

## **Minutes**

**The Mississippi River Parkway Commission of Arkansas  
Paragould Community Center  
3404 Linwood Drive  
Paragould, Arkansas  
May 29, 2009**

### **Commissioners Present**

Garland Hayes  
Bobby Kennedy  
Eva Hollowell  
Molly Houseworth Jackson  
Phyllis Stinson  
Carole Bulloch

### **Commissioners Absent**

James Banks  
Joe St. Columbia  
Taralou Dunklin  
Terri Austin McCullough

### **Technical Advisors/ Department Staff/Guests Present**

Nancy Clark, Great River Road Division Director  
Ruth Hawkins, Technical Advisor, Arkansas Delta Byways Regional Tourism Association

### **Call to Order**

Chairman Garland Hayes called the meeting to order, and thanked everyone for taking time from their busy schedules to participate in the meeting of the Mississippi River Parkway Commission (MRPC) as well as the Delta Byways Annual Banquet.

### **Approval of the Minutes from the Previous Meeting**

**Eva Hollowell moved to approve the minutes from the previous meeting. Carole Bullock seconded and the motion carried.**

### **Mississippi River Parkway Commission Endowment Fund**

Nancy Clark presented a draft letter to be used in asking for donations to the MRPC Endowment Fund. The Endowment is held and invested by the Community Foundation of Greater Dubuque, a qualified foundation confirmed in compliance with national standards. This ensures that donations will fuel efforts to preserve, promote and enhance the Great River Road corridor for generations to come. All proceeds from the fund will be used to sustain the mission of improving the quality of life for residents and visitors along the Great River Road and throughout the Mississippi River Valley. Brochures are available that include a donation form.

### **Mississippi River Commission**

Chairman Garland Hayes reported that he received an invitation from the Army Corps of Engineers to join Brigadier General Michael Walsh, President of the Mississippi River Commission and others on board the Motor Vessel Mississippi for an annual high water inspection trip. General Walsh is also Mississippi Valley Division Commander of the USACE. Chairman Hayes said he contacted Commissioner Joe St. Columbia to see if he planned to participate. He invited Chairman Hayes to come to Helena and ride a bus with the Phillips County Judge and others to Tunica to board the Vessel Mississippi. Chairman Hayes said during lunch he seized the opportunity to explain the purpose, work and accomplishments of the MRPC. He said the General talked about the importance of interaction between the MRC/USACE and organizations like the MRPC. General Walsh was interested in the interpretive centers and was familiar with the ones in Dubuque and Tunica. Sam Angel, a Mississippi River Commissioner since 1979, was also on board which offered an opportunity to thank him for his generous contribution of Lakeport Plantation to Arkansas State University. Lakeport is one of Arkansas's most beautiful and newest Great River Road Interpretive Centers.

### **Arkansas Great River Road Geocaching Project**

The Arkansas portion of the Great River Road 70<sup>th</sup> Anniversary geocaching celebration has concluded. Caches were placed at Lake Village, Jerome, St. Charles, Arkansas City, Helena-West Helena, Brinkley, Wilson, Forrest City and Horseshoe Lake. However, the caches remain in place to draw more visitors. As of May 18, 2009, the caches have been found 312 times. Many of the cachers stated in their logs they made a special trip to find the caches, and they participated in the 10-state Great River Road geocache project. The National Commission Marketing Committee voted to continue with a geocaching contest beginning in June and concluding at the annual meeting in September with a drawing for the winners. Each Great River Road State will provide an overnight stay package valued at least \$100 and a basket of Great River Road items.

### **Delta Byways Update/Great River Road Upcoming Grant Projects**

Dr. Ruth Hawkins thanked everyone for coming to Paragould for the meeting and the Delta Byways annual banquet which was cancelled earlier in the year due to inclement weather and the resulting damage. The evening will begin with a silent auction followed by the banquet and awards program. Ten awards will be presented: Media Support, Hospitality, Entrepreneur, Festival/Event of the Year, Boot Strap, Promotional, Outstanding Member, Cultural Heritage and Tourism Person of the Year. Dr. Hawkins said the Mississippi River Parkway Commissioners were nominated for Tourism Person of the Year award.

Dr. Ruth Hawkins said a grant from National Scenic Byways will begin in July for a coordinated marketing and interpretative program for the region served by both National Scenic Byways. The grant includes monies for Beth Wiedower's position at Rural Heritage Development Initiative (RHDI) for two more years, funds her travel, her technical support to communities, and implementation of various projects. It also includes funds to assist the national MRPC Culture and Heritage Committee in gathering oral histories, developing themed itineraries, and upgrading Interpretive Center signage as well as funding a cemetery trail brochure.

A Request for Proposals was developed and mailed to qualified firms for the completion of a regional marketing and promotional plan of action for Arkansas Delta Byways, a 15-county region in eastern Arkansas. The project will be overseen by the 45-member Board of Directors of Arkansas Delta Byways and will be under the direction of Arkansas State University, the Executive Director of Arkansas Delta Byways and the Field Director for Arkansas Delta Byways' Rural Heritage Development Initiative (RHDI). The award was made to Mangan Holcomb Partners. The Department of Arkansas Heritage and Keep Arkansas Beautiful both contract with Mangan Holcomb for advertising and public relations.

At the April MPRC meeting, Dr. Hawkins asked each of the Commissioners to collect information in their respective counties by identifying cemeteries more than one hundred years old with the cemetery name, address or directions to the location and who is buried there of interest to the public. Commissioners Garland Hayes, Eva Hollowell and Carole Bulloch researched their respective counties, and presented their reports.

#### **Report From Nominating Committee**

Chairman Garland Hayes presented the following recommendations from the Nominating Committee for the 2009/2010 Chairman, Vice-chairman and Secretary-treasurer:

Chairman—Garland Hayes

Vice-chairman—Eva Hollowell

Secretary-treasurer—Bobby Kennedy

**Carole Bulloch moved to accept the nominations as presented.**

**Phyllis Stinson seconded and the motion carried.**

#### **Miscellaneous**

Nancy Clark presented copies of a newspaper article with a photo featuring former Commissioner Alvin Meyer accepting a resolution from the MRPC for his service to the Commission. Commissioner Terri Austin McCullough presented the resolution to Mr. Meyer.

Chairman Garland Hayes reminded Commissioners to be return their TR1s to Nancy Clark for processing. A discussion ensued as to the next meeting date, and it was decided that a meeting would be held on July 31 in Marianna. The meeting was adjourned.

Respectfully submitted:

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Garland Hayes, Chairman  
Mississippi River Parkway Commission

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Nancy Clark, Director  
Great River Road Division