



CHAMBER OF COMMERCE NEWS

Another benefit of your West Union Chamber Membership!



APRIL 2009

STREETSCAPE PROJECT UPDATE

On March 25th West Union hosted a Phase II Workshop to continue the discussion about design concepts for the proposed streetscape project. Design consultants from TeKippe Engineering and Conservation Design Forum met with city officials and community leaders to share details about work that has been done on the schematic design for the project tentatively scheduled for 2010. Both firms have been working on sustainable design practices that could become part of a new streetscape project for the city of West Union. A feasibility study is also currently being worked on by IBC Engineering to determine if a snow and ice melt system and a shared-loop geothermal system would work as a part of

the project. Both CDF and IBC's services are being funded through the Iowa Department of Economic Development as part of the Green Pilot Project. The City of West Union is not paying for these design services, only those provided by TeKippe Engineering.

All West Union businesses owners are asked to attend a meeting scheduled for April 14, 2009 at 7:00 p.m. in the lower level meeting room of Kerndt Brothers Savings Bank. Business owners will be updated on the work that has taken place so far and be asked for their input on concepts currently being considered for the project. This input will assist the design firms as they develop a more

detailed schematic design. A series of public meetings have been scheduled to allow business owners, especially those located within the project area, to be updated and informed as the design work moves forward. All meetings are open to the public and will be held at various locations (TBA) and times to allow for broad attendance. The dates and times are as follows:

- April 14—7:00 p.m.
- April 15—5:30 p.m.
- April 28—7:00 p.m.
- April 29—5:30 p.m.
- June 2—7:00 p.m.
- June 3—5:30 p.m.
- June 16—7:00 p.m.
- June 17—5:30 p.m.



WEB MARKETING SIGN-UP BEGINS

The Chamber Retail Committee is beginning a new project to develop an online marketing campaign for local businesses. When tough economic times force small business owners to tighten their operating budgets, marketing, including advertising is usually one of the first cuts to be made. Marketing, however, is one of the areas small businesses should continue to focus on more than ever. To assist in this process, the retail committee is turning to the web to help create new ways to mar-

ket to customers in a very cost effective way. Business owners who would like to participate in the project will be asked to have their customers sign up to be on an email list to receive special offers. Online coupons, special offers, and sales will be marketed through the website and a commercial email system. Email addresses will not be sold to an outside entity, but only used to inform those customers about sales and special events happening with the participating merchants.

Recent studies have shown that customers are using the web to gather information regarding their purchasing decisions and we are hoping to "give it a try" on a small scale.

Please contact the Chamber office via email or by calling 422-3070 if you would like to be a part of this marketing campaign and an information packet will be sent to you.

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BOARD OF DIRECTORS

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APRIL IS EARTH MONTH!



VISTA
Volunteers In Service To America



VISTA volunteer Michelle Zander has scheduled lots of educational workshops during April to help you learn simple ways to be green!

April is Earth Month! Activities and topics for the month include fuel and energy conservation, and water quality management through rain barrels, rain gardens, permeable pavers, and green roofs.

Have you ever wondered what your carbon footprint is? A carbon footprint is defined as the total amount of greenhouse gases produced to directly and indirectly support human activities, usually expressed in equivalent tons of carbon dioxide (CO₂). Your carbon footprint is the sum of all emissions of CO₂ which were induced by your activities in a given time frame, usually one year. Calculate your carbon footprint by visiting www.carbonfootprint.com.

Check out the following list of workshops, and please contact Michelle at 422-3070 if you have questions or would like to register.

April 13—5:30 p.m.
Why H₂O Management?
Fayette County Fairgrounds
"What's in our water and why is it a concern" - presented by DNR and Fayette Co. Soil & Water

April 18—8:00 a.m.—Noon
Spring clean-up at the West Union Rec Center complex
Bring your own gloves, rakes, and other yard equipment!

April 19—3:00 p.m.
Build your own rain barrel
Fayette County Fairgrounds
Come learn how to make your own rain barrel to take home!

April 20—5:00 p.m.
Build a Sustainable West Union with A Community Garden
Fayette County Fairgrounds
Learn about the new community garden being planned for the fair grounds this season.

April 22—All Day
Rain Garden Project
Woodard Insurance Building
Observe or help install a small rain garden system in the back of a local West Union business.

April 24—TBA
Tree planting with WU Park & Rec

April 27—6:30 p.m.
"What is a Green Roof" hosted by Chris Moss with Moss Roofing

CELEBRATING 160 YEARS AT DAIRY DAY 2009

2009 marks the 160th birthday for West Union and this special event will be the theme for this year's annual Dairy Day Celebration. This year's festival will be held on Saturday, June 6th in conjunction with the semi-annual "Field of Dreams" dairy sale hosted by local dairyman, Norm Nabholz. The Board of Directors has already begun planning events including a parade, kids activities, and the annual street dance to be held downtown. All businesses are encouraged to have a parade entry to commemorate our 160th birthday or possibly sponsor an activity for kids. Several food vendors have already been contacted but there is always room for more! Our goal is to provide a fun-filled afternoon geared toward the entire family! Please contact the Chamber office if you have any suggestions or would like to help plan this event.



Main Street West Union Receives Grant

Main Street West Union has received a Paint Iowa Beautiful Grant for free paint to use in their downtown painting project. VISTA volunteer Michelle Zander worked with local business owners who were interested in having their buildings painted this summer to submit the application. The group was awarded 40 gallons of paint that will be used to assist in painting 10 buildings. Watch for these colorful improvements this summer using low-VOC paint provided by Diamond Vogel!

**Civic Club
Easter Basket Hunt
April 11, 2009
9:00 a.m.**



GREEN PILOT PROJECT UPDATE



GOING PAPERLESS: If you would like to switch from receiving a paper version in the mail to one delivered to your computer's INBOX, please drop us an email or call the office and we will make the change. This is just another small effort we are making to become a great Green Pilot Community!

APRIL IS EARTH MONTH: This month there are many opportunities to learn more about some of the sustainable concepts that we have been learning about since becoming a Green Pilot Community. Confused about what a rain garden is or how these permeable pavers work? Check out the schedule of educational events being offered this month to learn more. Special thanks to VISTA volunteer Michelle Zander for putting these workshops together.

ENERGY GRANT FUNDS NOW AVAILABLE: If your business is located within the downtown Main Street district you have a great opportunity to save some green this summer! With all the utility providers announcing rate increases, now is the time to make some changes to help reduce your energy costs. All businesses received information about the rebate program last month. You can also access all the information and an application on the website under the Green Pilot tab. And if you have further questions, give the office call at 422-3070.

STREETScape UPDATE: Mark your calendar to hear an update on where we are with the streetscape design process. Join us on Tuesday, April 14th at 7:00 p.m. or Wednesday, April 15 at 5:30 p.m. in the lower level meeting room at Kerndt Brothers Savings Bank to learn more!



Barn Quilts of Fayette County will be hosting a Quilt Show and Workshop featuring national quilt expert Debbie Bowles on April 25 & 26 at the North Fayette High School. All local quilters are encouraged to enter their quilts in the show and can register locally at either the Chamber/Main Street office or One Block Over Quilt Shop. A chartered bus tour will be available on Sunday afternoon from 1:00-4:00 p.m. to see many of the barn quilts across Fayette County. Those interested in the bus tour should pick up a ticket at the Chamber/Main Street office prior to April 15th to secure a seat. Tickets are \$15.00 which includes a wonderful goodie bag full of great things from area merchants and admission to the quilt show. Admission to the quilt show is just \$5.00 and admission to hear quilt expert Debbie Bowles speak on Saturday evening is only \$5.00. If your business would like to provide an item for the goodie bag, please bring 50 items to the Chamber/Main Street office by Friday, April 10th!



City Wide Garage Sales
April 24 & 25

For more info contact the
Fayette County Union!



A sign-up sheet for summer flower barrels is included with this Chamber newsletter. Please return your signed form to the Chamber office no later than April 18th to be included in this year's planting!



Antiques Appraisal Fair

April 18, 2009

9:00 a.m.—3:00 p.m.

Fayette County Historical Society

Please call 422-5797 to schedule an appointment!

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

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

Check us out at www.westunion.com !

AREA CALENDAR OF EVENTS



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| 5 Branson Music Show at PAC | 15 Streetscape Design Workshop & Update meeting | 23 West Union Firemen's Pancake Supper |
| 6 City Council Meeting— 5:30 p.m. | Fayette County Local Housing Trust Fund meeting in Fayette | 24 City Wide Garage Sales |
| MSWU Market Analysis ICN—6:00 | 16 Fayette County Community Foundation Awards Ceremony in Westgate | 25 City Wide Garage Sales |
| 7 MSWU Business Improvement Committee Meeting—5:30 p.m. | 17 State Main Street Awards in Des Moines | Goodwill truck at Lilac Plaza |
| 10 Good Friday—Office closes at Noon | West Union Just For Kix Recital | Barn Quilts of Fayette County |
| 11 CIVIC Club Easter Basket Hunt | 18 NFHS Carnival & Variety Show | Quilt Show & Workshop at NFHS |
| 12 HAPPY EASTER! | Rec Center Clean-up Day | 26 Goodwill truck at Lilac Plaza |
| 13 Regional ED Meeting at Chamber | Antiques Appraisal Fair at Historical Center | Barn Quilts of Fayette County |
| 14 Chamber Board Meeting | 19 Make your Own Rain Barrel | Quilt Show & Workshops at NFHS |
| Streetscape Meeting | 21 MSWU Design Committee Meeting | 26 Fayette County Community Foundation Board meeting |
| MSWU Board Meeting | 22 Earth Day event at Woodard Insurance & Real Estate Planning & Zoning meeting | MSWU Promotions Committee meeting |
| | 23 Regional Chamber meeting at Strawberry Point | 28 Green Roof Workshop |
| | | Streetscape Design Update |
| | | 29 Streetscape Design Workshop & Update meeting |