



Turkey River Recreational Corridor Board Meeting Minutes

February 2, 2021 – 6:30 p.m. | Zoom

Present: Rod Marlatt, Aimee Hilgerson, Sharon Harris, Jenna Pollock (alt.), Dina Taylor (alt.), Bob Hendrickson, Larry Stone, Marty Stanbrough, & Jennifer Cowsert

Not Present: Stephanie Mackenzie-Herman (alt.), Kenny Slocum, John Nikolai (alt.), & Matt McElree

*Note: No current representative has been appointed by the Clayton County Supervisors to serve on the TRRC board.

Others Present: Mallory Hanson

The meeting was called to order at 6:31pm by Rod Marlatt.

**Motion to approve the agenda with removal of reports by Harris, second by Stanbrough. Approved.

**Motion to approve the January 2021 minutes by Hilgerson, second by Harris. Approved.

Vision Plan Project Updates: The Board discussed updates on the Elkader Community Visioning (wayfinding signage meeting planned for Mar. 1), Turkey River 360 Video and Water Trail Guide Update, Elkader to Elgin Trail Pre-Engineering, Pony Hollow Trail, and Clermont Dam Mitigation.

Grant Updates: The Turkey River 360 video and water trail guide reprint (UMGC grant) is in process and the application for the Fayette County Community Foundation is pending.

2021 Turkey River Safari: Hanson is reaching out to property owners to confirm approval for post locations. Quotes and services have been secured from ThINK Custom (Elkader, Iowa).

Clayton County Conservation “Attracting Success” Project: Clayton County Conservation is launching **Attracting Success** to engage young adults and young families, and encourage them to play, work, and live in Clayton County. The goal of the project is to encourage exploration of Clayton County as a travel destination, connect work opportunities, and offer relocation resources. CCCB is asking TRRC to partner on the project by committing 1-2 hours per month of Hanson’s time to assist with planning for and development of promotional videos to be placed online.

**Motion to approve partnership with Clayton County Conservation’s “Attracting Success” Project by Harris, second by Stone. Approved.

Virtual CanoeCopia 2021: The Northeast Iowa Whitewater group (Elkader, Manchester, Charles City) is participating in the virtual CanoeCopia event this year. They are still determining what that entails. The intent is also to return to the in-person event in Milwaukee in 2022.

2021 Mediacom/On Media Partnership: Hanson reported on an increase in cost with On Media for TRRC’s Mediacom partnership. After discussion, the group agreed it would be advantageous to explore other advertising opportunities at this time.

Rapid Media Paddling Trip Guide Advertisement: Hanson presented a potential advertising opportunity for consideration. Hanson will continue to explore this and other potential marketing opportunities for 2022 planning.

Reports: The TRRC Director presented highlights from the January 2021 report.

Next Meeting: The next meeting will be held on Tuesday, March 2, 2021 at 6:30pm. Location TBD.

Adjournment:

**Motion to adjourn the meeting at 7:25pm by Harris, second by Hendrickson. Approved.

Respectfully Submitted – Mallory Hanson