



CHAMBER OF COMMERCE NEWS

Another benefit of your West Union Chamber Membership!

www.westunion.com

September 2010

A NEW LOOK FOR WEST UNION!

Over the summer, community leaders, business owners, and local residents have been involved in a marketing and branding process to help develop a new brand image for the community of West Union. The technical workshop was provided by a USDA grant through Main Street Iowa. The community received assistance from 2 firms, Arnett Muldrow & Associates from Greenville, South Carolina, and Downtown Professionals Network from Bacteria, Illinois, to help develop a new logo and marketing plan for the community. Over 20 people attended the lunch meeting on August 12th to see the new logos and learn about the entire marketing plan that has been developed.

Beginning this fall, the new tagline and logo will be tolled out across the commu-

lity. The new tagline "Deeply Connected" speaks to the long agriculture heritage that our community was founded on, and also relates to the strong personal relationships of friends and family that many spoke about during the public input sessions. The new marketing campaign will focus on the community's history as well as the opportunities for the future, showcasing beautiful photos from around the community. An entire program has been designed to help the community use the new logo and tagline in a variety of different ways including signage, letterhead, business cards, and many other visual items. The official launch will be during the street-scene groundbreaking later this fall.



These are just two of the new logo options created for the Chamber of Commerce to begin using.



FALL OPEN HOUSES ARE SEPTEMBER 23-25

Fall is just around the corner, and the Chamber Retail Committee is planning for a great fall celebration! September 23, 24, & 25 are the dates set for

town-wide Fall Open Houses. All local merchants are encouraged to participate with special offers for their customers during this time. Homecoming week at North

Fayette Schools will also be the week of September 20-25, with the Homecoming Parade, Soup Supper, and football game taking place on September 24th. This year's theme will be scarecrows and all businesses are encouraged to have a scarecrow (or two!) decorating their business. A scarecrow contest will be held with entries decorating the Court House for those who wish go after the \$50 in Chamber Scrip money. If you wish to have your creative scarecrow entered in

the contest, please notify the Chamber office by September 19th. Your scarecrow will need to be placed on the Court House lawn by September 19th too! Special events are planned for the evening of September 23rd including free popcorn and a coupon flyer for participating businesses. The next Retail Committee meeting will be held on September 16th at 7:00 a.m. at the Chamber/Main Street office. Make plans to attend so your business can be involved!

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VISTA COMMENTS FROM VOLUNTEER BEN LEWIS



VISTA
Volunteers In Service To America

Newspapers, magazines, and TV are all filled with articles and shows telling us it's so easy to be green. All you have to do is buy a squiggly light bulb and "poof" the world is saved. Sadly, that's simply not the case. Changing out all of your light bulbs and altering your electrical habits does reduce the kWh that you use, so less coal is burned to power your consumption. It's a baby step in a good direction, but by itself is not enough. A leaky window sill will cost you more money in terms of wasted heat than the caulk and time it takes to reseal your windows; so it makes good sense to conserve that energy. Light bulbs and caulk are easy do-it-yourself projects that we all can do, but they are only a start.

Every journey begins with a step, and changing from a culture of consumerism to sustainability has a beginning as humble as a light bulb. This journey's goal is to change minds and the way we interact

While making our lives and the lives of those around us deeper, richer, and more fulfilling. I have put together a series of steps and resources that are intended to be guidelines towards building a healthy self and community.

1. **Save Your Money.** Once you can meet your own needs, you can start to help others meet theirs.
2. **Give Your Time Away.** Instead of spending money on entertainment, spend your time helping out your community, or neighborhood. Donate to charitable organizations regularly. Even modest donations help in keeping your favorite charity open, productive, and fighting the good fight.
3. **Grow something you can eat.** Grow at least 3 things on your grocery list, and work towards even more. If you can't grow it buy it from a local farmers market.

4. **Reduce your waste.** Work to compost your yard waste and table scraps. Recycle your paper, glass, plastic, and tin as well as unwanted items. Donate to thrift stores or food shelf programs which in turn support others in our community.
5. **Button up your building.** Have an energy audit for your home or business. Most are free from your service provider. Set a goal to implement all of the recommendations within 3 years.
6. **Slow your roll.** Leave your car at home and bike/walk to work. Most car trips in the USA are 2 miles or less. Get outside & play. Enjoy our many local parks and trails.
7. **You are powerful.** Invest in renewable energy. Install renewable energy technology in your home.

Iowa Small Business Loan Program

A new loan program for Iowa small businesses was created by the legislature appropriating \$5 million to promote the creation and retention of jobs in the state's economy and to assist businesses to be more competitive by addressing identified needs. Loans range from \$2,500 to \$50,000 with a 3.9% APR. A borrower can get a 2% APR on a co-financed loan with a local lender providing at least 1/3 of the total debt requested. Terms cannot exceed 5 years. Loans may be used to upgrade or modernize equipment, realize additional supply chain efficiencies, improve distribution and transportation margins, reduce facility costs through increased energy efficiency, and leverage other sources of business financing. Businesses must be located in Iowa, owned, operated, and actively managed by an Iowa resident, and employ 35 or fewer employees. If your business is interested in learning more about this new loan program, please contact Robin Bostrom at 422-5073. Applications will be received from August 1, 2010 until March 31, 2011. You can also learn more about the program at www.ISBloan.org or by contacting your Small Business Development Center.

Community Health Needs Assessment

Every five years, Iowa local boards of health lead a community-wide discussion regarding the strengths and weaknesses of the community and determine goals for our community. This process is called the Community Health Needs Assessment and Health Improvement Plan (CHNA & HIP). Your participation and input is very important in this process to make Fayette County an even healthier place to live and grow.

The CHNA HIP community meeting will be held September 14, 2010 from 4:30 to 7:00 p.m. at the Dance Pavilion at the Fayette County Fairgrounds. After the community discussion, a meal will be served. As a stakeholder in the health of Fayette County, your contribution to this community discussion would be appreci-

ated. The community discussion will focus on six overarching public health goals: strengthening the public health infrastructure; preventing epidemics and the spread of disease; protecting against environmental hazards; and preparing for, responding to, and recovering from public health emergencies. Your involvement is important with this process as the community makes the decisions about health problems in our community. The information collected from community partners provides a solid profile of the health priorities of Fayette County and gives the state guidance on what resources are needed.

Questions regarding the process may be directed to Joann Boyer, RN, MSN or Cindy Ira-Smith, RN at 563-422-6267.

Please RSVP to Community Health at 563-422-6267 or ji-boyer@palmerlutheran.org if you plan to attend.



GREEN PILOT UPDATE



WEST UNION RECEIVES MAIN STREETS IJOBS AWARD: The City of West Union received a \$440,000 grant award from the Main Street IJobs funding. This award will fund the construction of the enhanced landscaping for a public gathering area on the court house square and several amenities for the downtown streetscape project including benches, trash receptacles, bike racks, and decorative metal street banners for the light poles.

CHAMBER BUILDING AWARDED MAIN STREET IJOBS AWARD: The West Union Chamber building also received a Main Street IJobs grant fund for \$175,000. The award will be used to stabilize the foundation of the building, rehab the exterior to resemble the façade in the early 1900's, install geothermal heating and cooling inside the building, and update the building's interior. Additional improvements include new decking for the south and west entrances, improved parking area and a partial vegetative green roofing system.

Fall is a great time to think about ways to button-up the exterior of your home or business. Weather stripping and a tube of caulk can help cut down on drafts all around your building. The Main Street West Union program has grant funds available to help with these types of projects. For more information contact Robin Bostrom at 422-3070.

Palmer Memorial Foundation's-Fall Fund Fest



Mark your calendars for Palmer Memorial Foundation's Annual Fall Fund Fest. The event will take place Thursday, October 21st from 5-8 p.m. at the Dance Pavilion on the Fayette County Fairgrounds. The evening will include a silent

basket auction, live auction, live entertainment, hors d'oeuvres, and desserts.

Palmer Memorial Foundation needs your help to make this event a success. Please bring Silent and Live Auction donations to Jenni Elsbernd or Ashlyn Heins at Palmer Lutheran Health Center no later than Thursday, October 14th or as soon as possible to allow time to display the items before the event. Contact Ashlyn Heins at 563-422-3876 ext. 1514 for more information. Thank you for your generous support!



City-wide garage sales are planned for September 10 & 11.

The Fayette County Union has put together maps of those having sales that will be available the weekend of the event. The Goodwill Truck will also be located at Lilac Plaza to receive donations on September 11 & 12.



Good Sam Belgian Waffle Supper

The Good Samaritan Society-West Union will be hosting a Belgian Waffle Supper on Monday, September 20th. At Echo Valley Banquet Center from 4:30 -7:30 p.m. To purchase tickets, please contact Sharon Shaffer at 422-3814.

Festival of Lights Bake Sale



The committee for the Festival of Lights project at the West Union Rec Center will be hosting a Bake Sale on Friday, September 10th at First National Bank. Lots of goodies will be available beginning at 9:00 a.m. All proceeds will benefit the Festival of Lights project which decorates the West Union Rec Center during the holidays!

Holiday Cards for Sale

Need a beautiful card to send out your holiday greetings this year? The Festival of Lights Committee has a package of beautiful holiday greeting cards with photos taken at the West Union Rec Center last holiday season for sale this year. The cards showcase photos taken by Ron Saboe, and feature lighted scenes from the Rec Center. Each package contains 4 cards and sells for \$6. For more information or to purchase a package, please contact Judy Roach at 422-3019. All proceeds will be used to fund additional lighting projects for the Festival of Lights.

Fayette County Tourism Council presents:

Mystery Tour 2010

September 25 & 26



Tickets are \$12 per person. Ticket price includes a packet of clues for the Mystery Tour, a folder filled with fun things to do in the area, a meal at the last stop, along with goodies you may pick up along the way. Pre-registration is recommended, however, tickets can be purchased at the Fayette County Tourism Center, 600 Water Street, in Fayette starting at noon the days of the tour. The tour is sponsored by the Fayette County Tourism Council. For more information call: 800-798-4447.

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«Contact Information»
«Street Address»
«City», «State» «Zip»

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CALENDAR OF EVENTS

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|----|---|----|--|
| 2 | Greening Your District Workshop
MSWU Promotions Committee Meeting | 16 | Retail Committee Meeting
Barn Quilts of Fayette County Meeting |
| 3 | NF Music Boosters Pork BBQ | 17 | West Union Community Development Executive Board Meeting |
| 6 | LABOR DAY HOLIDAY | 18 | Alzheimer's Association Memory Walk at West Union Rec Center
Grand Opening of Volga Lake Camp ground, Fayette |
| 7 | Fayette County Tourism Meeting in Fairbank
West Union City Council Meeting | 20 | Good Sam Belgium Waffle Supper
West Union City Council Meeting |
| 8 | Northeast Iowa Business Network meeting in Cresco
MSWU Business Improvement Committee Meeting | 21 | Fayette County Local Housing Trust Fund Board Meeting, Fayette
West Union Public Art Committee |
| 10 | Festival of Lights Bake Sale
NF Daneline Baked Potato Bar
Supper at High School
City-wide Garage Sales | 23 | Fall Open Houses |
| 11 | City-wide Garage Sales
Goodwill Truck at Lilac Plaza | 24 | Fall Open Houses
North Fayette Homecoming |
| 12 | Goodwill Truck at Lilac Plaza | 25 | Fayette County Fall Mystery Tour |
| 14 | Chamber Board Meeting
Community Health Meeting
MSWU Board Meeting | 26 | Fayette County Fall Mystery Tour |
| | | 28 | Fayette County Economic Development Board Meeting, UIU, Fayette
MSWU Annual Program Visit |
| | | 29 | MSWU Annual Program Visit |



**Good Luck
to all our local
football teams!**