



CHAMBER OF COMMERCE NEWS

Another benefit of your West Union Chamber Membership!



OCTOBER 2009

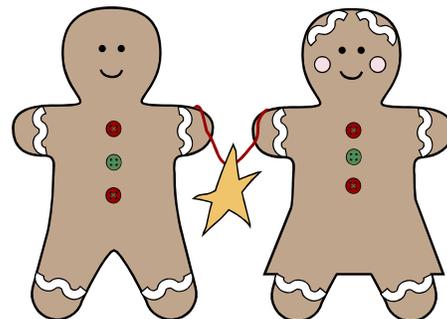
HOLIDAY 2009 EVENTS

Planning is nearly complete for promotional events for the 2009 holiday selling season in West Union. The Chamber Board of Directors and members of the Retail Committee have set dates for several opportunities for local businesses to join together in promoting local holiday shopping.

Holiday Open Houses are planned for November 12, 13, & 14 to showcase holiday merchandise and to kick-off the holiday shopping season. This year's event will feature a town-wide "Cookie Walk" for customers to sample tasty holiday cookies. Participating merchants will sample their favorite holiday cookie complete with a printed recipe card for customers to pick up. Customers can sample holiday cookies from all participating merchants and collect recipe cards from each location. Customers will register for a chance to win 6 dozen holiday cookies during the event.

The Holiday Punch Card Promotion will also have a cookie theme this year and will run from November 4—December 23, 2009. Cards are once again valued at \$150 and encourage customers to shop locally this holiday season. Completed cards allow customers to be entered into weekly drawings for gift certificates from local businesses as well as great prizes including an iPod touch! Last year 2700 cards were completed resulting in over \$400,000 in sales to local businesses! Our goal this year is to have over 3000 cards returned. The fee to participate in both the Holiday Open House event and the punch card promotion is \$75 plus a \$25 gift certificate from your business. The fee includes several group advertising materials including radio ads on KVIK, KDEC, and KOEL stations, billboard advertising, and newspaper ads. The fee also includes the punch cards and all point of purchase materials including printed recipe cards

for the Holiday Open House Cookie Walk. Sign-up materials are included with this newsletter and are available on the website under the Chamber events tab. Deadline to register is October 23, 2009 in order to be included in all advertising materials. For additional information please contact Robin at the Chamber office at 422-3070.



ENERGY GRANT EXTENDED UNTIL OCTOBER 31ST!



The deadline for local businesses to apply to the Energy Efficiency Grant Program has been extended until October 31, 2009. The grant program has also been opened to **ANY** business located in West Union. Up to \$1500 is available to assist with installing new energy efficient equipment in your business including lighting, heating and cooling equipment, energy star rated windows and doors, and insulation. Businesses must have participated in the energy audit program last summer and have consent and release forms on file with the Chamber office to be eligible. Over 15 businesses have received rebates totaling over \$15,000. Detailed information about the program is available on the website under the Green Pilot tab including rebate claim forms or at the Chamber/Main Street Office. The program is funded by the Iowa Department of Economic Development and administered by Main Street West Union.

Inside this issue:

| | |
|------------------------|---|
| VISTA Update | 2 |
| Streetscape Update | 2 |
| Facebook | 2 |
| Green Pilot Updates | 3 |
| What's Happening in WU | 3 |
| Calendar of Events | 4 |

BOARD OF DIRECTORS

| | |
|-------------------------|---------------------------|
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VISTA
Volunteers In Service To America

PUBLIC ART COMMITTEE MOVING FORWARD

The West Union Public Art Committee continues to meet and work to assist with public art projects for West Union. The committee was tasked with choosing a color palette that would be used for upcoming public art projects for the city. The first project is an information kiosk currently being constructed by Eagle Scout Michael O'Brien. The color palette chosen will follow a prairie theme including shades of rust, green, and gold. The group hopes to create a plan that can be adopted by any future project to create a

cohesive look throughout the community.

The committee is also researching design options for downtown railings that could be incorporated into the new ramps proposed as part of the streetscape project. As the streetscape plans continue and the issue of handicap accessibility is addressed, we will need to design railings for steps and ramps into buildings. The Art Committee will offer artistic input regarding the style of hand railing with particular emphasis on creating a uniform look.

Special consideration will also be given to finding local craftsmen to do the work.

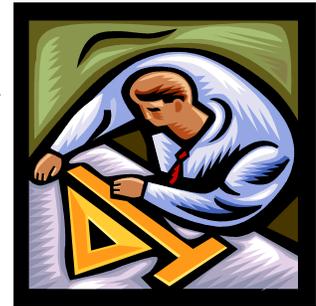
Ideas and drawings were reviewed for public art at the entrances to downtown. The group learned about projects recently done in Osage and Decorah.

The committee is always looking for volunteers interested in joining their discussions. Stop by the Main Street/Chamber office or email vista@fayettecountyia.com.

STREETSCAPE PROJECT UPDATE

The West Union City Council approved a new design contract with Conservation Design Forum at their September 8th meeting which will include the development of construction and bid documents for the downtown streetscape project. The Iowa Great Places grant for \$160,000 will help cover part of the \$304,000 cost. As of September 29th, the city has received the following grants:

- State Revolving Fund—\$3,000,000 (\$600,000 is a forgivable loan)
- Iowa Great Places—\$160,000
- Clean Climate Showcase—\$500,000



The City has also received word that three other grants including the Community Development Block Grant, EPA and State Energy Plan grants to assist with the shared geothermal system have made it through the first round of reviews. The City remains hopeful that these applications will also receive funding. The City will be submitting a CAT application on October 15th to the Vision Iowa Board for \$1.5 million and is considering applications for the Main Street Challenge Grant, Energy Efficient Community Block Grant Program, and the IDALS I-JOBS funding for storm water management. Additional funding sources are being reviewed to assist local business owners who may be interested in the shared geothermal heating and cooling system including USDA REAP funds and local Energy Efficiency Grant funds.

A design workshop was held at City Hall on October 1st to discuss the geothermal system and lighting options for the project. A second design workshop is scheduled for October 15th at City Hall. All workshops are open to the public and an agenda will be available at the Chamber/Main Street office or City Hall by October 14th. Recap sessions are held at 4:00 p.m. to allow business owners and residents the opportunity to learn about updates if they are not able to attend during the workday.

CHECK OUT WEST UNION ON FACEBOOK



Are you a "fan" on the new West Union Facebook page? If not, we encourage you to log on to the new West Union Facebook page and become a fan today! New Facebook pages were recently created for all communities in Fayette County in an effort to communicate with residents and alumni. A workshop held on October 1 introduced the social networking site to local business owners and community leaders as a way to communicate to potential customers and share information. West Union is currently trying to get as many fans as they can during the month of October on their page. The city in Fayette County with the most "fans" during the month of October will win \$150 to use toward a community celebration of their choice. We hope that you will help by becoming a West Union fan today by logging on to www.facebook.com. This contest is sponsored by the Northeast Iowa Business Network through a marketing grant provided by IDED.

The next workshop with Jason Trout will be held on November 1, 2009 in room 202 in the Andres Business Building on the UIU campus in Fayette and will discuss using Google and other search engines as a tool to grow your business. If you have a business website or are thinking about creating one, make plans to attend this FREE event. Please make a reservation with the FCED office at 422-5073 if you would like to attend.

GREEN PILOT UPDATE



WAY TO GO GREEN: Several West Union businesses recently received a “Way to Go Green” certificate in recognition of their efforts to implement “green” practices in and around the city. The certificates were signed by the mayor and offer recognition for the many small practices that local businesses are taking to reduce their environmental impact right here. Congratulations to TAP’T Out Stein & Dine, Lauer & Lauer Insurance, Saboe Jewelry, Woodard Insurance & Real Estate, and North Fayette Middle School Science Instructor, Sean Singewald.

ENERGY GRANT FUNDS: Deadline to apply for a rebate is October 31, 2009. Open to any business in West Union!

SHARED GEOTHERMAL LOOP SYSTEM: As a part of the street reconstruction project, the City is hoping to install a district geothermal heating and cooling system and a snow and ice melt system for downtown businesses. The cost for constructing both systems will be funded by state and federal grants. If a property owner elects to connect to the district heating/cooling system, it will replace their natural gas service for winter heating needs. It will also provide cooling for their building in the summer. Property owners may also choose to keep their natural gas-fueled heating and existing cooling systems if they wish. If a property owner chooses to use the system they will need to install a geothermal heat pump in their building. A contractor will need to make an analysis of the building’s heating and cooling needs and some reconfiguring of the building’s ductwork may be required. These are costs that will be borne by property owners. Private property owners that install heat pumps are eligible for a REAP grant from the USDA that covers up to 25% of installation costs. In addition, Main Street West Union has an Energy Efficiency Grant program that offers up to \$2,000 per customer in grants and low-interest loans. A one-time rebate from Alliant Energy is also available that amounts to approximately \$300 per ton of capacity. Public agencies located within the project area can take advantage of the State’s Energy Bank program to finance their installation costs. Property owners will have a visit from Chamber/Main Street staff explaining the proposed project during the month of October to gauge local interest and to answer questions property owners may have.

HOMEcoming TAILGATE FUNDRAISER

Thanks to all who attended the Homecoming Tailgate Fundraiser held at Haven Electronics and Lauer & Lauer Insurance. A total of \$1052 was raised for Palmer Memorial Foundation to purchase rocking chairs for OB department at the hospital. Thanks to all who came out on a cool day to celebrate NF’s Homecoming and support a great local project!



BUILDING SCAVANGER HUNT

MSWU’s Design Committee is hosting an Historic Building Scavenger Hunt during the month of October. Look for photos posted in downtown building windows highlighting features from local buildings. Pick up an entry form and correctly identify all 15 buildings and you could win West Union Scrip money! The hunt ends October 31st so don’t delay

WU-LIGHT SPECIAL AT OLD MILL

MSWU’s Promotions Committee will be helping Old Mill Floral celebrate their 25th Anniversary in business on Thursday, October 8th! Everyone is invited to join Gail and her staff during a fun-filled day including 25% off Halloween items and 25 cent carnations, along with great food and drinks served from 4:00 to 7:00. If your business would like to host a WU-Light Special please contact Karla at the Chamber/MS office.



OKTOBERFEST MEMBERSHIP PARTY

The Chamber Board of Directors invites all Chamber Members and their employees to an Oktoberfest Membership Party on October 23. The party will be held on the rear patio at Woodard Insurance and Real Estate in downtown West Union. Come enjoy a brat with kraut and all the fixings from 4:30—6:30 p.m. Current members will have a chance to win \$50 off their 2010 membership and non-members can win a FREE 2010 membership to the Chamber. Additional door prizes will be given away during the party and members can check out the porous pavement patio installed this summer by Dick Woodard. Stop over before heading to the North Fayette football game—it’s a great tailgate event too!

PALMER BASKET AUCTION

Palmer Memorial Foundation will be hosting their Fall Fund Fest and Basket Auction on Thursday, October 22 from 5:00—8:00 p.m. at North Fayette High School’s Cafetorium. The event includes a silent and live auction, live entertainment, hors d’oeuvres, and dessert bar. If you would like to make a donation this year, please contact Ashlyn Heins at (563) 422-3811 ext. 1514.



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www.westunion.com

«Name»
«Contact Information»
«Street Address»
«City», «State» «Zip»

Check us out at www.westunion.com !

OCTOBER CALENDAR OF EVENTS

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| 5 | City Council Meeting Fayette County Enterprise Zone | 16 | PDI Fall Conference—Des Moines |
| 6 | Chamber Retail Committee Census Meeting in Oelwein | 19 | City Council Meeting Barn Quilts of Fayette County Meeting |
| 7 | MSWU Organization Committee | 20 | FCED Board Meeting-Fayette |
| 8 | Old Mill Floral 25th Anniversary MSWU Business Improvement Committee | 21 | Be Your Own Boss Day at NICC |
| 9 | NEIA Artists Studio Tour | 22 | WU Public Art Committee Meeting Palmer Fund Fest at NFHS |
| 10 | NEIA Artists Studio Tour | 23 | WU Ambassadors Meeting Oktoberfest Membership Party |
| 11 | NEIA Artists Studio Tour Zion Lutheran Chicken Dinner | 26 | Fayette County Community Founda- tion Board Meeting |
| 13 | Chamber Board Meeting Fayette County Tourism Meeting MSWU Board Meeting | 27 | Fayette County Community Founda- tion Grant Workshop—Fayette |
| 14 | Professional Developers of Iowa Fall Conference—Des Moines | 28 | Bethel Presbyterian Church Soup Sup- per |
| 15 | Moore's Foods One Day Meat Sale PDI Fall Conference—Des Moines Streetscape Design Workshop | 29 | Enhancing Rural Communities Work- shop in Waverly |
| | | 31 | Happy Halloween! |



Saturday, October 31

5:00—7:00 p.m.