousands of Minnesota Great River Road maps and brochures and encouraged visitors to travel along the Great River Road in Minnesota. The MNMRPC booth was coordinated with the assistance of MNDOT. Great River Road booths from Wisconsin, Iowa, and Missouri were also displayed at the show.

Mississippi River Country, USA International Marketing Program. The MNMRPC has strongly supported and encouraged state involvement in the Mississippi River Country, USA International Marketing Program. The MNMRPC is pleased that the Office of Tourism has contributed in full to the International Marketing program again in 1994. Various MNMRPC members have participated in several Mississippi River Country media fam tours and other

international marketing efforts. The economic benefits of International Marketing to the ten Mississippi River states are as follows (Source USTTA: August 1993):

•	Total Expenditures	\$	2,561 Million
•	Employment		53,000 Jobs
•	Payroll Income Generated	\$	679 Million
•	Tax Revenues	\$	348 Million

Minnesota's contribution to the international marketing program is coordinated through the Minnesota Office of Tourism. Minnesota Tourism Director Hank Todd serves as Chair of the ten state MRC International Marketing Committee. Nine of the ten states have contributed funds for the MRC tourism marketing program. These funds are matched by significant program commitments from private sector. State dollars directed towards this program have also been matched by a federal tourism grant through the U.S. Travel and Tourism Administration.

USTTA Grant to Mississippi River Country, USA

FY 92	Mainichi Shimbun Project	\$30,000
	Upper MRC States Wholesalers Fam	4,000
	World Travel Fair	3,500
	Media Fam Tour	<u>4,500</u>
	Total	\$42,000
FY 93	Lower MRC States Media Tour	\$4,000
	MRC Insert in USA News	6,000
	Tour Operator Manual	15,000
	MRC Japanese Brochure	3,500
	MRC Press Kits	<u>3,000</u>
	Total	\$31,500
FY 94	MRC Insert in USA News	\$3,000
	Osaka Visit USA Fair	3,000
	World Travel Fair	4,100
	MRC Theme Media Tours	<u>3,400</u>
	Total	\$16,500

Mississippi River National Heritage Corridor Study. The MNMRPC has been represented on the Heritage Corridor Study Commission through MNMRPC member Gene Hollenstein. The MNMRPC has reviewed the activities of the study commission and regularly communicated on various project developments with Mr. Hollenstein. The MNMRPC has also worked with the Minnesota Congressional delegation to secure funding for the Corridor Commission in Federal fiscal year 1994. In 1993, the MNMRPC approved a resolution supporting designation of a Mississippi River National Heritage Corridor. The Commission has clearly stated it would not support any land acquisition, zoning, or the creation of any new federal bureaucracy that would change existing state or local jurisdictions.

MNMRPC Position on Proposed Heritage Corridor:

"The Mississippi River Parkway Commission only supports Mississippi River Heritage Corridor designation to achieve national and international awareness of the resources opportunities of the Mississippi River corridor...and will not support

any further national management, regulatory, or land acquisition action, policy or recommendation beyond this, our original goal."

In May of 1994, the MNMRPC sent a letter to over 250 mayors, legislators, county board members and Congressmen restating the Commission's position on the Heritage Corridor. The MNMRPC is currently reviewing the draft feasibility report.

Mississippi River Awareness Day. The MNMRPC was one of several Mississippi River organizations and support groups that encouraged the proclamation of a Mississippi River Day in Minnesota. A Mississippi River Day was declared by official proclamation of the Governor in May 1994. The MNMRPC supported this official proclamation and was represented at the Mississippi River Day celebration.

Mississippi River Environmental Awards program. The MNMRPC included in their workplan the development of criteria for the establishment and designation of a Mississippi River Environmental Awards program. This goal was set forth by the Commission in their 1994/1995 workplan that has not yet been completed. In response to a number of controversial Mississippi River environmental projects, the MNMRPC has approved a motion to support Mississippi River projects that balance environmental and economic concerns. A MNMRPC Environmental Policy Statement was developed and approved in 1993.

NATIONAL MRPC PARTICIPATION

The MNMRPC has long been a strong participant in the National MRPC. The National MRPC Pilot or Chairman for the past four years has been John Bernhagen of Hutchinson. Andy Golfis is Chair of the National MRPC Transportation Committee, Rep. Don Frerichs is Chair of the National MRPC Economic Development Committee and the Revenue Enhancement & Logo Committee, and Gene Hollenstein is Vice-Chair of the National MRPC Environmental Committee and Vice-Chair of the Mississippi River National Heritage Corridor Study Commission. MNMRPC Representation on National MRPC Board and Committees are as follows:

Executive Committee	John Bernhagen, Pilot Emeritus
Board of Directors	Rep. Don Frerichs
Transportation Committee	Andy Golfis - MRPC (Chair)
	Dennis Adams - Technical
Environmental Committee	Gene Hollenstein - MRPC (Vice Chair)
	Sen. Skip Finn - MRPC alternate
	Steve Johnson - Technical
Promotion Committee	Rep. Kris Hasskamp - MRPC
	Sen. William Belanger - MRPC
	Hank Todd - Technical
Historical Committee	Rep. Steve Trimble - MRPC
	Mel Frederick - MRPC alternate
	Betsy Doermann - Technical
Economic Development Committee	Rep. Don Frerichs - MRPC (Chair)
	Sen. James Metzen - MRPC alternate
MRC International Marketing Committee	Hank Todd (Chair)
Nominating Committee	John Bernhagen (Chair)
Legislative Committee	Sen. James Metzen
By-laws Committee	John Bernhagen
Resolutions Committee	Mel Frederick

FUTURE EFFORTS

The MNMRPC is currently in the process of reviewing its workplan to determine which efforts have been accomplished, which remain to be completed and those most effective in accomplishing stated goals. Among the projects likely receive MNMRPC attention in the future include:

- State Designation of the Great River Road as a Scenic By-way
- Continued Transportation Enhancement and Scenic By-way funding for the Great River Road
- Completion of the Great River Road Segment Guides
- Increased Local Promotion of the Great River Road
- Phase II MNMRPC Community Involvement Meetings
- Continued Support of Mississippi River International Marketing Efforts
- Heritage Corridor Study Review and Implementation

As you can see, the MNMRPC has been involved in a number of quite different projects designed to increase awareness of the Mississippi River and further the development of the Great River Road. The Commission has greatly relied on support from its technical representatives from MNDOT, DNR, the Office of Tourism, and other agencies to complete its goal. MNMRPC core membership has been stable and we are counting on their continued involvement and support to reach new heights in the year ahead.

Respectfully submitted,

Representative Don Frerichs,
MNMRPC Chair

MISSISSIPPI RIVER PARKWAY COMMISSION OF MINNESOTA

FY 1995/1996 WORKPLAN

I. PURPOSE

The Mississippi River Parkway Commission of Minnesota (MNMRPC) aids in the development of the scenic parkway and highway along the Mississippi River in Minnesota known as the Great River Road, and in the promotion of economic development opportunities along the Great River Road. Functioning under the terms of Minnesota Statute, Section 161.1419, subd. 2, the Commission serves in an advisory capacity to appropriate state and federal agencies and is charged to review and approve Great River Road segment plans and development projects. MRPC funds are derived from the state highway trust fund.

The Commission is composed of ten members, of which three shall be members of the Senate to be appointed by the Committee on Committees, three shall be members of the House of Representatives to be appointed by the Speaker, and one member each who shall be appointed by the Commissioners of Trade and Economic Development, Natural Resources, and Transportation. The tenth member, appointed by the nine other Commissioners, shall serve as Secretary to the Commission.

II. OBJECTIVES

1. To plan and implement public and private cooperative programs which encourage increased tourism and economic development along the Mississippi River and the Great River Road in Minnesota.
2. To increase the public awareness in both domestic and foreign markets of the scenic, historic, archaeological, and cultural attractions found along the Mississippi River and the Great River Road in Minnesota.
3. To provide assistance in the planning, construction, and maintenance of the scenic parkway and highway along the Mississippi River in Minnesota known as the Great River Road.
4. To protect, preserve, and enhance the natural beauty of the terrain and surrounding areas through which the Great River Road travels in Minnesota.
5. To encourage the acquisition, restoration, and preservation of parks and other areas of scenic, historic, archaeological, and recreational value to the Mississippi River in Minnesota.
6. To support worthwhile, existing Mississippi River environmental efforts which represent a balanced approach to protecting the environment, while still providing for economic development.
7. To encourage the enactment of legislation, ordinances, and rules by federal, state, and local governments appropriate for the foregoing goals.

III. PAST ACTIVITIES

During the past biennium, the Minnesota MRPC has focussed on the development of highway and amenity projects, the promotion of tourism, and Mississippi River local involvement efforts. Working with the Department of Transportation, a total of \$4.1 million in federal Transportation Enhancement and Scenic By-ways funds have been received in the state of Minnesota for Great River Road amenity projects in fiscal year 1993. An additional \$1.6 million was allocated to Great River Road amenity projects in 1994. The MNMRPC has also focussed efforts on both domestic and international promotion of the tourism resources of the Mississippi River valley. As part of a MNMRPC domestic tourism promotion workplan, the Commission has worked on Mississippi River media promotion activities, participated in domestic travel shows, and designed and published Great River Road interpretive signs, segment guides and maps. Internationally, the MNMRPC has also facilitated state involvement in a ten state international effort that is supported by federal U.S. Travel and Tourism Administration funds. The MNMRPC has further concentrated on increased Community Involvement in Great River Road efforts by conducting the first phase in a series of public involvement meetings throughout the state. During the past biennium, the MNMRPC has also achieved a state aid designation for a portion of the Great River Road in northern Minnesota, worked as an active participant in the Mississippi River National Heritage Corridor Study, and conducted a Mississippi River games festival study as directed by the 1993 Legislature.

IV. FUTURE PLANS

During the next two years, the MNMRPC will be will be working more closely with local units of government on the continued development and completion of the Great River Road. Over \$468 thousand in FY 95 and \$1.1 million in FY 96 in federal ISTEA funds have been programmed for Great River Road amenity projects. An additional \$2.2 million in ISTEA funds have been programmed for Great River Road highway projects in FY 95. The MNMRPC will be working with local Area Transportation Planning Boards to assure that these and other future funds are allocated as new money for the state for the Great River Road. The Commission will be also working to explore the potential of a state scenic by-ways designation as a first step to capture additional federal dollars for amenity projects on the Great River Road. A major part of these efforts will be a new round of community involvement meetings that will take individual members of the commission to the grass roots level to increase community participation in these efforts.

Domestic and international tourism marketing and regional economic development promotion will also be major issues of the MNMRPC during the biennium. Domestic tourism promotion will take place as never before with increased local participation in cooperative tourism programs. The MNMRPC will be completing a series of Great River Road segment brochures, increasing work with travel media and consumers, and undertaking new Great River interpretive signing promotion efforts. The Commission will also continue implementation of the "Mississippi River Country, USA" international marketing program in conjunction with the tourism offices of the ten Mississippi River states. The Mississippi River international marketing program is focussing on Japan, but will take on new secondary markets including Germany, Australia, the UK, and South America. The MNMRPC will also continue to monitor and participate in the activities of the Mississippi River Heritage Corridor Study. The Commission will be working with state agencies and local units of government to assure the Corridor recommendations meet a balance of all local concerns.

V. WORKPLAN TASKS

1. Work with Area Transportation Partnership groups to urge funding of highway and amenity projects along the Great River Road.
2. Meet with elected local government officials, city and county engineers, and planning boards to encourage the development of Great River Road highway and amenity projects.
3. Seek federal or other funding to develop an updated Great River Road development and design guide.
4. Encourage local chambers of commerce, convention and visitors bureaus, and other state tourism officials to increase local promotion of the Mississippi River and the Great River Road.
5. Develop a schedule for a new round of community involvement meetings involving one on one meetings with local officials and members of the MNMRPC.
6. Develop an updated MNMRPC tourism promotion program involving media awareness, consumer promotions, and increased local cooperative efforts.
7. Implement a Great River Road Interpretive Public Awareness program focussing on the sites of the newly instalated Great River Road interpretive signs.
8. Work with local units of government to achieve a state scenic by-ways designation for the state and federal sections of the Great River Road in Minnesota.
9. Explore the potential of designation of the Great River Road as a National Scenic By-way or All American Road and the securement of federal Scenic By-ways funds.
10. Complete the Great River Road segment brochures and develop a program for their marketing and distribution.
11. Work with MNDOT and other state agencies to update Great River Road Amenity Listings and costs for its completion on an annual basis.
12. Facilitate state participation in Mississippi River Country, USA International Marketing programs and work for continued funding and support.
13. Work to facilitate public review of the Mississippi River National Heritage Corridor Study Report and assure that local concerns are addressed.
14. Assist the Heritage Corridor Study Commission with adoption and implementation of the final Mississippi River National Heritage Corridor Commission Report.
15. Facilitate local government disputes on various Great River Road development, promotion and environmental concerns.

16. Coordinate awareness of Mississippi River concerns by Governor's proclamation of a Mississippi River Day in Minnesota.
17. Review the establishment of a Mississippi River Environmental Awards program. Uncompleted portion of 1993/1994 workplan.
18. Support Mississippi River projects that balance environmental and economic concerns as specified in Environmental Policy Statement.
19. Participate on National MRPC Committees and assist in multi-state tourism, transportation, historical, environmental, agricultural, and economic development efforts.
20. Coordinate efforts with the Mississippi River Headwaters Board, the Mississippi River Coordinating Commission, the Upper Mississippi River Basin Association and other similar groups.

VI. IMPLEMENTATION AND REVIEW

The tasks and activities above will be implemented by the membership of the MNMRPC through the MNMRPC standing committees and with the assistance of state agency personnel, ex-officio members and staff. The Commission will periodically review this workplan to determine which efforts have been accomplished, which remain to be completed and those efforts most effective in accomplishing stated goals.