



Main Street In Motion

May 2010 - July 2010 The Main Street West Union Newsletter Volume 4, Issue 2

✧ Director's Report

MSWU's Four-Point Approach in action

By Robin Bostrom, MSWU Program Director



We have been enjoying wonderful spring weather here in West Union, which we gladly welcome after a long Iowa winter. The spring flowers are all blooming, the native birds have returned, and we recently attended the Main Street Iowa Awards Banquet held each April in Des Moines.

It has been four years now since we were selected to participate in the Main Street Iowa program, and so many good things have happened as we work to improve our community.

We have enjoyed four new business starts with a net gain of 19 jobs. These numbers include new business start-ups, as well as expansions of businesses already located in the area.

Twenty-six buildings within our downtown district have had some level of rehabilitation or renovation completed with an investment of \$390,357 in private funds. Two buildings have been sold to date with an investment of over \$80,000. This is a great example of local interest and investment in improving our community.

The month of April saw a new business, Moonlight Stitching Studio and Sisters Retreat, open in a renovated building right on Vine Street. Not only is this an improvement to the visual look of downtown, but this business will bring new visitors to our community.

Each of the above components is part of the Four-Point Main Street Approach to community development: Design, Business Improvement, Organization and Promotion.

We also congratulate Dick Woodard for winning the Iowa Main Street award for Best Green Sustainable Project, recognizing the sustainable water-management project he constructed behind his office building downtown. If you haven't seen this project yet, I encourage you to take a walk in the alley to see the patio area and rain garden he has constructed. Hats off also to Greg Ptacek, who was named the Outstanding Volunteer for the community of West Union in 2010. Both of these volunteers were honored at the state awards banquet in Des Moines on April 16 and are part of the success that our local program has enjoyed in the past four years.

And if you are reading this newsletter, you yourself are probably also someone who has contributed to our program, either financially or with your time and talents. Thanks to all of you, as well!



Special Points of Interest:

- What's happened in four years?
- Committee reports & information
- Main Street Iowa Awards photos
- Hoedown photos
- West Union's Promotional Projects

Inside this issue:

President's Column	2
Calendar of Upcoming Events	2
Design Committee Update	2
Main Street Iowa Awards photos	3
Organization Committee Update	4
Business Improvement Committee Update	5
Promotions Committee Update	5
Chad Elliott Concert	5
Mystery Picture	6

Come play on our winning team!

By Dick Woodard
MSWU Board President

Recently a local resident stopped by and asked, "How's Main Street going?"

I replied, "Are you referring to the Main Street organization or the street improvement project?"

By the way, both are going fine, but it is important to separate the two.

Main Street West Union is working on historical preservation, economic assistance, design and façade information, and adding vitality to the community through special events.

The street improvement in the works is a city project. However, our organization supports the project, and a number of our members have played vital roles in the planning and fundraising areas of it.

I point this out in hopes that folks who are not in favor of the street project don't look negatively upon the Main Street West Union organization. Our efforts are directed toward residents of all ages and for businesses throughout the community.

Main Street West Union accomplishes its goals through volunteers and generous donations. As the annual fund drive occurs, please help us to continue the good projects that have been happening since our inception in 2006.

The MSWU Board recently met for a

* [Design Committee Update](#)

Address signage available to downtown businesses

By Jon Biederman, Design Committee

The Main Street West Union Design Committee has put together a building address program to make businesses aware of the importance of having a street address on each building.

A visual survey of the downtown businesses shows that approximately two-thirds of the buildings do not have addresses that conform to current City of West Union code requirements. Having adequate addressing on buildings not only meets the code requirement but, more importantly, helps direct customers and deliveries to their destination.

Main Street West Union has teamed up with a local sign producer to make address signage available to downtown business district building owners at a reduced cost. This program is for address numbering on the building fronts; however, we recommend that owners consider adding address numbers near the rear building entrances, as well.

A brochure outlining the program has been distributed, with additional copies and further information available at the Chamber of Commerce/Main Street office (422-3070).



Mark Your Calendars...

May

- May 2-5** - National Main Street Conference
- May 6** - WU-Light Special at Saboe Jewelry
- May 7** - Final Green Building Training for contractors
- May 8** - Mike O'Brien's Eagle Scout Award Ceremony
- May 11** - CDF "Greening your District" Visit
MSWU Board Meeting
- May 19** - Complete Streets Workshop
- May 20** - Entrepreneur's Club
- May 24-28** - National Small Business Week
- May 31** - Memorial Day - office closed

June

- June 5** - Dairy Day!
- June 7** - Main Street ICN - Promotion
- June 8** - MS Board Meeting
- June 17** - FFI Farm Tour
- June 24** - Chad Elliott's One-Horse Town Tour on the Courthouse Square
- June 27** - WU Park & Rec. Triathlon

July

- July 4** - Fireworks at Rec. Complex
- July 5** - Independence Day observed - office closed
- July 8** - Alley Fest - Get your Rear in Gear!
- July 13** - MS Board Meeting
- July 17** - I-Ride Motorcycle Ride
- July 27 - 31** - Fayette County Fair

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



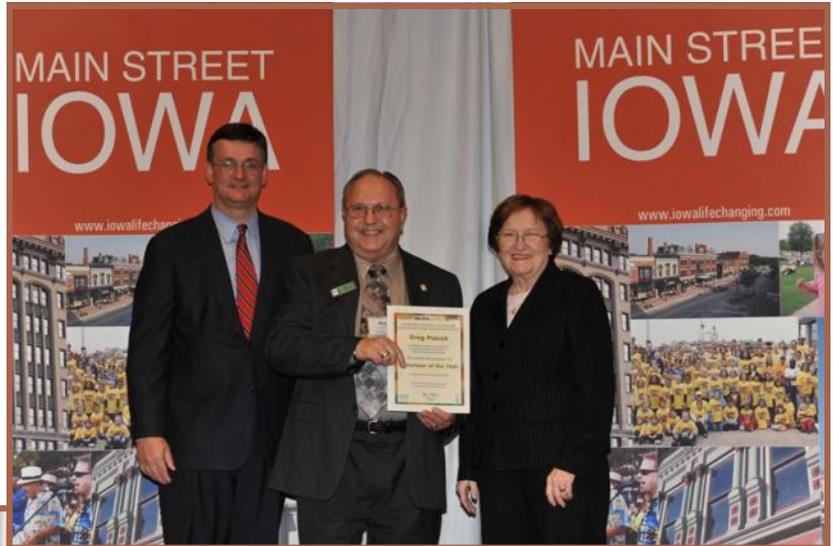
Main Street Iowa Awards!

April 16th, 2010, Des Moines, IA



Volunteer of the Year Greg Ptacek!

Greg Ptacek, pictured to the right with Lieutenant Governor Patty Judge and Bret Mills, director of the Iowa Department of Economic Development, was honored as Main Street West Union's Volunteer of the Year! Dick Woodard, pictured below, won the award for "Best Green Sustainable Practices" for the storm water management project installed behind his business



Best Green Sustainable Practices Dick Woodard!



The WU Crew!

West Union had a large group attend the awards ceremony this year. Pictured to the right are Ben Lewis, Dick Woodard, Mike Lauer, Carol Weidemann, Ron Saboe, Karla Organist, Mark Bostrom, Greg Ptacek, Robin Bostrom and IDED Director Bret Mills. A great time was had by all!



Good ol' country fun at Hoedown

By Sue Wolf
Organization Committee



Our committee spent the past several months busily preparing for our MSWU Annual Meeting/Fundraiser. The Big Day finally arrived on Saturday, April 10!

Our "Hometown Hoedown and Country Cookoff" at the Fayette County Fairgrounds provided good food, good music, and good fun for all who attended.

Our Fabulous Volunteers!



Special congratulations to Jason Zander for being the people's choice as Chili Cook-off winner and to Karla Organist, whose entry was voted the tastiest in the Cornbread Cook-off! We sincerely thank all the local competitors, as well as all the voters – who were actually the real winners by getting to sample so many delicious recipes!

We'd also like to thank all of the Silent Auction donors for their generosity and creative contributions. We had lots of really fun items to offer. In addition, we appreciate the fine folks who bid on each of those items; we think the winning bidders got a whale of a deal on their treasures!

The funds we raised from the meal/dance and auction will be used for MSWU's projects in our community throughout the next year.

Pledge Drive

We also appreciate Iris Woodard, Marge Kilburn, Bill and Meg Moellering serving as honorary chairpersons at the kickoff of our MSWU Pledge Drive that evening. Many heartfelt thanks to all of you who either pledged at the Hoedown or have sent in your pledges since then. Your donations will help us to keep our Main Street West Union program operating.

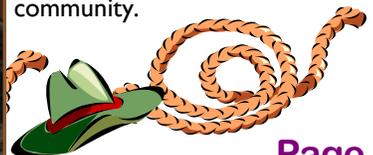
Those of you – individuals and businesses alike – who have not yet pledged, we ask you to seriously consider doing so. The Pledge Drive will continue into May, so you have plenty of time to get signed up.

If you'd like a pledge packet to take a look at all the things MSWU has accomplished in the past several years, please contact the Chamber/Main Street office at (563) 422-3070. Also included in the packet is information on pledge options.

Our goal to sustain our MSWU program is \$35,000. We acknowledge that it will take many pledges to reach that goal, but we also know that when West Union has a need toward a worthwhile cause, the community has stepped up and met the challenge. We encourage you to do that now.



Finally, thank you to all of you who have supported our MSWU program and the many activities we host each year. Your involvement plays a big role in the long-term vitality of our community.



Two great projects showcase West Union

By Troy Johansen, Business Improvement Committee

The Business Improvement Committee has been keeping itself busy working on a few things to bring some new life to the West Union businesses. In these financial times, anything we can do to spike some new customers is well worth it.

The first project, which is close to completion, is a promotional DVD that showcases the amenities available in the West Union area. It highlights our recent accomplishments in the community, such as the Recreation Complex, the municipal Aquatic Center, the North Fayette Performing Arts Center, as well as the public library and many other projects that have made a positive impact on the quality of life here in West Union.

This narrated DVD is being put together to send out to potential businesses or individuals and families who may be interested in relocating to our fine community.

Our committee has sent the DVD back a few times to have it tweaked, because we feel this is a one-time shot to get it as perfect as it can be. Hopefully, by our next meeting we will have a final draft, so we'll be able to place our order and get them out to the people to view. We are planning to have a premiere viewing of the DVD – look for the upcoming announcement, so you can come see what we have been up to!

The other project that we are working on is a binder and a trifold mapping out the businesses we are so happy to have here in West Union. The binders we are working on will show businesses and services according to category. If someone lands in this town and doesn't know how to find a business or service he or she may be in need of, the informational binders can be found at our local motels and bed & breakfasts. The businesses and services will also appear on a numbered map, so they can be easily found.

The trifolds will also be made available and will be a condensed version of the larger binders. These will be made available to more businesses and organizations and will be something that visitors and travelers can take with them. Hopefully, these two tools will help promote the awesome businesses and services that West Union has to offer.

We ask anyone who has a great idea or project that he/she thinks will improve business in West Union to please contact the Main Street office and let us know. Maybe you are even interested in helping out on our committee. You might be surprised at how much fun it is and how much gratification you get out of it!

Upcoming activities spell F-U-N for WU!

By Ron Saboe, Promotions Committee

Saboe Jewelry hosted the Main Street West Union Promotions Committee's WU-Light Special on Thursday, May 6. The store is celebrating its 65th year in business, as well as Ron's 28th year at the helm. If you missed the WU-Light Special, feel free to stop by Saboe Jewelry anytime to chat with Ron, pick out a special gift, or just to browse.

Chad Elliott will be bringing his One-Horse Town Tour to West Union on Thursday, June 24. He will perform in the gazebo on the courthouse lawn; show time is 5 p.m. Chad will play two 45-minute sets with a break in between.

The Promotions Committee is also busy planning August's WU-STOCK 2010. If you would like to join us in planning this event, we welcome new ideas and suggestions.

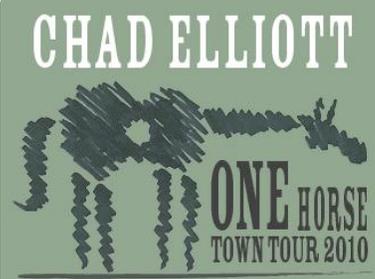
Because we want to make our West Union activities fun for ALL ages, we need young people to help plan things they would like to see happen. Encourage your own children or those of friends and neighbors to come join us! We promise they'll have a great time.



WU-Light at Saboe Jewelry



WU-Light at Hawkeye Foods



Chad Elliott is gearing up for the first-ever One-Horse Town Tour, a music tour across Iowa to towns with under 3,000 population. He will be performing in West Union on June 24th.

"This tour is a series of concerts that celebrate small-town life. I grew up in a small town in Iowa, and I really feel a connection when I play in rural areas," Elliott said.

During the month of June, Elliott will visit 12 towns in Iowa to share his original music. Elliott will be hosted by the Main Street West Union Promotions Committee.

The One-Horse Town Tour show is open to the public and will take place on the courthouse square from 5:00 to 7:00 p.m. Elliott came up with the idea of hosting a tour only for towns under 3,000 population after playing several shows in metropolitan areas where audiences just "didn't seem to appreciate live music like small-town Iowa."

A freewill donation will be accepted at the shows, which are funded solely by these donations in an effort to make live music affordable for small towns who are so often overlooked in touring schedules. Mark your calendars now!

Main Street
West Union



101 North Vine Street • West Union, IA 52175

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!