

2008 MN River Valley National Scenic Byway Annual Plan of Work

1/3/2008

Rank	Project	Primary Responsibility	Status	Cost
ONGOING				
	Solicit Financial Membership-Raise \$3,000	RDC	All year	\$250
	Regular Press Releases - River fact, Email blast of byway happenings	RDC		Free
	Update Website	RDC	All year	\$3,500
	Alliance/Board Recruitment - 2 new members east and west	Alliance	June	Free
	Distribute 14,350 guides this year (inventory: 41 boxes on Nov 18, 2007 , 350 guides/box,) distribute at TICs, Trade shows, Farm & Home shows, Community Festivals, direct mail, other	Alliance	All year	postage
	Support Projects that fall under Byway Mission: River events, Wood Lake Battlefield, Art Tours, Sesquicentennial	Alliance	All year	unknown
	Yearly Planning Session/Review Work Plan	Chairperson	November	Free
	Track in-kind match from volunteer hours	RDC	All year	Free
Existing Projects Under Existing Grants				
	Interpretive sign phase 1 installation	RDC	Spring 2008	\$37,000
	Implement Seed Grant #3	RDC	All year	\$31,250
	Convene mtg with Road Authorities to address Highway Signage	RDC	Winter 2008	\$4,000
New Projects for 2008				
	FAM Tour - work with local chamber/organizations	Alliance	undetermined	\$800
	Seek '08 Byway Seed Grant #4	RDC	Winter 2008	\$31,250
	Seek '08 Byway -Community kiosks	RDC	Winter 2008	undetermined
	Tie into state park and other Geo-caching	Alliance	Summer 2008	undetermined
	Media event to celebrate interpretive signs	Alliance	Summer 2008	undetermined
	Advertising: Field Trips MN, newspaper coop with EMT and other	Alliance	All year	undetermined
	Purchase byway novelties (pins, coins etc)		Spring 2008	undetermined
	Produce the Byway DVD with Ron Bolduan		Winter 2008	\$800
	Reprint byway guide in 2008/2009 (EMT and Bwyay funds)	Alliance/RDC	Spring 2009	undetermined
Future Plans				
	Direct mail of guides with EMT leads			
	Marketing Opportunities Novelties: pins and DVDs			
	Riverstories Workshop			
	Motorcycle rumble			
	Int. Signage (Phase 2)			