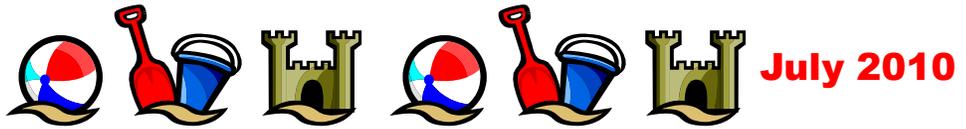




# CHAMBER OF COMMERCE NEWS

Another benefit of your West Union Chamber Membership!



## MARKETING & BRANDING WORKSHOP HELD JUNE 22 & 23

The community of West Union hosted two national consultants here on June 22 and 23 for a marketing and branding workshop to help the city of West Union as they begin redevelopment efforts within the community. The workshop was funded by a USDA Rural Development grant with additional assistance provided by the Iowa Department of Economic Development and Main Street Iowa. Consultants Ben Muldrow, Arnett Muldrow & Associates, Greenville, South Carolina, and Jay Schlinsog, Downtown Professionals Network, Batavia, Illinois, facilitated the two-day workshop to assist the community in creating a marketing plan. Several sessions were held with community leaders, local businesses, and residents to gather information about what currently is being done to market West Union through print material, web-sites, verbal communication, and other sources. Business owners were asked to identify key assets for the community and answer questions such as:

1. If you were taking someone on a tour of West Union, where would you take them?
2. If you were sending a postcard of West Union, what would the picture be of?
3. When it comes to West Union, what are you most proud of?
4. What is your favorite story of West Union?

Information gleaned from those sessions was then used to create a logo and a tag line to best represent the community. The team looked at items already being used and further developed those concepts. They created several ads that the community could use to help market the community to tourists, new residents and new businesses. It was stressed that a consistent message should be shared throughout the community, and used on all materials used to market West Union.

The team also developed some ads and signage that could be used during the upcoming streetscape project. They helped identify problems that could arise such as communicating to customers on where to park and how to access businesses during the construction periods. They also offered suggestions on ways to communicate where customers and employees should park, and on possible promotions to assist businesses during the construction time. Ideas on ways to market festivals and community celebrations were shared as well as a logo for the city to use. A full report and sample materials will be sent to the community by mid-July when they will be shared with the whole community.

The Chamber and Main Street boards would like to thank those businesses that participated in the intake sessions. Your



input was very beneficial in helping the team learn about our community and develop a marketing plan that will be positive for the community and address concerns that you have as a business owner. The marketing campaign is a follow-up to the market analysis study completed last summer. This campaign will be used in making business recruitment visits in the near future. Watch the newspaper and the weekly "This Week in WU" emails for details on the marketing campaign kick-off scheduled for later this summer!

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### BOARD OF DIRECTORS

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**VISTA COMMENTS FROM VOLUNTEER BEN LEWIS**



**VISTA**  
Volunteers In Service To America

Profit is an important element of sustainability—we can't invest in new technologies (T-8 fluorescent with electronic ballast, CFLs, LED, etc.) that make our profit margin and environment healthy if we can't afford the conversion. Once we establish a solid financial base that provides for the investment in energy efficiency, we can start spending more time and energy giving back to our community. As business owners, you already provide a valuable service—YOUR BUSINESS—both to your customers and your employees. Last month I talked about economic prosperity as one third of the foundation of a sustainable community. This month I want to talk about how people and place interact in the sustainable community model.

West Union is fortunate to have a close-knit community, this bond of citizenship is so often lost in larger towns where

people don't mingle and communicate as much, or personally know the shop owners. Just like a business, people need to be financially stable in order to be fully sustainable. We have to be able to take care of our own needs before we can start to take care of the needs of the community. Paying extra at the register for an efficient light bulb doesn't make much sense when other, more fundamental needs aren't met. One such need is access to fresh, healthy food.

Knowing where our food comes from helps to strengthen the already strong bond between people and place. Around northeast Iowa, there are a growing number of local food producers that are bringing back the culture in agriculture. Buying fresh food from a farmer at a farmer's market builds community, and reconnects eaters with producers.

We as a society have realized that our actions have an environmental impact, and the environment has an impact on us. How we design our streets and retrofit our old buildings all have an impact on the environment. The downtown street project is at its heart a conservation effort to protect Otter Creek and the trout that rely on that cold water. The streetscape will be aesthetically pleasing, but more importantly, it will be reconnecting the hydrology of Knob Hill to the traditional cycle of precipitation and absorption.

"Sustainability" and "Green" may be the latest buzz words, but the concepts they represent are not new. The principles of taking care of what we have and those around us are imbedded into our cultural traditions. Being sustainable sets us up as a society to weather any storm, because we will have the tools to be efficient with our resources.

**THANK YOU FIREWORKS SPONSORS!**



The community of West Union will again enjoy a spectacular fireworks display on July 4th. The Chamber would like to thank fundraising chair Marge Crandall and the West Union Rec Foundation for allowing the annual event to be held at the West Union Rec Center. This annual event is made possible by the generous donations of local businesses and residents of the community. Thanks to the following for their financial contributions to this years show:

Barrel Drive-In  
Baumler Implement  
Bauer & Kloster, Inc  
Black Hills Energy  
Bemiss Distributing  
Burnham & Wood Funeral Home  
Elwood Law Firm  
Fayette County Abstract  
Fayette County Union  
First National Bank  
Farm Bureau Financial  
German Mutual Insurance  
Garvin's LP & Appliance  
James Updegraff, Lawyer  
Kerndt Brothers Savings Bank  
Mihm Oil Company  
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Hair Designs  
Unionland Feed & Supply  
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West Union Rotary Club  
Gary & Marolyn Bostrom  
Mark & Robin Bostrom  
West Union Lions Club  
Scott & Shantelle Bohner  
Allen & Deb Chensvold  
Marge & Bruce Crandall

Kevin & Sue Brockway  
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John & Sally Falb  
Francis Graham  
Marjorie Kilburn  
Ron Saboe  
George & Iris Woodard  
Verl & Pat Timm  
Don & Marilyn Mueller  
Norma Kerr  
Susan K Wolf  
Allen & Roberta Mittelsted  
Wayne & Carolyn Havenstrite

Contributions to the can collection bin also help fund the fireworks show. This year \$1342 was raised through donations to the can bin located behind the Chamber of Commerce office. Thanks to those folks who also contribute to the show by donating their can deposit . Contributions to the fireworks show can be made anytime throughout the year at the Chamber office.

**GREEN PILOT UPDATE**



**WEST UNION RECEIVES \$1 MILLION DOE AWARD:** The City of West Union has received a Department of Energy grant award for \$1 million dollars. This award was submitted last December and will help fund several components of the streetscape project and also create an energy efficiency program for the entire community. The shared geothermal project received the biggest portion of the grant funding but a significant amount will also go toward the creation of a Energy Efficiency Grant Program and a Revolving Loan Fund for both businesses and residents alike. The grant program will allow businesses and residents to apply for mini-grants to help them make energy improvements to their businesses or homes. Such improvements might include replacing windows and doors with energy star rated items, adding energy efficient lighting, or replacing old appliances with energy star models. The Revolving

Loan Fund will allow businesses located within the city limits to borrow funds at a low rate to make improvements to their businesses that will improve the energy efficiency including items such as insulation, lighting, windows and doors. The DOE is currently working with the Iowa Department of Economic Development and city officials on the program requirements but we hope to have information available by early fall. *(This brings the city's total grant funds awarded to just over \$6 million. These funds do not have to be paid back.)*

**STREETSCAPE BID DOCUMENTS RELEASED JUNE 22:** Construction bid documents for the streetscape project were released to contractors following approval by the City Council on June 22, 2010. Bids will be opened on July 21st with construction slated to begin in late August or September. Construction will begin on the southern portion of Vine Street beginning at Linden Street and will be worked on one block at a time. The construction documents state that the contractors have 45 days to complete each block and that sidewalks into a business cannot be closed for more than 1/2 day. No sidewalks or streets will be closed over the winter. A special weekly newsletter with updates on the streetscape project will begin to be printed on July 6th. If you would like to receive a copy, please notify the Chamber Office at 422-3070.

**WEST UNION TO BE FEATURED BY NATIONAL TRUST:** The community learned on June 29th that the National Trust's Preservation Green Lab in Washington DC has chosen West Union to be their featured community nationally for the work being done here on the district geothermal system. The National Trust will produce a case study of the district system for free and share information they have gathered from other district energy systems in the US and Canada. Patrice Frey, with the National Trust commented *"We have recently selected West Union to be our featured community nationally for this work because West Union's district energy initiative so aptly demonstrates what we believe will be a significant new direction in community energy policy."*

**RAIN BARREL WORKSHOP**

Would you like to learn to make a rain barrel and practice water conservation at your business or home? Ben Lewis, VISTA volunteer, will be hosting a workshop on making a rain barrel on July 10, 2010 at the Fayette County Fairgrounds.

Attendees will make a rain barrel to take home by the end of the workshop. There is no fee to attend but you will need to purchase the hardware needed to make your barrel estimated at \$10. To reserve a spot, Please contact VISTA Ben Lewis at the Chamber/Main Street office, 422-3070.



**Art's Way Open House  
July 22, 2010**

Mark your calendars to attend a ribbon cutting and welcome ceremony for Art's Way Manufacturing on Thursday, July 22. A free lunch will be served beginning at noon followed by a ribbon cutting and welcome ceremony at 1:00 p.m. A tour of the production line will be held following the ribbon cutting. Please help us welcome this new company to the community!

**WEST UNION GOOD SAMARITAN  
EVENTS**

The West Union Good Samaritan Center will be hosting the I-Ride Motorcycle Ride on Saturday, July 17th. This fundraising ride benefits the Good Samaritan Centers located in Northeast Iowa.

The West Union Center will also be hosting their Community Coffee on July 20th at 2:00 p.m. For more information about these events, please contact Sharon Shaffer at the West Union Center.



The Main Street West Union Promotions Committee is hosting a "Get Your Rear in Gear" Alley Fest on July 22nd to help locals get acquainted with business rear entrances. The first Alley Fest will run on the alley behind Vine

from Allen Knox to the old City Hall. The committee is inviting each of the businesses on that side of the block to a brief planning meeting on July 8th at 5:00 p.m. at Tap't Out.

**JULY 2010**

West Union Chamber of Commerce  
101 North Vine St  
West Union, IA 52175

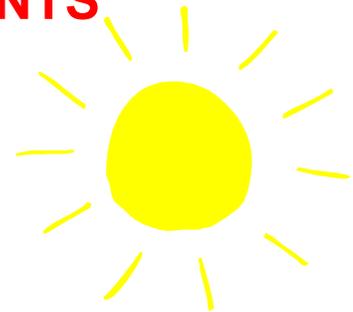
Phone: 563-422-3070  
Email: wuchamber@alpinecom.net  
www.westunion.com

«Business Name»  
«Manager»  
«Mailing Address»  
«City State for Mailing»

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## **JULY CALENDAR OF EVENTS**

- |    |  |    |   |
|----|--|----|---|
| 4  | Fireworks at Rec Center                                | 21 | Fayette County Local Housing Trust<br>Fund meeting in Fayette |
| 5  | Chamber Office CLOSED                                  | 22 | MSWU Alley Fest—South Vine St                                 |
| 6  | West Union City Council meeting                        | 27 | Fayette County Fair   |
|    | Turkey River Recreational Corridor<br>meeting in Elgin | 28 | Fayette County Fair   |
|    | Fayette County Tourism meeting in<br>Oelwein           | 29 | Fayette County Fair   |
| 7  | MSWU Organization Committee                            | 30 | Fayette County Fair   |
| 8  | MSWU Promotions Committee                              | 31 | Fayette County Fair   |
| 10 | Rain Barrel Workshop                                   |    |   |
| 13 | Chamber Board Meeting                                  |    |   |
|    | MSWU Board Meeting                                     |    |   |
| 15 | Chamber Retail Committee                               |    |   |
| 16 | West Union Community Develop-<br>ment Meeting          |    |   |
| 17 | I-Ride Motorcycle Ride                                 |    |   |
| 19 | West Union City Council meeting                        |    |   |
|    | State Holstein Show at Fairgrounds                     |    |   |
| 20 | State Holstein Show at Fairgrounds                     |    |   |



*Happy  
Summer*