



# Main Street In Motion



February 2011 - April 2011 The Main Street West Union Newsletter Volume 4, Issue 5

## \* Business Improvement Committee Update

### *Ambitious 2011 agenda for Business Improvement Committee*

By Troy Johansen, Business Improvement Committee

The Business Improvement Committee is busy working with projects that we feel will ease the transition into the upcoming Streetscape project, which will be roaring into West Union when the snow is gone.

Our committee hopes to meet much of the rest of the winter months either in conjunction or in accordance with the Design Committee. We feel the two entities can handle much of the planning of ways to make the Streetscape a little easier for customers coming to West Union, as well as for the businesses in the downtown who may be affected by street and sidewalk closures throughout the summer months.

The Business Improvement Committee recently submitted its budget requests for 2011. The following projects will be made possible by such funding:

1. Refabbing and updating of the hotel/motel informational binders.
2. Presentation of the "Pickle" video at North Fayette High School.
3. Upper Iowa University Move-in Weekend, which was a great success in 2010.
4. Presentation of another Facebook training seminar, which gave a boost to a few businesses when it was presented in 2010.
5. Future work and distribution of the West Union promotional DVD.
6. Finally, the newest program we are working on is the implementation of a volunteer-based Main Street Patrol, which could result in an electrically run vehicle (i.e., golf cart) being operated by a volunteer at peak times during the Streetscape project. These volunteers would be able to guide visitors, customers, delivery vehicles, etc. to their destinations when such businesses are not as accessible as they were prior to the Streetscape project.

We are always looking for additional volunteers and ideas that will enhance our downtown. Everyone is welcome and encouraged to join in on one of the committees. Volunteering is fun and rewarding!

#### Special Points of Interest:

- West Union on the Move!
- Committee reports & information
- Peace Through Corn
- Volunteer of the Year
- Beach Party

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# WU: A Community Definitely on the Move

By Dick Woodard  
MSWU Board President

2011 should be an exciting year for the residents of West Union and our local Main Street organization. Can you imagine what visitors will be thinking as they drive by the new Schwan's building, see the downtown being improved, notice Hwy. 18 being resurfaced, Traditions being added on to, further improvements at the West Union Recreation Complex, and other local facelifts?

Hopefully they will think West Union is a community on the move! It is an important time for all of us to be goodwill ambassadors, as visitors will have questions and possibly some special needs if construction puts a piece of equipment in their way.

Main Street West Union is on the move also. Our committees are working hard to make sure most of our day-to-day activities continue as normal during the construction period, plus we are adding new things to the calendar that will make this year both fun and productive. There will be challenges arising from time to time, but with your help we will meet them in a fashion that keeps the best wishes of the community in mind.

Financial support from individuals and businesses is the key to the continuing viability of our organization. 2011 is the fifth year of MSWU's existence, and we have achieved goals that are the envy of communities across the state. A number of potential grants and projects are on our radar for more improvements in West Union.

To meet those goals and keep our program healthy, we need your financial help. Please pitch in when you can, in any denomination with which you are comfortable. Remember, we also are a charitable organization suitable for memorials to loved ones or friends who have passed on. Perhaps you might consider a gift "In honor of" someone special, as well. Thanks for your support as we move on through this exciting year!

**Monday Feb. 21 7:00p.m.**  
**Performing Arts Center**  
**North Fayette High School**  
**600 N. Pine, West Union**

**PEACE THROUGH CORN**  
 by  
 Cynthia Mercati

Supported by grants from Humanities Iowa and the National Endowment for the Humanities, and from the Iowa Community Cultural Grant Program of the Iowa Department of Cultural Affairs.



Mark Your  
Calendars...

## February

- Feb 8 - Board meeting
- Feb 9 - Organization Committee
- Feb 10 - WU Light Special at Lilac Plaza
- Feb 11 - Promotions Committee
- Feb 14 - Happy Valentine's Day
- Feb 15 - Business Improvement/Design Committee
- Feb 21 - Peace Through Corn at PAC
- Feb 24 - EntreFest in Dubuque
- Feb 25 - EntreFest in Dubuque

## March

- Mar 7 - QuickBooks class Mar 7, 10, 14
- Mar 8 - Board meeting
- Mar 9 - Organization Committee
- Mar 11 - Promotions Committee
- Mar 15 - Business Improvement/Design Committee

## April

- Apr 1 - MS State Awards
- Apr 6 - Organization Committee
- Apr 7 - Divas & Dining
- Apr 8&9 - Ladies Weekend Retail Event
- Apr 12 - MSWU Board meeting
- Apr 13 - MSWU Organization Committee
- Apr 15 - Promotions Committee
- Apr 19 - Business Improvement/Design Committee
- Apr 30 - Beach Party Fundraiser

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

## John Biederman ~ 2010 Main Street West Union's Volunteer of the Year

\* Design Committee Update

### *Bike racks, banners and signs - oh, my!*

By Gail Hackman  
Design Committee



In anticipation of the upcoming Streetscape construction, the Design Committee has been planning and designing **way-finding signage** to be used in the alleys behind downtown businesses. The signs would each have a cap on top that would mimic the way-finding signs used along the highways. They will be installed at the ends of the alleys and list the businesses in that area. We would like to make these signs permanent, so that even after the Streetscape project is complete, delivery vehicles and customers can identify and have access to the back entrances of various businesses. Another project we are working on is the **light pole banners**. We've seen a sample with the powder-coat finish on. It looks sharp!

The high school fabrication class has been working with us on **bicycle rack** designs. We've discussed styles and locations for installing them. We'd like them to also serve as public art. We've agreed on two styles and have hopes of installing as many as four to six racks, depending on our budget.

We'll be working with the Fayette County Supervisors on designs for the **civic plaza** (formerly called the amphitheater) **wall**. The wall may have a panoramic picture of the downtown from a historic photo.

We will again this year be offering the business grant program for downtown **building façade improvements**. So, if you are thinking of doing any improvements, you might want to pick up a grant application at the Chamber/Main Street office before you start. *Improvements do need to be approved before the start of the project.* Grants are awarded on a first-come, first-served basis for as long as funds are available. Don't delay - apply today!

Jon Biederman (right) 2010 MSWU Volunteer of the Year, is congratulated by Dick Woodard, the organization's board president at the Community Awards Banquet held on January 22nd. **Congratulations Jon!**

Dick Woodard, current president of the MSWU Board of Directors and longtime enthusiastic volunteer for the organization, will represent Main Street West Union at the 25<sup>th</sup> Anniversary celebration of Main Street Iowa on April 1st in Des Moines.

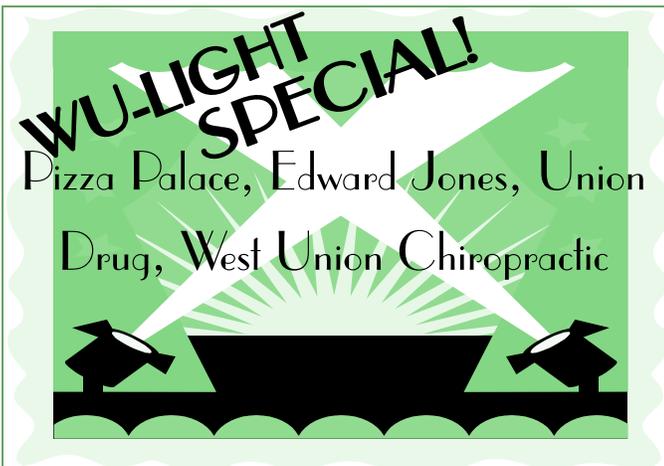


## A Fresh Start to a New Year!

By Robin Bostrom  
Main Street West Union Program Director

January is that time of year when you flip over the calendar and have a fresh start to a new year. All those calendar days are clean and free of appointments, meetings, and obligations! It doesn't take long for the days to get filled up and for the work on a new year to begin. 2011 will be a year of change for West Union as the streetscape project will kick into high gear. Things will be torn up, improvements made, and a brand new streetscape to enjoy by the end of 2012. As with any remodeling project, we know there will be challenges as we move through the construction phase. Main Street West Union will be working with the City of West Union and the Chamber of Commerce to make sure we address issues and concerns as best we can so that customers, residents, and business owners know all that is going on and how to continue to shop downtown during the construction phase.

Main Street West Union has also been involved in sharing our story with others across the nation. Our Green Pilot Project has attracted national attention because it is so innovative. In February, I will be speaking at the New Partners for Smart Growth conference in Charlotte, NC about our project. Many cities across the nation are very interested in the storm water management aspects of our project, as well as the district geothermal heating and cooling system. We also hosted a reporter from Preservation Magazine in late November who is writing a story for their national publication about our project. A photographer from the same magazine was here between snowstorms in late December to capture photos for the same story. He was here the day we had beautiful frost so the winter shots of West Union will be especially beautiful. A special feature on Main Street communities covered the pages of the January/February issue of the Iowan Magazine too. Although West Union wasn't a feature article, we do have a nice ad spread in the back of the magazine encouraging folks to visit our part of the state. The annual report put out by the state Department of Natural Resources (DNR) also features a story on West Union and Woodard Insurance for the storm water management features that will be part of our streetscape project. Why are all these articles important? The more that we can share about West Union and all of the good things happening here, the more opportunity we have to connect with businesses and families that are looking for a new home. We encourage you to do your part to "sell" West Union by welcoming strangers that you meet on the sidewalks or in our businesses. All of us share a part in marketing our hometown which in turn improves the quality of life for all of us!



Join the Main Street West Union Promotion's committee on Thursday, February 10h as they resume their infamous WU Light Specials. From 4 until 6 pm enjoy treats from area merchants in the Lilac Plaza, outside of Pizza Palace, Union Drug, West Union Chiropractic and Edward Jones Investments. Enter your name for a chance to win a door prize. Learn a little more about what Main Street West Union is doing for our community!

Main Street West Union's Organization committee is selling raffle tickets for a chance to win the Spelz painting shown below of West Union. The tickets are \$5 each or five tickets for \$20. See any Main Street West Union Organization committee member or stop by the Chamber/Main Street Office to purchase your **WINNING** ticket. The drawing will be during WU-Stock on August 27.



## Special Show, Beach Party

Coming Soon!

By Carolyn Havenstrite  
Organization Committee

Christmas is past, and the decorations are put away. It's time to shake off the winter blues and look forward to upcoming Main Street events!

### Unique show coming to WU

A two-man show, "**Peace Through Corn,**" celebrating the 50<sup>th</sup> anniversary of Nikita Khrushchev's visit to Iowa, will be presented at 7 p.m. **Monday, Feb. 21**, at the North Fayette Performing Arts Center. Tickets are \$5.

"Peace Through Corn" is the story of "a brash Iowa farmer, Roswell Garst, and his unprecedented relationship with Soviet leader Khrushchev. The unique bond forged at the height of the Cold War highlights an original song by Coon Rapids songwriter Chad Elliott," who performed in West Union last summer.

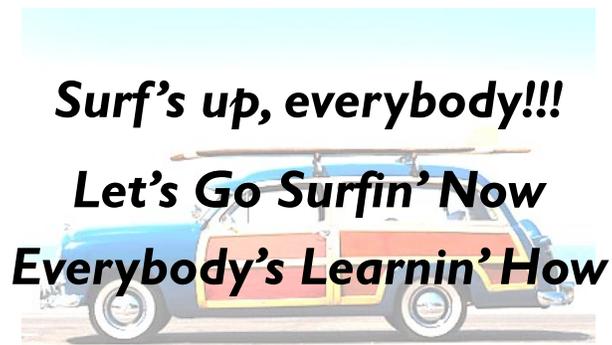
This show is being proudly presented by Main Street West Union, in conjunction with Humanities Iowa and the Iowa Department of Cultural Affairs.

Farming has been a key industry in Fayette County, and West Union is pleased to be one of eight Iowa communities chosen to host this performance. Come join us – and bring a friend!

Tickets are available at the Chamber/Main Street office.

### Save the Date!

Our Organization Committee is also busy planning our 2011 MSWU Annual Meeting & Fundraiser. April 30 plan to join us at the fairgrounds for a "**Beach Party**" and dance! Start gathering up your colorful beachwear and practicing your dance moves for music by The Beach Boys, Jan & Dean, and more! Fun contests are also in store, so be ready to join in the fun!



## It's a Wrap - Until February That is!

By Erin Heins  
Promotions Committee

The Promotions Committee showed its holiday spirit by offering gift-wrapping services on "Ladies' Night Out" and "Men's Night Out" in December. We provided the paper and wrapped gifts for free, plus we offered refreshments while you waited. It didn't create quite the buzz we had anticipated, but we hope with each passing year we can continue to draw more people as more and more of the community shops locally. We really appreciate all the citizens of West Union who continue to shop locally all throughout the year. Your support keeps our businesses and community strong!

There are a couple of exciting things coming up for the Promotions Committee!

Look for our **WU-Light Specials** to continue in February out at Lilac Plaza. With Valentine's Day just around the corner, we plan to entice all you lovebirds out there to shop for your special someone *and* enjoy some tasty treats!

Our annual **Divas 'n' Dining** will take place once again on April 7 with a Las Vegas theme this year. So prepare to be sinful as we celebrate all the wonderful ladies of West Union. And, remember, gals – what happens in "Vegas" stays in "Vegas"!

Watch The Union or contact the Main Street office for more details on these and other fun Main Street events!

### Turn In Your Volunteer Hours!



**April 30 7:00p.m**

Main Street West Union Fundraiser

Dance Pavilion, Fayette County Fairgrounds

**Be There Or Be Square!**

**Main Street  
West Union**



101 North Vine Street • West Union, IA 52175

«AddressBlock»

## 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  
Derek Heins, Vice President  
Erin Heins, Secretary  
Greg Ptacek, Treasurer  
Robin Bostrom, Executive Director  
Sean Singewald  
Ron Saboe  
Jon Biederman  
Mike Lauer  
Troy Johansen  
Michael O'Brien  
Gail Hackman  
Carolyn Havenstrite



## Mystery Building

Can you guess where this building is, and what is located there now?

The answer is hidden somewhere in this issue!