



Main Street In Motion

Aug. - Oct. 2008

The Main Street West Union Newsletter

Volume 2, Issue 3



Director's Report

By Robin Bostrom, MSWU Program Director

Green. Green. Green. It seems to be the buzzword that we hear in almost any conversation relating to economic development lately and has become an important part of all planning in the Chamber/Main Street office.

What does all this "green talk" really mean? Is it a fad that will quickly be replaced with the next greatest trend? What are the benefits for West Union? The more we learn, the more excited we become!

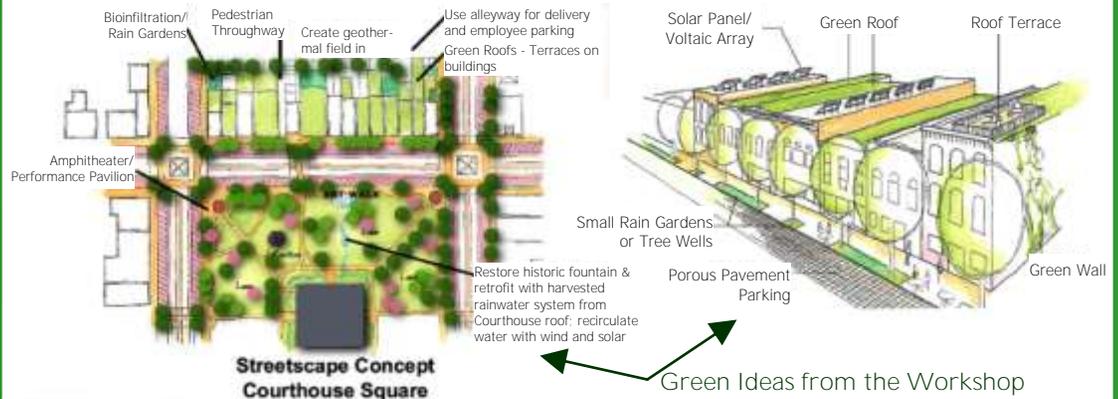
In June we hosted 15 local, state, and federal agencies for our first Green Pilot Community Workshop and learned about many new technologies and practices that will help our community become a more sustainable city. Several community leaders brainstormed ways to incorporate some of these new technologies into the proposed Streetscape Project. We also learned about programs that will benefit all parts of our community, both in technical and financial assistance.



Community Brainstorming

Several initiatives have already begun, including the development of a new city Web site, energy audits for local businesses, a weatherization program for private homeowners, and a design workshop to improve the rear entrances of downtown businesses. These programs are being funded through the Iowa Department of Economic Development, the Iowa Architectural Foundation, Main Street Iowa, and our local utility providers.

A major consideration when choosing West Union to become one of the Green Pilot cities for the state was our involvement in the Main Street program. All of you can be very proud to know that your support of this program is helping us achieve some pretty great things. Thank you for the time, energy, and financial commitment you give to Main Street West Union! Stay tuned as we begin this "green" journey . . . the best is yet to come!



Special Points of Interest:

- Wayfinding Signs coming this fall!
- Committee Reports & Information
- Green Pilot Update
- WU-STOCK is coming!
- Downtown Parking Lotto!
- Fundraising Raffle

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Organization Committee Update

By Derek Heins, Committee Member

When looking back on what our committee has done recently, I am reminded of **the purpose of the Organization Committee, which is to “use communication, education, and collaboration to find money, sufficient and high-energy volunteers and strong leadership for our program.”**

We constantly strive to meet these needs in order to support the Main Street West Union organization as a whole.

As a way to find money, we are in charge of two fundraisers throughout the year, **along with the ongoing pledge drive. Most of you remember last year’s “Cabin Fever Party” and this year’s “Bella Serata” spaghetti dinner and variety show. Both were very successful fundraisers for the Main Street organization.**

Other fundraisers we have conducted are the beverage stands at community events such as WU-FEST, Dairy Day, and the upcoming WU-STOCK, as well as the recent raffle of the Dale Earnhardt Jr. racecar replica.

All of these activities are in an effort to raise money in order for Main Street West Union to operate and to be able to offer community incentives such as the Façade Improvement Grant.

None of these events would have **happened if it weren’t for endless hours of volunteer efforts.** We are always looking for more volunteers. **I’m sure many of you have donated your time and hard work to many of the events coordinated by Main Street.** Many of you also donate your time and efforts to be on one of the committees. However you choose to donate your time to Main Street West Union, it is always *greatly appreciated*, and we look to you for help in finding others who may be interested in donating their time.



Volunteer Appreciation Ice-Cream Social

If you haven’t donated your time, maybe you’ve donated financially. This is also greatly appreciated, as we are continuously working on the pledge drive.

If you were an original donor for the first three years of Main Street West Union, please consider renewing your pledge to support us for the next few years.

Maybe you know someone who might be interested in supporting us by making a pledge. We encourage you to put him or her in touch with any Main Street committee member or contact the Main Street office at 422-3070.

Please spread the word on what Main Street West Union is all about and the wonderful things we have done and continue to do for the community of West Union!

Let’s “work together to promote our community as a vibrant place to shop, work and live.”

Sorry, Kathryn!

A thousand lashes with a wet noodle to us!

In last May’s Main Street newsletter, we published an old photo of some little cabins that used to sit near where the West Union Vet Clinic is today, and we mentioned that Willie and Kathryn Weidemann lived there as a young couple in the 1940s.

OOPS!

It was, in fact, Willie and his family who lived there for a time during Willie’s childhood.

As all of you know, Willie and Kathryn are still relatively “spring chickens” – and nowhere near the age we implied in our May photo cutline!

So, our sincere apologies, Kathryn! We know you took most of the brunt of **teasing on that one. And to those of you who doubted Willie’s story of the dog who climbed the tree – his brother will verify the story. Willie, you are vindicated!**

We certainly apologize for misunderstanding and subsequently getting our facts wrong, and thanks to the Weidemanns for being such good sports!

Mark Your Calendars...

August

- Aug. 10: MSWU Volunteer Appreciation Ice-Cream Social
- Aug. 11: Iowa Great Places Application Due!
- Aug. 16: MSWU @ State Fair
- Aug. 18: First Day of School!
- Aug. 18: Week of Energy Audits
- Aug. 23: WU-STOCK!
- Aug. 26, 27: Downtown Summit

September

- Sept. 1: Labor Day, Office Closed
- Sept. 2: Week of Energy Audits
- Sept. 3: Northeast Iowa Community Development Conference
- Sept. 4-6: Community Design Program: Rear Design Charette
- Sept. 15: Week of Energy Audits
- Sept. 19, 20: Historic Preservation Conference

October

- Oct. 8, 9: Main Street Workshop - Burlington
- Oct. 14: Entre Bash!
- Oct. 24: Ghosts of WU!
- Oct. 27: Weatherization Workshop

For more information on any of these events, contact the Main Street/Chamber Office, 422-3070.



Win This Car!

Here’s your chance to win a Dale Earnhardt Jr. replica racecar. Purchase raffle tickets for \$1.00 each or 6 for \$5.00 at the Main Street Office or at WU-STOCK! Proceeds will go towards amenities for the Streetscape Project. Drawing will take place at the end of August. The car was generously donated by: Mike & Sharon Schroyer.

Design Committee: Streetscape Update

By Jon Biederman, Design Committee Chairperson

Look for new wayfinding signs along Highways 18 and 150 this fall. We have been working with the Iowa Department of Transportation on a plan for these new signs. The IDOT will be consolidating several of its existing signs, as well as adding destinations such as the middle school and high school to new signs. These signs will be provided and installed by IDOT. The City is then allowed to place a decorative cap on the signs. These caps will include the West Union green pilot logo. Visitors to West Union should find these signs helpful in arriving at their destination.



Funds are still available for the 2008 Rear Façade Grant Program. Stop by the Chamber/Main Street office to pick up an application. We will be hosting a building rear-design charette in early September. Main Street Iowa personnel as well as architects will provide design assistance in improving the rear access points to downtown businesses. Rear accesses are always an important building asset, but especially during the construction period of a streetscape project.

We had a very informative three-day meeting in June with several branches of state government and technical professionals. Discussions centered on our Streetscape Project, with many ideas for sustainable elements brought out.

Currently a report on the ideas and concepts discussed during the meetings is being finalized. This report will be a tool for the City to use in acquiring additional funds and as a guide for the streetscape and future projects.

This will not end with the Streetscape Project, however, as the goal will be to include sustainable features and energy efficiency throughout the community.

West Union is very fortunate to have been chosen as a pilot community for the state's "green initiative," and we will be seeing a tremendous amount of technical and financial assistance coming to us.



The next steps in the process will include cost projections of incorporating sustainable elements into the Streetscape Project and preparing preliminary engineering plans of the improvements. In addition, energy audits will be done for businesses with suggestions made for improving energy efficiency.

Don't forget to
renew your
3-year pledges!

Business Improvement Committee Update

By Dick Woodard,
Business Improvement Committee Chairperson

Parking has been a problem for many years, but encouraging employees working downtown to park off the main streets will be another issue when the Street Improvement Project begins.

Research has shown the large financial impact of not having parking places available for patrons.

As part of an effort to educate and give a friendly nudge to our friends who work downtown, the Business Improvement Committee will be conducting a promotion called the Parking Lotto.

For 10 weeks, starting Aug. 1, employees parking in designated public parking areas will be eligible for a drawing each week of **\$10 in Chamber scrip money**. Entry "tickets" will be placed on the cars; the "tickets" may be filled out and returned to the Chamber office for a chance in the drawing.

As the Streetscape Project evolves, the committee will be actively involved with particular efforts to assist the affected businesses. We recognize the need to keep the disruption to a minimum and have guidance tentatively lined up to speak about how other cities managed this process.

We are also working on a few ideas for a "Shop Local" campaign. With the price of gas being high, many residents are making fewer trips out of town to purchase goods that are available in West Union. That is great, and we'd like to give positive habits like this a fun twist!

Watch for details in a future edition of the Main Street in Motion newsletter.

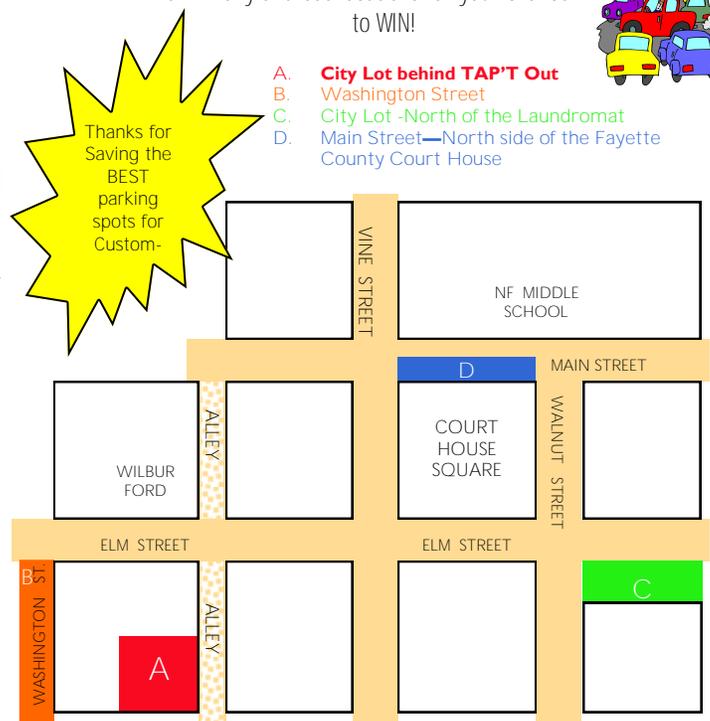
Employee Parking Lotto Summer 2008

Keep our Downtown Strong
Park where it makes Cents!
You could win BIG!

Park in any of these locations for your chance to WIN!



- A. City Lot behind TAP'T Out
- B. Washington Street
- C. City Lot -North of the Laundromat
- D. Main Street—North side of the Fayette County Court House



Promotions Committee Update

By Amie Johansen, Promotions Committee Member

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Once again the summer is flying by! The Promotions Committee has been busy preparing for our annual West Union festival, WU-STOCK, to be held Saturday and Sunday, Aug. 23-24.

If the name doesn't portray how much FUN we will have, the events will!

Saturday kicks off with the Second Annual BRAWU (Bike Ride Around West Union) at 8:30 a.m. (Register in advance at the Main Street office.)

Bands from noon to 11 p.m. are as follows:

Noon-2 p.m. – **Russ Guyer Band (country and '50s-'60s);**

2-3 p.m. – Patsy Wellman (acoustics and easy listening);

3-5 p.m. – Lexicus Theoretical (some of our talented North Fayette students and grads);

5-8 p.m. – **Midlife Crisis (a mix of '70s and '80s to keep you dancing!);**

8-11 p.m. – Stampede (Back by request, they play it all – country, old and new; rock from all eras; a fiddle player; and now a female vocalist, too!)

There will be a Beer Garden all day on the street in front of the courthouse, and arts and craft vendors will offer their wares on the courtyard square.

CEW Wrestling, featuring our own Shawn Peterson, will put on a thriller of a show at 6:30 p.m.! It's like bringing WWF Wrestling right to West Union!

Additional activities include a National Guard rock climbing wall, a Bean Bag Tournament (Register at noon; play begins at 1:00 p.m.), a Ladder Golf Tournament (Register at 3:00, play begins at 4:00), a Celebrity Dunk Tank at 5 p.m., Miniature Golf, other **Kids' Games** (complete with an inflatable bouncy cow!), and groovy photo ops in a '60s bus or hippie cut-out. Awesome tie-dyed WU-STOCK T-shirts will be available for purchase for \$16.00 - or, folks can volunteer for a few hours and purchase one for only \$12.00!

Food vendors on Vine Street and the courtyard square will keep hungry tummies satisfied.

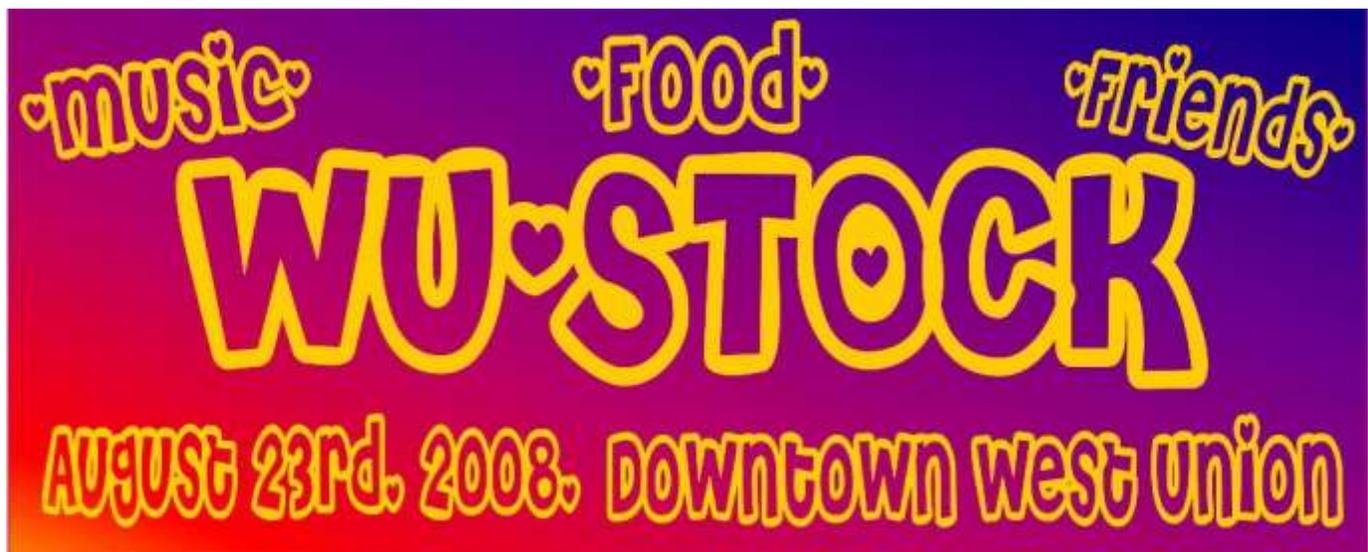
...And the planning continues!

Festivities will wind up with an ecumenical church service on Sunday at the Recreation Complex.

Want to get involved or be a part of this exciting event? Contact the Chamber office (422-3070) – there will something for everyone! **You can sponsor an event, help out at an event, sell pop and water, work in the Beer Garden, check ID's and put wristbands on,** or help in so many other ways! The shifts are short (the more volunteers involved, the shorter they are!), and it is SOOOO MUCH FUN to be involved!

BRAWU

Bike Ride Around West Union



Our Sponsors:

WE WUV WU!

WU-HOO!

Heying Firms - The First National Bank - Union Drug
Kerndt Brothers Savings Bank - West Union Chamber of Commerce
Dessel-Roach Furniture & Floors - McJ's Embroidery Accents - Lauer & Lauer Insurance
Garvin's True Value - Old Mill Floral
Palmer Lutheran Health Center - Haven Electronics - Bemiss Distributing - Woodard Insurance & Real Estate
Farm Bureau Financial - Northern Rent-all - Miss Drew's Closet/Spirits & Such - Northeast Iowa Realty & Appraisal

President's Corner

By Greg Ptacek, Board President

The last few weeks and months have been a very busy but exciting time for Main Street West Union. Together with the city, county, Chamber and West Union Industrial Development Corporation, we continue to forge ahead with a planned Streetscape Project.

In conjunction with this project, West Union's involvement in the Main Street program has helped West Union to be one of two Iowa communities named as Green Pilot Communities by the Iowa Department of Economic Development.

This designation is sure to have a tremendous impact on the community of West Union. For one thing, "green sustainable initiatives" will be integrated into the streetscape where feasible and cost-effective. By doing so, West Union will be having a positive impact on our local and neighboring ecological environments. Secondly, as a Green Pilot Community, we will be showcased by the state as a model for "green sustainable initiatives." This is sure to be a very positive economic benefit to the community.

Main Street West Union is also partnering with other West Union social, business and development organizations to submit an application to become designated as an Iowa "Great Place." This designation will further West Union's efforts to obtain government sources of funding to help in projects like the streetscape and other projects that improve and promote West Union's growth in the future.

As we move forward through the months to come, more work must be completed and more excitement is sure to come! But I am confident that working together, we can make West Union a better place to shop for our needs, fulfill our career goals, and raise our families.



Main Street Welcomes Motorloway!



Over 50 classic cars made their way through West Union in June for Motorloway's "Motoring Main Streets".

GHOSTS OF "WU"



Friday, October 24th

Take a ghostly tour of downtown West Union. Learn some history about the downtown buildings and their inhabitants - as told by the ghosts themselves!

~ ~ ~

From historical significance to silly anecdotes - It's all in store for WU!



Watch for more details in October!

Get Lean - Go Green!

Weatherizing your home is a good way to save money and energy all year long. In fact, the efficiency gained by weatherizing can offset the up-front cost of materials in just one year.

The two primary routes by which heat escapes your home in winter—and enters during the summer—are openings in and around walls, windows, and doors, and poorly insulated surfaces.

Main Street will be hosting a Black Hills Energy weatherization program in October for West Union residents, as well as partnering with Black Hills Energy to develop a "week-end weatherization blitz" to help our elderly and other resource-challenged citizens prepare for the winter. Watch for more details on these activities!



Main Street West Union



101 North Vine Street • West Union, IA 52175

«Name»

«Mailing Address»

«City State for Mailing»

Main Street West Union Mission Statement

The mission of Main Street West Union is to preserve and enhance the vitality of our downtown through the education and encouragement of all citizens to work together to promote our community as a vibrant place to shop, work and live.

Main Street West Union Board Members

Greg Ptacek, President
Ron Saboe, Vice President
Troy Johansen, Secretary
Dick Woodard, Treasurer
Robin Bostrom, Executive Director
Mike Baldwin
Neal Bentley
Merlin Dunt
Gail Hackman
Mike Lauer
Mark Moser
Karla Organist
Jim Updegraff
Kara Wedemeier
Joe Winter
Teresa Yauslin



Mystery Building

Can you identify this
West Union building now?
The answer is hidden somewhere in this issue!