



# WEST UNION MAIN STREET



# Main Street In Motion

The Main Street West Union Newsletter

March 2013

Volume 5 Issue 1

## Special Points of Interest:

- Façade Program
- Divas & Dining
- National Historic District Work
- Calendar of Events

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## St. Patrick's Day Brunch



Main Street West Union is planning to celebrate the "Luck of the Irish" with a delicious brunch fundraiser on St. Patrick's Day, March 17th. Mark your calendars and plan to join us at the Holy Name Parish Center from 10:30 a.m. to 1:00 p.m. to enjoy a wonderful selection of breakfast casseroles, pastries, muffins and coffee cakes, along with the traditional Irish fare. There will be Irish stew, potato soup and corned beef and cabbage too!

Tickets are now on sale at the Chamber/Main Street office at 101 North Vine Street at \$8/for adults and \$5/children age 12 & under. Tickets will be available at the door for \$10/ for adults. Proceeds from the dinner will help fund Main Street projects, including the current work to have downtown West Union listed as a National Historic District.

## Hot Beef for Kids a GREAT Success!

Main Street West Union would like to thank the entire community for their tremendous support shown for the Hot Beef for Kids dinner to benefit the Kaleidoscope Kids Child Care Center. A special thanks to Gus Kapnis and his family for providing the delicious hot beef sandwiches, and to the many volunteers who provided pies and other donations of food items and financial contributions. We appreciate all those who turned out to support this event. MSWU was proud to donate \$3500 to the Capital Campaign for KKCC and their new building. This project will be a great addition to our community, providing high quality child care. We are proud to have been a small part in helping KKCC reach their goal and we thank the entire community for their support!



## FAÇADE MASTER PLAN PROJECT UPDATE

Nineteen downtown buildings continue to move forward on the Façade Master Plan project for West Union. Building owners meet in January with the design team from Martin Gardner Architecture to review the scope of work for each of their buildings. The design team presented draft proposals and cost estimates for the outlined work. Building owners were able to review these plans and make changes. Currently the designs have been forwarded to the State Historic Preservation office for approval. Once that process is complete, additional changes will be made and the bid documents put together. Currently, bids are estimated to be released on late April, pending the review from SHPO.

The City of West Union received \$500,000 to assist in the façade improvements to the participating buildings. The work planned ranges from simple painting to window & door replacement, to full façade restoration. Building owners are required to cover at least 25% of their project, with the balance of the work being covered by the grant funds and the property owners.

Main Street West Union is the sub-recipient on this grant award and is assisting the City of West Union with project coordination, grant reporting, and communication efforts. Upper Explorerland Regional Planning Commission is providing grant administrative services for the project. The façade work should be complete by December 2013.

## NATIONAL HISTORIC DISTRICT WORK UNDERWAY

Work has begun on having the downtown West Union business district listed on the National Register of Historic Districts. Main Street West Union has hired a historic consulting firm to assist in the paperwork required to have the district considered as a national historic district through the National Park Service. The downtown district has several historically significant buildings with interesting architecture and would see several benefits from the nomination.

One of the most significant benefits will be to property owners who own a building within a historic district that is used for a business or rental housing. Administered by the National Park Service in conjunction with State Historic Preservation Offices (SHPO), the Federal Historic Preservation Tax Incentive program offers a 20% federal tax credit for qualified rehabilitation expenses, with the State of Iowa offering a 25% credit. Thousands of property owners across the country have already utilized these tax incentives to rehab historic commercial buildings. Anyone interested in learning more about this program should contact the Main Street West Union office.

We hope to have the national district work completed before the end of 2013.

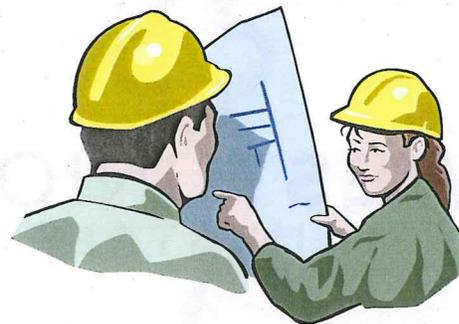
### SAVE THE DATE!!

West Union Streetscape Grand Opening Celebration

July 11, 2013

West Union Civic Plaza

Watch for additional details to follow!



### Mark Your Calendars

March 4

West Union City Council

March 6

Organization Committee meeting

March 8

Holy Name Fish Fry

March 10

Daylight Savings Time Begins

March 12

MSWU Board Meeting

March 15 & 16

The King & I - NFHS

March 17

St. Patrick's Day Brunch

March 18

Business Improvement Committee  
meeting

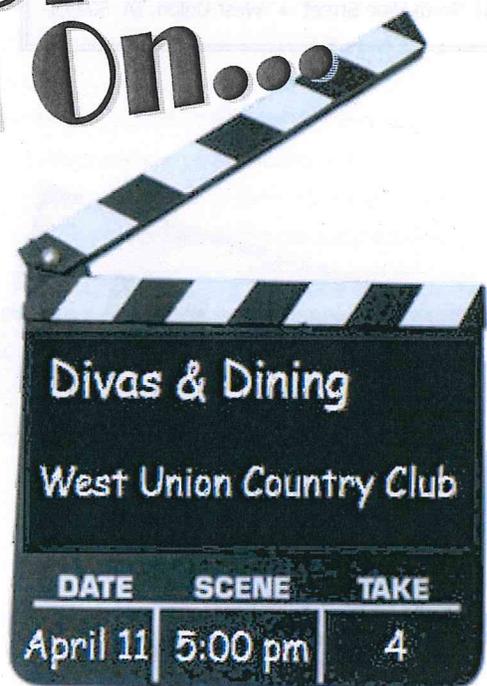
March 19

Design Committee Meeting



# West Union Divas ~ Get Your Glam On...

The 4th annual Divas & Dining is scheduled for Thursday, April 11, 2013 at the West Union Country Club beginning at 5:00 p.m. Tickets are now on sale for this special evening just for the ladies including boutique table-top shopping, a delicious meal, live entertainment and loads of fun—Hollywood Style! Tickets are \$15 in advance, \$20 at the door, and those who purchase their tickets before April 2, 2013. will be entered into a drawing for a special salon package. We're rolling out the red carpet as attendees will again receive a special goodie bag full of great offers and coupons from the Chamber Retail Committee when they purchase their ticket in advance. Don't miss out on this special evening, which has become the place to be in WU!




## THANK YOU Board Members!!

Main Street West Union is powered by dedicated volunteer board members who give of their time and talents to make our community a better place. We would like to thank the following board members who recently stepped down from the board in 2012:

- \* Ron Saboe has served on our board since we became a Main Street community in 2006. He was instrumental in our Great Places designation, the BRAWU bike ride, and many other events. He has also shared his great photography skills with us!
- \* Lori Daniels served on the board since 2011 and has helped with the Extreme Home Makeover and numerous Promotions Committee events.
- \* Sean Singewald served on our board since 2010 bringing with him a connection to North Fayette schools. We appreciate the time both he and his wife April provided to our many projects.
- \* Deb Willhite served on the board since 2011 providing great insight as a new resident to West Union.
- \* Troy Schott served on the board in 2012 holding the office of Vice President. We appreciate his city council experience!

Thank you to all of these individuals for their dedication to the Main Street program!



Playin' on the Plaza is back in 2013 and is moving to Thursday evenings on the new Civic Plaza downtown! Mark your calendars for these FREE summer concerts scheduled to begin on July 11th from 6:00–7:30 p.m.

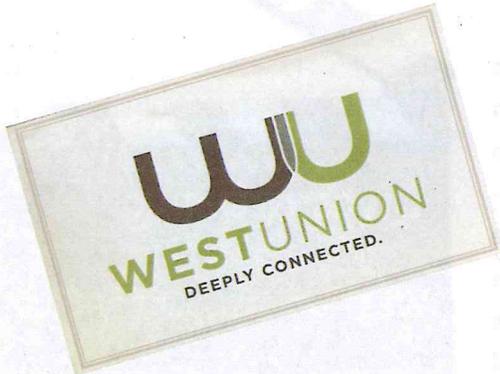
Many of your favorite performers return again this year along with some new voices.

Watch for schedules coming out in April!



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101 North Vine Street • West Union, IA 52175



## Business Improvement Committee

### Revives Welcome Program

The MSWU Business Improvement Committee is working to bring back a Welcome to West Union program similar to that of the early Welcome Wagon which served our community in the past. Changes in privacy laws no longer allow personal information to be given out to just anyone. Working with City Hall and local real estate agents, they plan to distribute postcards to new residents moving to the community. The postcards will entitle those new residents to a free gift bag full of information about the area as well as good and services the area has to offer. Main Street West Union will purchase the bags and provide the cards to local agents. Any West Union area business is welcome to have items placed in the bags at no charge. This is a great opportunity to get your business in front of potential new customers. Logo merchandise, print material, and special offers are encouraged. If your business would like to participate, please contact the Main Street West Union office. The new program is set to launch on May 1, 2013.

### 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

- Derek Heins, President
- Greg Ptacek, Vice President
- Erin Heins, Secretary
- Carolyn Havenstrite, Treasurer
- Robin Bostrom, Executive Director
- Jon Biederman
- Patti Heuton
- Nancy Dunt
- Gail Hackman
- Tyler Hemry
- Amie Johansen
- Dick Woodard
- Karla Organist
- John Pleggenkuhle



Congratulations to Gail Hackman on being named the 2013 Main Street West Union Volunteer of the Year! Gail was honored at the Community Awards Banquet in January and will also be honored at the 2013 State of Iowa Main Street Awards Banquet in Des Moines on May 17th.