

Main Street In Motion

Feb. 2010 - Apr. 2010 The Main Street West Union Newsletter Volume 4, Issue 1

Special Points of Interest:

- Welcome new board members!
- Committee reports & information
- Messages from past and new presidents
- Numbering our neighborhood
- What to do in WU? BI Committee plans hotel room folders

Welcome aboard!

The Main Street West Union Board of Directors would like to welcome five new members in 2010. Carolyn Havenstrite, Derek Heins, Sean Singewald, and Michelle Zander will each serve three-year terms on the board. Youth representative Michael O'Brien will serve for one year. The enthusiasm and commitment of these individuals will no doubt lead to great things for MSWU! Look inside this newsletter to get to know these folks a little better.

We would also like to sincerely thank the following outgoing MSWU board members for their past service: Mike Baldwin, Neal Bentley, Mark Moser, Jim Updegraff and youth representative Joe Winter. We appreciate your hard work and dedication as board members and look forward to your continuing support of our program.



* Organization Committee Update

GET READY FOR A 'HOMETOWN HOEDOWN'!

By Sue Wolf
Organization Committee

Mark your calendars now! We've set the date for our 2010 MSWU Annual Meeting/Fundraiser.

On **Saturday, April 10**, MSWU will kick off its 2010 pledge drive by hosting a "Hometown Hoedown and Country Cook-off" at the fairgrounds. It's still quite early in the planning process, so details are still being ironed out.

This year's event will also include a silent auction of many quality items. Possible musical entertainment is being explored at this time, as well.

Those of you who've attended our annual meetings before (Cabin Fever Party, Bella Serata Dinner and Variety Show, and March Madness) know what a fun time we have, all while raising money for Main Street projects throughout the year.

We look for another successful event this year and hope that you, your friends and family will join us!

Watch The Union for details as they become available. In the meantime, circle **April 10** on your calendar!



Inside this issue:

New President's Column	2
Calendar of Upcoming Events	2
Organization Committee Update	3
Meet the New Board Members	3
Director's Report	4
Design Committee Update	4
Promotions Committee Update	4
Past President's Corner	5
Business Improvement Committee Update	5
Mystery Picture	6

Kicking off a new decade

By Dick Woodard
2010 MSWU Board President

A new year, new decade, and new opportunities for West Union. Maybe I am the eternal optimist, but I foresee good things happening in 2010. My goal is to do as fine a job as Greg Ptacek did as our former MSWU president. Thankfully he continues to serve on the board, and I can call on him for his valuable advice. I'm also excited about the makeup of our board, which is filled with energetic folks with lots of good ideas.

I won't speak for the plans for each committee, but please read the articles submitted to learn more about ideas for this year. Each committee has diligent volunteers who give of their personal time for the benefit of West Union and hopefully have some fun doing it.

As we enter the new decade, let's look back a bit at what Main Street West Union has accomplished. Since receiving its designation in 2006, our organization has been one of the shining stars for the state of Iowa. On the state level we have been recognized with a number of awards, praised for participation in workshops, and pleased with the work of our program director, Robin Bostrom. Potential Main Street communities have looked to West Union for ideas and suggestions.

On the local level some accomplishments are readily visible and others quietly completed. The design assistance and façade grants have helped a number of property owners. And wasn't the building scavenger hunt a lot of fun? Are you enjoying the directional signs along

the highway? That was another project spearheaded by the Design and Business Improvement committees. How about the "Cabin Fever" or "Bella Serata" annual meetings/fundraisers?

Did you happen to do the chicken dance or participate in the beanbag tournament at WU-Stock? I personally enjoyed the WU-Light Specials and fun activities like the "12 Days of Christmas" tour of West Union Hardware. The market analysis coordinated by the Business Improvement Committee provided helpful information for future economic development.

Here is a New Year's resolution idea I would encourage you to consider.

How about donating some time to one of the MSWU committees this year? As little as one hour a month would be fine. Find something you enjoy or feel comfortable doing, like stuffing envelopes, making cookies for an event, selling pop at a festival, organizing an educational program.

Stop by or call the Chamber/Main Street office (422-3070) if you are willing to help out. I can guarantee from experience that all the volunteers have fun working together. If you are not physically able to help or prefer to keep in close contact with your TV remote, please consider a monetary donation instead.

Join the team and let's see what we can accomplish in 2010!

THANK YOU!

Main Street West Union would like to sincerely thank all of you who supported our program by purchasing an original "Courthouse Square" art print by J.D. Speltz in November.

Over 110 prints were sold by MSWU members. The proceeds will be used toward Main Street projects throughout the community.

We hope you are enjoying the artwork in your home and that you'll consider adding the next print in the West Union series to your collection in the future.

Volunteer hours needed

MSWU board members, committee members, and other volunteers are reminded to please submit your volunteer hours promptly each month to Robin Bostrom.

Remember, these hours are used in calculating matching funds for grants, so it's important to get them turned in each month as you accumulate them.

If you need a form to keep track of your hours, they are available at the Chamber/Main Street office.

Thanks for your help!



Mark Your Calendars...

February

- Feb. 5** - Main Street Iowa Award nominations due
Green Building Training
- Feb. 6** - Green Building Training for homeowners
- Feb. 9** - MSWU Board Meeting
- Feb. 10** - CAT Grant Presentation
- Feb. 18** - Iowa Great Places Legislative Breakfast
- Feb. 19** - Green Building Training
- Feb. 22** - Main Street ICN - Organization
- Feb. 23** - MSWU Board Retreat

March

- Mar. 2, 3** - Main Street Iowa Tech Visit
- Mar. 5** - Green Building Training
- Mar. 6** - Green Building Training for homeowners
- Mar. 9** - MS Board Meeting
- Mar. 11** - WU-Light Special at Hawkeye Foodservice

Mar. 16

& 17 - Main Street Winter Workshop, Des Moines

- Mar. 19** - Green Building Training
- Mar. 25** - Ladies' Night Out

April

- Apr. 2** - Green Building Training
- Apr. 3** - Green Building Training for homeowners
- Apr. 10** - "Hometown Hoedown"!
- Apr. 13** - MS Board Meeting
- Apr. 16** - Main Street Iowa Awards
Green Building Training
- Apr. 17**
- & 18** - FC Barn Quilts 2nd Annual Quilt Show
- Apr. 23** - Green Building Training

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

Meet our new board members

Carolyn Havenstrite



Carolyn Havenstrite, a member of the Organization Committee, has been with the MSWU program since its beginning in 2006. In addition to being a new board member, she will also serve as the board treasurer.

What Carolyn says she most enjoys about her involvement with Main Street is the planning of the MSWU Annual Meetings/Fundraisers, like our Cabin Fever Party and Bella Serata. No surprise there – this energetic 70-year-old

loves to laugh, have fun with others, and help her community.

The owner of Haven Electronics for approximately 15 years, Carolyn loves to read in her “spare time.” Her family includes her husband, Wayne, four children and 12 grandchildren.



Sean Singewald

New to the community of West Union in 2008, Sean has been the North Fayette Middle School science teacher since then. Admitting that he had always wanted to teach at NF, the Waverly native explains that he had been visiting our area on hunting trips since he was 13.



Sean, now 35, believed that West Union was a community he would fit into. He relates that when he originally saw downtown West Union, he recognized its potential and knew he wanted to “help the community become the best it could be.”

The MSWU Business Improvement Committee will provide just the outlet for Sean’s ideas and insight as a new son of the community.

In addition to teaching his students and spending time with his wife, April, their son Sam, 5, and 9-month-old daughter, Josi, Sean loves all outdoor activities, including hunting and fishing.

I think we’d all agree, he’s come to right place!



Michelle Zander



It was as a VISTA (Volunteers in Service to America) member that Michelle Zander first came to West Union with her husband, Jason, in late 2008. It was also at that time that she became an active member of the MSWU Organization Committee.

Actually, “active” is an excellent word to describe Michelle –

though perhaps an understatement! Through her VISTA work, church activities, and MSWU volunteering, Michelle has initiated or taken part in more community activities than we can list! Her enthusiasm and endless stream of ideas seem to carry her ever forward.

Michelle’s favorite parts of being involved with Main Street, she says, are being involved with people and “promoting West Union as the great place it is.”

“I’m really excited about what’s on the horizon for West Union!” she shares.

In addition to other MSWU Board responsibilities, she will also serve as the board secretary this year.

Michelle, 40, hails from the tiny hamlet of Boxholm, located between Boone and Fort Dodge. She and Jason have three children, Megan, Sheila, and Nick, who are all attending college.

With her VISTA term expired as of November 2009, Michelle is currently learning to be a floral designer at Old Mill Floral. She is also working for the Food & Fitness Initiative, promoting active living to students in school.

“Active living” – that fits Michelle Zander to a “T”!



Derek Heins

“Benefitting the community,” Derek immediately responded when asked what he most enjoys about his involvement with the Main Street program.

Derek has played an active role on the Organization Committee since 2006, when MSWU was getting its start.

A West Union native, he has been a real estate officer at First National Bank for almost seven years.

In his leisure time, the 29-year-old likes to golf, hunt, and travel with Jill, his bride of almost two years.



Michael O'Brien

A busy 17-year-old North Fayette junior, Michael O'Brien will serve as the youth representative on the MSWU Board for 2010.



A member of the Design Committee, Michael got involved with the MSWU program, he says, because he wants “to improve West Union.” To that end, he has just completed the construction of an information kiosk for downtown as his Eagle Scout project. (More information on this project will be forthcoming.)

In addition to Boy Scouts, Michael is involved in band and chorus, basketball and golf. His activities certainly keep dad Jim and mom Val on the run – and loving every minute of it!

Main Street is for everyone!

By Robin Bostrom, MSWU Program Director



Happy New Year! Happy New Decade! It always takes me a while to get in the habit of writing the new date on all my paperwork, and now I need to remember we are beginning a whole new decade, too!

New year, new opportunities, new goals...

One of the things I really like about being a Main Street Community is the opportunity to continually learn new things. Our local program is required to attend several trainings throughout the year, and while many may look at those trainings as "one more thing I have to do," I really enjoy them. Several of our board members have attended the trainings, as well, and all of us have found them to be of great value.

We have the chance to visit other Main Street communities around the state to learn from others who, just like us, have the same goal of making their

town a better place.

We can visit projects they have worked on and talk to the people who have actually done the work. The Main Street "family" is always ready to share information or help you find that resource that can answer your questions.

We have learned that the growth and vitality of a community doesn't rest with just one group, but that *everyone working together* has the greatest opportunity for success. Main Street's Four-Point Approach includes working on Organization, Business Improvement, Promotion, and Design and helps us learn that it takes ALL of these things together to improve a community.

If you would like to learn more, or have a suggestion on how our Main Street program can improve, please give me a call (422-3070) or attend a MSWU meeting. Main Street is for everyone – including YOU!

Keeping others informed when downtown

By Gail Hackman, Design Committee

The Design Committee continues to keep busy. Michael O'Brien has joined our group as a youth volunteer. He is also a Boy Scout working toward his Eagle Scout designation. You may have heard about his Eagle Scout project. It is now a reality. He and fellow Scouts and leaders have constructed a kiosk to be placed in our downtown as an informational source. Solar panels will allow it to be lighted. You should see it! It is beautiful!

The committee is now working toward a project that would encourage all downtown businesses to use address numbering on their buildings. Currently only approximately 20 of 60 businesses have their address numbers on their buildings.

We have contacted Jodi Granger of West Union's Signs by Design to give us an estimate on cost for address numbering. The cost per business would be \$30.50 (installed). Our committee is offering to pay \$15 toward this fee for each purchase. Our hope is that every business currently without address numbering will take advantage of this incentive and possibly consider purchasing it for its back entrance, as well.



Ladies' Night Out, gazebo performance dates set

By Erin Heins, Promotions Committee

The Promotions team is off to a busy start in 2010! WU-Light Specials, Ladies' Night Out, and WU-Stock are just a few of the things on our agenda for the year!

We capped off 2009 with a great 20th Anniversary celebration at West Union Hardware for our last WU-Light of the year! We look for many more successful WU-Lights this year. Hawkeye Foodservice Cash-n-Carry will be our next host on March 11th.

We are once again going to hold our Ladies' Night Out this spring. We have decided on Thursday, March 25, as the date, with the venue yet to be decided. So bring your friends, your daughters or your mom, and join us for a great Ladies' Night Out! There will be some great food to eat, entertainment to watch, and a great time to be had by all.

Another exciting opportunity has come our way! Chad Elliot will be performing in the gazebo on the courthouse square on Thursday, June 24. He is a folk singer who will be traveling around the state to give performances throughout the summer – and we were lucky enough to snag a spot on his tour!

The Promotions Committee wishes you and your family a happy and healthy new year. And remember, we always love a fresh new face at one of our meetings!

Welcome, Ben!

We would like to welcome Ben Lewis, West Union's newest VISTA (Volunteers in Service to America), who arrived in November from Colorado.

Ben has also volunteered his time to serve on MSWU's Organization Committee.

When you see Ben around the community, be sure to give him a big welcome!

A past president's reflections

By Greg Ptacek, MSWU Board President, 2006-2009

On the evening of Jan. 16, 2010, I was honored, along with many others in the community, by being chosen as Main Street West Union's Volunteer of the Year. I promised those in attendance that I would not assail them with a long speech, and so in my own simple fashion, I just said, "Thank you," and retreated to my place in the audience to continue with the evening's festivities.

However, I would be remiss if I did not take this opportunity to express my thanks and gratitude as I write the "President's Corner" for the last time, as my tenure as president of the Main Street Board has come to an end.

I want to thank all of you who now serve or have served as members of the MSWU Board. I am humbly grateful that you allowed me to serve as your president for the past three years.

Thank you to all the MSWU committee chairpersons and all of you who have volunteered your time and efforts to serve on those committees. Because of your volunteer efforts, many great events and projects have been completed that have truly made a positive impact in West Union.

Thank you also to all of the citizens and businesses of West Union who volunteer time and contribute monetary donations. Without your support, Main Street events and projects would not be successful. You serve as a strong foundation for our program and our community.

I would also like to thank all of the folks at Main Street Iowa and the Iowa Department of Economic Development. These people have contributed much to West Union and have shown us how to use a proven Four-Point Approach for successful social and economic development.

I truly believe that by volunteering and working together, we can continue West Union's transformation as a remarkable and exciting place to work, live, shop, and play.

I plan to continue my association and volunteer efforts with the Main Street program well into the future.

Again, thank you.



MSWU was proud to have board and committee members honored and recognized at this year's community awards banquet. In addition to Greg Ptacek and Michelle Zander (pictured), Jon Biederman and Nancy Davies were also brought to the stage for awards! Congratulations!

Promoting our community, assisting our businesses

By Kristi Dienst, Business Improvement Committee

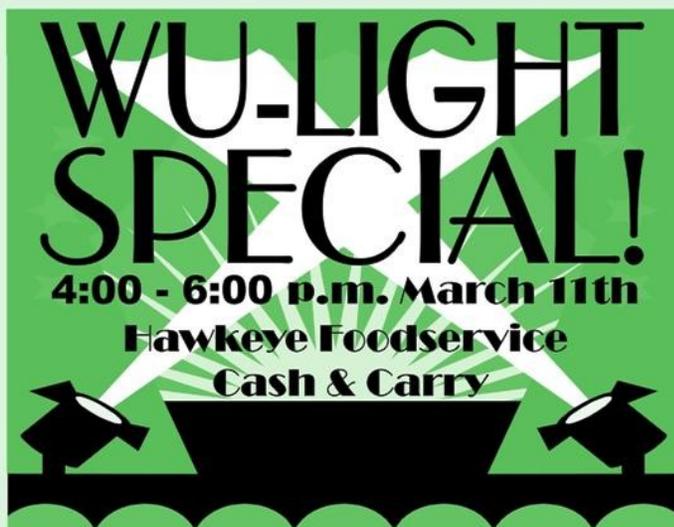
The final touches are being put on our promotional DVD, which focuses on the quality of life that West Union offers its residents. Our schools, library, recreation facilities, healthcare and community services are all featured. Our plan is to have the DVD available on our Web site, as well as to have copies to share with prospective residents and business owners. Be sure to attend the premiere.

We are currently working on a folder that will be placed in the motel rooms in West Union. These folders will be kept current with individual pages featuring restaurants, businesses, places to see, and things to do, as well as a calendar of events. The folders will be in place within the next month.

Keeping business owners current on procedures mandated by state and federal laws is another priority. Classes and training sessions will be offered this next year.

Customer service is always an issue, as well. We have purchased the DVD "Give 'em the Pickle" for use by businesses and interested groups.

More information on these programs will be available soon.



120 East Elm, West Union

Main Street West Union



101 North Vine Street • West Union, IA 52175

«Name»

«Mailing Address»

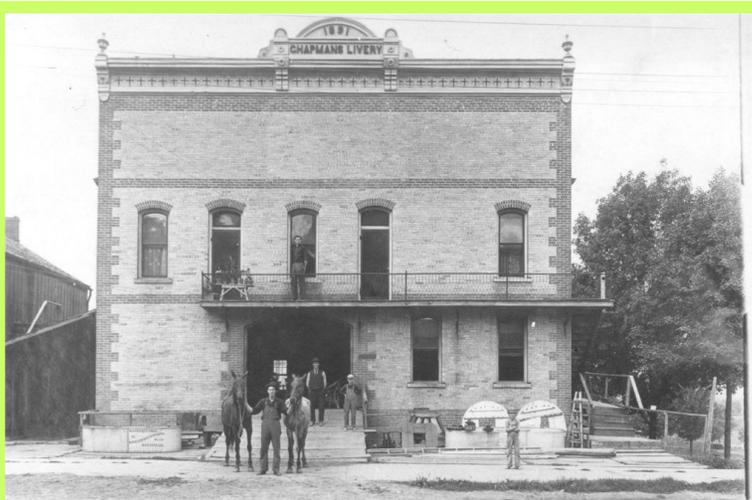
«City State for Mailing»

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

Dick Woodard, President
Gail Hackman, Vice President
Carolyn Havenstrite, Secretary
Michelle Zander, Treasurer
Robin Bostrom, Executive Director
Sean Singewald
Ron Saboe
Jon Biederman
Erin Heins
Mike Lauer
Greg Ptacek
Sue North
Troy Johansen
Michael O'Brien



Mystery Building

Can you guess where this building is, and what is located there now?

The answer is hidden somewhere in this issue!