



# CHAMBER OF COMMERCE NEWS

Another benefit of your West Union Chamber Membership!

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April 2011

## DIVA DAY EVENT IS APRIL 8 & 9

The Chamber Retail Committee has been busy planning for their 2nd ladies shopping event for West Union scheduled for April 8 & 9th. Geared toward the ladies, who do most of the shopping and love to spend the day with their best girl friends, Diva Day hopes to build upon last year's event and encourage shoppers to check out all the new spring merchandise arriving to West Union's stores. Participating stores will have a spring Open House feel as they welcome shoppers on Friday and Saturday. Many are offering special savings, tasty treats or demonstrations, and a fun festive atmosphere inside their store. Special coupon books from participating stores will be distributed at the Divas & Dining event at Country Hills (see article

below), and in the FREE goodie bags that will be distributed on Saturday morning. Shoppers can register between 9:00 a.m. and noon at the West Union Public Library for a goodie bag filled with special coupons and promotional information from participating businesses. Shoppers can also register in each business for a chance to win a gift certificate or gift from that business. The more stores you hit, the better the chances of winning! Select stores will also be offering mini-workshops inside their location including "how to's" on: ring cleaning & checks at Saboe Jewelry, learning to use your Smart phone at Haven Electronics, downloading your digital pictures at the Fayette County Union, and much more.



## DIVA'S LAS VEGAS AT COUNTRY HILLS

Area ladies are invited to kick off their "Diva" weekend on Thursday, April 7th at a special fundraising event planned by the Main Street West Union Promotion's Committee, Diva's Las Vegas. This is the third year for this special evening geared toward the ladies which includes drink specials, boutique table shopping featuring both home-based businesses and local shops, and a delicious meal served by singing waiters. After dinner enjoy a program featuring the one-of-a-kind creations of Elea Uhl of Decorah. Elea creates custom-designed Santa's as well as other

items from vintage fabrics, furs, and sweaters. Tickets for the event are available at the Chamber/Main Street office for \$15 each. Anyone who purchases an advance ticket will be entered into a drawing for a 1-hour massage. All attendees will also receive a FREE coupon book full of great deals from the Diva Day participating stores.



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### BOARD OF DIRECTORS

<b>Jackie Loomis</b>	<b>President</b>
<b>Lisa Miller</b>	<b>Vice President</b>
<b>Deb Merrill</b>	<b>Secretary</b>
<b>Justin Steinlage</b>	
<b>Jenni Elsbernd</b>	
<b>Ryan Hoey</b>	
<b>Melody Patrick</b>	
<b>Brent Parker</b>	
<b>Robin Bostrom</b>	<b>Executive Director</b>

**Regional Chamber Event here on April 29th**

West Union will again host the Regional Chamber Board event on April 29th in the meeting room at TAP'T Out Stein n Dine. The Regional Chamber Executives group was formed about 5 years ago through a partnership with NICC and the Chamber directors in the 6 counties in Northeast Iowa. Chamber directors meet several times a year to share best practices and look for ways to help promote the northeast corner of the state and the business members located here.

West Union will again host the regional board development workshop here giving our community the chance to showcase all that we have to offer. Cali Beals, former IDED Community Development staff person will be the featured speaker talking about board development. Ms. Beals has over 20 years experience with the Iowa Department of Economic Development and currently works with a hospital foundation in Anamosa. All Chamber members are encouraged to attend and

should RSVP to the Chamber office if they plan to attend. The communities of Cresco, Decorah, Waukon, Marquette, Monona, Strawberry Point, New Hampton, Oelwein and West Union participate in the regional chamber group on a regular basis.

Congratulations Prairie View Management, Inc. on the opening of the Prader-Willi house in January!

We hope that all our Chamber members will attend the Open House scheduled for April 8 & 9 to learn more about this positive addition to our community. The home has openings for specialized 24 hour services for people 16 years of age and older who have Prader Willi Syndrome or other food related issues. For more information please contact Laura Peyton, Director of Social Services at 563-425-3291, ext. 108.



**Come learn about our new residence which opened January 2011. We are a Community Based Program for individuals with PRADER-WILLI SYNDROME or other food related issues.**

**Jefferson House  
Open House**

**Date: April 8th and 9th  
Time: 1-3 p.m.  
119 Jefferson St.  
West Union, IA**

*Refreshments  
& Door Prizes*

**A service of Prairie View Management, Inc. For questions or to schedule a tour at another time, please contact Laura at 563-422-5606, x.108.**

**DAIRY DAYS HAS A NEW NAME—SAME GREAT FUN!**

The Chamber Board of Directors has begun planning for the annual community celebration and have decided to also give the celebration a new name—West Union Fest. The Board has received feedback in the last couple of years that the current name does not really fit the celebration and so a new era begins!

This year's event will focus on fun events for the entire family, including free entertainment, music, and games for all ages. The annual parade will kick things off at noon and will travel north on Walnut Street. (Please see the box to the right

for more details on the new parade route.) Games for kids of all ages will be set up along Elm and Walnut Streets for an afternoon of fun. Any organization that would like to have a food stand is encouraged to contact Jackie Loomis, food committee chair, to reserve a spot. It's a great way to raise funds in a short time!

So mark your calendars and get ready to have some fun in downtown West Union the first Saturday in June!

**NEW PARADE  
ROUTE**

Due to the street construction this summer on Vine Street, the Chamber Parade Committee has designated a new parade route for the 2011 West Union Fest parade (formerly Dairy Day). This year's parade will begin at West Union City Shop and travel north on Walnut Street to the Catholic Church. The parade will still line-up on South Pine Street but will travel north instead of south this year. This year's theme is "Family Fun".

**GREEN PILOT UPDATE**



**STREETSCAPE CONSTRUCTION UPDATE:** Blazek Construction began work again on the downtown street project on Monday, March 28. They have started on street excavation on the southern part of Vine Street and will move north and will proceed with pavement removal on Plum Street. Speichter will begin work the first week in April on trenching for water & sewer lines as well as a water valve replacement at the old middle school.

**CONSTRUCTION INFORMATIONAL EMAILS:** Businesses interested in receiving a weekly email with project updates should provide their email address to the Chamber office as soon as possible. The Chamber office will be coordinating this service with the project engineers so that updated information is distributed in a timely manner. All businesses within the project area should provide an email address as this will be a major source of communication regarding work that is being done on a daily basis. Please send your address to [wuchamber@alpinecom.net](mailto:wuchamber@alpinecom.net).

**ALLEYS ARE NOW ONE-WAY:** The alleys located to the east of Vine Street became one-way on March 1st. This will help control traffic patterns as the street construction moves north on Vine Street. All downtown businesses have received maps with this change indicated and should be sharing this with their delivery drivers, staff, and customers. If you would like additional copies of the map, please contact the Chamber office.

**COUNCIL APPROVES STREET BANNERS:** The West Union City Council approved a contract with Dennis McElree for decorative metal street pole banners for the new light poles. McElree has worked with the West Union Public Art Committee to design the new banners that will be placed throughout the downtown area when the new streetlight poles are installed. Grant funding from the Main Street I-Jobs program is providing the funding for the project. The local public art committee is excited to be able to showcase the talents of local artisans like McElree on this project. Art students from North Fayette were involved in the original design process which includes several architectural design elements from downtown West Union buildings as well as native prairie flowers that will be a part of the finished project. If you would like to see a mock-up of the banner, one is on display at City Hall.

**What's Happenin' in WU...**



**FLOWER BARRELS**

Thank you to those businesses who returned their reservation forms for a FREE flower barrel fill. If you have not yet returned your form, please do so before April 4th as we will be placing orders for the flowers at that time. You may choose a sun or shade location and can also purchase additional fills for \$20 each.

**City-Wide Garage Sales**

**May 6 & 7, 2011**

Please contact the Fayette County Union to place an ad and be included on the map!



**ANTIQUe APPRAISAL FAIR**

The Fayette County Historical Society presents a fundraising Antique Appraisal Fair featuring Mr. Chuck Wolf of Maquoketa, Iowa on Saturday, April 9th. The fair will be held from 10:00 a.m.—3:00 p.m. Mr. Wolf has over 40 years of appraisal experience and is a veteran of various versions of "Antique Road Shows" throughout Iowa. To get an item appraised, please call the Historical Center at 563-422-5797 to schedule an appointment. Walk-ins will be worked in as the schedule allows. The cost for appraisal is \$5.00 per item. You will receive a signed appraisal valuation statement from Mr. Wolf for each item. Historical Society volunteers will also be selling lunch and dessert items throughout the day. All proceeds from the event will go to the Fayette County Historical Society.

**CIVIC CLUB EASTER BASKET HUNT**

The West Union CIVIC Club annual Easter Basket Hunt will be held on April 23rd. Area children will pick up a number at the Historical Center and hunt to find their basket at participating merchants. If you would like to participate in this annual event, please contact Kaylene Nesvik at First National Bank, 422-3883. The basket hunt will take place between 9:00 a.m. and 10:30 p.m.



**COMMUNITY GARDEN**

Applications are now being accepted for plots in the Community Garden located at the fairgrounds. Art Wolfs will serve as the coordinator this season. Plots are 10 ft by 15 ft and are \$15. Please contact the Chamber office if you are interested in more information.

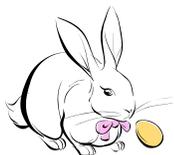
**APRIL 2011**

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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## APRIL CALENDAR OF EVENTS

- |   |  |    |   |
|---|--|----|---|
| 1 | Main Street Iowa Awards  | 11 | Community Garden Meeting at Kerndt Brothers Savings Bank  |
| 2 | Barn Quilts of Fayette County Quilt Show at NFHS   | 12 | Chamber Board Meeting<br>MSWU Board Meeting   |
| 3 | Barn Quilts of Fayette County Quilt Show at NFHS   | 13 | Fast Trac Express class at UIU, Fayette   |
| 4 | Northeast Iowa Business Network meets in Fayette   | 14 | Fayette County Community Foundation Awards Ceremony at Wadena Fire Station<br>Just For Kix Spring Recital at NFHS |
| 5 | Fayette County Tourism meeting at Oran Fire Station<br>Smart Planning Workshop at UIU, Fayette   | 15 | USDA Forum at UIU, Fayette  |
| 6 | Eastern Iowa Tourism meeting in Burlington<br>CONNECT Conference in Des Moines<br>MSWU Organization Committee meeting  | 16 | Prom at North Fayette   |
| 7 | Fast Trac Express class at UIU, Fayette<br>NIFF meeting<br>Diva's Las Vegas at Country Hills<br>One Block Over Shop Hop  | 17 | Palm Sunday   |
| 8 | Diva Day Open Houses<br>One Block Over Shop Hop  | 19 | MSWU Design & Business Improvement Committee Meetings   |
| 9 | Diva Day Open Houses—Registration for FREE goodie bags at WU Library<br>One Block Over Shop Hop<br>Antique Appraisal Fair at Fayette County Historical Society | 20 | Fayette County Local Housing Trust Fund Meeting in Fayette  |
|   |  | 22 | Good Friday—Chamber office CLOSED   |
|   |  | 23 | CIVIC Club Easter Basket Hunt   |
|   |  | 24 | HAPPY EASTER!!  |
|   |  | 26 | FCED Board Meeting in Fayette   |
|   |  | 27 | Administrative Professionals Day  |
|   |  | 29 | Regional Chamber Workshop   |
|   |  | 30 | MSWU Beach Party at Fayette County Fairgrounds  |

