

# Main Street In Motion

Nov. 2009 - Jan. 2010 The Main Street West Union Newsletter Volume 3, Issue 4

## Limited-edition print to benefit MSWU

### Special Points of Interest:

- West Union prints now available!
- Committee Reports & information
- A farewell to our VISTA
- 3/50 Project
- Market Analysis Survey Results coming soon!
- MSWU looks back on its first three years

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Main Street West Union is pleased to announce the release of the first in a series of limited-edition lithography collector prints.

Speltz Studio of Wildlife has been commissioned to paint a collector's picture depicting local scenes.

The first painting showcases the picturesque Fayette County Courthouse, parts of the downtown architecture, and a gliding hawk.



The romantic, sunlit, autumn scene has the beautifully rendered buildings painted in intricate detail.

From this original, a limited number of regular-edition prints and artist proofs will be made. Main Street West Union committee members will sell these regular-edition prints for \$40 (print only). For \$117 (plus tax), you can purchase the print beautifully matted and framed. The image is 10" x 15" and goes into a 16" x 20" size frame when matted; the frame is ready to hang. These prints can be personalized with your choice of a pencil remarque sketch. All will be signed and numbered.

It is our hope that over \$3000 can be raised by Main Street West Union to benefit community projects.

You may view the print at several locations, including the West Union Chamber of Commerce/Main Street office, City Hall, TAP'T Out Stein-n-Dine, Kerndt Brothers Savings Bank, First National Bank, Old Mill Floral, Woodard Insurance, Saboe Jewelry, Haven Electronics, and The Fayette County Union.

Artist J.D. Speltz is a 10-time state stamp and three-time national print award winner. The binding similarity in all Speltz Studio paintings would be the drama or story that each tells. In every painting you will find a number of sparrows, representing the local volunteers working in each community.

Please call the Main Street West Union office at (563) 422-3070 for your order to be filled quickly. Early sales help the MSWU group to earn incentive gifts, plus the original oil painting!

Please consider purchasing a print as a way to give back to our community, and in return for your contribution, receive a lasting memory of our community captured in art form.

The fundraiser will continue through Nov. 30. All prints will arrive in time for Christmas and would make great gifts for family and friends!

# Shopping locally for the holidays

By Robin Bostrom, MSWU Program Director



Hard to believe that as I write this, there are roughly 60 shopping days until Christmas! While many of you may already have a start on your holiday shopping, I haven't even given it a thought! How can you think about Christmas when it's not even Halloween yet?

But for many small businesses and families in our area, there may be uncertainty about what the upcoming holiday season may bring. With the recent job losses that have affected our community this year, we all wonder what will be next, and can we really do anything to stop it from happening again?

I recently learned about a project called the "3/50 Project" while visiting a neighboring Main Street community. The flyer was put into my sack when I made a purchase, and it really got my attention. The program is working to save the brick and mortar our nation was built on using these principles:

## 3

What three independently owned businesses would you miss if they disappeared? Stop in. Say hello. Purchase an item that brings a smile. Your purchases are what keeps those businesses around.

## 50

If half the employed population in the West Union area spent \$50 each month in locally owned, independent businesses, it would generate more than \$12.6 million in revenue annually!

## 68

For every \$100 spent in locally owned, independent stores, \$68 returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$43 stays here. If you spend it online, nothing comes home.

## 1

The number of people it takes to start the trend...  
YOU.

*Pick 3.*

*Spend \$50.*

*Save your local economy.*

Think about that this holiday season...are there gift items that you could purchase locally rather than heading to the large urban areas and the big-box stores? While I know we can't always find everything we need here, I would challenge you this holiday season to simply take the 3/50 project challenge. Choose three locally owned stores and spend \$50. Not only will you have great gifts for your family and friends, but you will have the personal satisfaction that YOU have done something very positive to help the economy right here in West Union.

*Happy Holidays!*



## Mark Your Calendars...

### November

- Nov. 4 - Chamber Punch Card Promotion Starts!
- Nov. 4-5 - Main Street Fall Conference, Spencer, Iowa
- Nov. 5 - Web Search Optimization workshop, Fayette
- Nov. 9 - Yard Waste Pickup Day
- Nov. 10 - MS Board Meeting
- Nov. 12 - Geothermal public workshop
- Nov. 12-14 - Chamber Holiday Open Houses
- Nov. 14-15 - "The Wizard of Oz" @ NF PAC
- Nov. 17 - Market Analysis "Lunch and Learn"
- Nov. 20 - Michelle's Last Day as staff VISTA
- Nov. 21 - Parent Share & Support Craft Show
- Nov. 23 - Ben Lewis, new VISTA, starts
- Nov. 24 - Public workshop on streetscape financing options
- Nov. 26 - Thanksgiving; office closed
- Nov. 27 - Festival of Lights w/Santa @ Recreation Complex
- Nov. 30 - Last Day to purchase WU prints!

### December

- Dec. 3 - Santa comes to the Courthouse
- Dec. 5 - Zion Cookie Walk and CIVIC Club Santa Store
- Dec. 6 - Prairie View Open House
- Dec. 8 - MS Board Meeting
- Dec. 10 - WU-Light Special @ West Union Hardware
- Dec. 12 - Fayette County Tourism Holiday Open House
- Dec. 13 - Handel's "The Messiah" @ Methodist Church
- Dec. 15 - Chamber After 5 @ First National
- Dec. 24-25 - Christmas Eve and Day; office closed

### January

- Jan. 1 - New Year's Day; office closed
- Jan. 12 - MS Board Meeting
- Jan. 14 - Fayette County Entre Club
- Jan. 16 - Chamber Banquet
- Jan. 26 - Renew Rural Iowa Conference

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

\* Organization Committee Update

# A holiday gift for you—and MSWU!

By Sue Wolf, Organization Committee

Our committee's time the past three months has been spent on two major projects: our new MSWU fundraiser and our annual Pledge Drive.

The purpose of our exciting new fundraiser now underway (see front page also) is to earn funds for Main Street's various projects in the community. That's right, the profits from this fundraiser will be reinvested right here in West Union.

MSWU has commissioned a beautiful oil painting of the courthouse square (facing south) by artist J.D. Speltz of Speltz Studio of Wildlife. Many of you have likely seen his prints of Elgin or the St. Lucas church. Numbered and signed prints of this limited-edition painting are now available for purchase, with delivery guaranteed before the Christmas holiday.

MSWU members will be taking orders for the prints through Nov. 30. The painting, which features a colorful autumn scene on the square, may be viewed at a number of West Union businesses (see front page).

The cost of the print alone is \$40 (plus tax). The "deluxe" version (matted, framed, etc.) is available at the outstanding price of \$117 (plus tax); you will have your choice of various-colored mats in two textures; frames are available in three sizes and three finishes.

We are hoping to make this print the first in a series of "West Union" prints.

These fine works of art would make wonderful gifts, whether it be for the holidays, an anniversary, a birthday, or some other special occasion – maybe just a gift to yourself! Most of all, your purchase is a generous gift to our community's Main Street program. Your support is certainly appreciated!

\* \* \* \* \*

I know you've heard us talk about the Pledge Drive in other newsletters. We decided this year to take our time and be very thorough in our preparation of materials for our potential donors.

We want to offer our community members a closeup view of what Main Street West Union's (MSWU) mission and vision are, as well as provide detailed information on the responsibilities and contributions of each committee (Business Improvement, Design, Organization, and Promotions).

We especially want to highlight MSWU's many accomplishments in the past three years, in order to emphasize the program's tremendous value to our community. (See Greg Ptacek's article elsewhere in this newsletter)

No date for the Pledge Drive has been set yet, but we hope you will open your doors to us when we come to visit your home to talk to you about our MSWU program. We are excited about our program's future in West Union, and we hope that after looking over our Pledge Drive information, you will share our enthusiasm!

Have a terrific holiday season – and here's to a mild winter!

**WU-LIGHT SPECIAL!**  
**4:00 - 6:00 p.m. Dec. 10th**  
**West Union Hardware & Curious Goose Gift Shop**  
 301 Hwy 150 N, West Union

Mystery Picture Answer: This building is one north of Tap't Out, the site of the former Beauty Bar.

# Lunch & Launch...

## everyone's invited!

Join us to review and discuss the findings of the West Union Market Analysis and to identify and build consensus on "first steps" for implementation in each of the four points of the Main Street Program: Organization, Promotions, Business Improvement and Design.

### Lunch will be provided!

**Tuesday, November 17th,**

**11:30 - 1:00 p.m.**

**Tap't Out, 122 South Vine St.**

**Please RSVP by Nov. 13th to**

**Main Street West Union: 563-422-3070**

**www.westunion.com**

\* Business Improvement Committee Update

## Survey results to be revealed November 17th!

By Dick Woodard, Business Improvement Committee

The Business Improvement Committee, along with volunteers from the Market Analysis Subcommittee, the ladies in the Chamber/Main Street Office, and numerous community-minded citizens, completed the initial business and consumer surveys, which were the key information-gathering measures to find out what goods and services might be of interest to the community. Over 400 intercept surveys were completed in record time, due to the diligent work of our volunteers. The two sets of surveys were then shipped to the agency charged with compiling the information. The results of the analysis will be presented to community leaders on Tuesday, Nov. 17.

A promotional DVD is in the works to help spread the word about many of the features that make West Union special. The DVD will be used to encourage businesses and individuals to move to West Union. In addition to basic information, the DVD will include interviews with a number of individuals, plus a variety of fun photos. The company producing the DVD has been back and forth to West Union numerous times to catch activities like WU-Stock, the county fair, and other interesting events.

Currently on the committee's drawing board is work on a binder or brochure that might be left in the local motels to help visitors learn more about the community. The goal is to include information as to where to find emergency items, menus of local restaurants, store hours of local businesses, and other details of interest to travelers.

# Everyone has something to offer...

By Amie Johansen, Promotions Committee

Looking for something FUN that YOU could do to be a part of the West Union community and a way to get involved to make a difference??

The Main Street Promotions Committee invites you to join our group. We don't require a lot of your time, and our job is to plan fun events to take place in our community, such as WU-Stock, WU-Light Specials, retail events, holiday WU-minarias (luminarias), and more!

We are always looking for new ideas and better ways to do the ones we currently have going.

It's easy to sit back and just "let someone else do the work," but, believe me, even with my busy schedule, I have sooo much more fun when I dive in and get involved.

Not only that, it helps me to know the events being planned, so they are on my calendar and I don't miss out.

Everyone has something to offer – whether it be the ideas, the handyman that can do the work, photography, history, knowing contacts to get something done, time to research answers, or just being an extra hand to get the job done – so don't be afraid to volunteer!

Contact any one of us to join today: the Chamber and Main Street Office, Karla and Joe Organist, Carol Weidemann, Nancy Davies, Teresa Yauslin, Ron Saboe, Erin Heins, Robin Bostrom, and me, Amie Johansen. It's a great group to hang with, and WE NEED YOU!!



Halloween Happy Hour!

# Looking back...

By Michelle Zander, AmeriCorps VISTA

Wow, time does fly by when you're having fun! November 20 is my last day of service as your AmeriCorps Green Pilot VISTA. Thank you so much for allowing me the opportunity!

What fun I've had getting to know you and learning about all the functions of a Main Street Community. Being involved with the workshops about water, lighting, rain barrels, community gardening, permeable pavers and green roofs...I really enjoyed those!

And I learned so much from collaborating with experts in relative industries like the DNR, Soil and Water Conservation District, Holophane/AEL, Prairie Solutions, ER Systems, Moss Roofing, Hardscape Solutions, Borgert, Advanced Pavement Technology, Annie's Gardens and Greens, the City of West Union, Iowa Department of Economic Development, and all of our local businesses.

Working with the North Fayette Middle School kids was such a blast! They are eager and open to the green initiative. I will not forget the experience of working with science teacher Sean Singewald and his four classes, planning, digging and planting their rain garden.

A huge thanks to all the volunteers I worked with! Whether we were gathering shoppers' opinions or feeding the Conservation Corps, it has been exciting for me to be involved with "painting West Union beautiful" and discovering market opportunities that will expand, develop, and grow the community's economy. And speaking of surveys, I cannot forget the fun we had trying back-in parking and learning everyone's opinion of it!

Getting to know everyone on the Public Art Committee really has been fun! I learned so much, gained a greater appreciation for public art and enjoyed getting wrapped up in the creative decision-making processes. Colors, materials and craftsmen – oh, my!

Oh, and I won't forget the Fayette County Fair. Both the VISTA booth and the Main Street booths offered me the opportunity to visit with so many people! Then at the Iowa State Fair, I got to share all that is great about West Union, eat some interesting fair food (like chocolate-covered bacon and deep-fried Snickers) and lose it all on the midway rides!

Initially, I had hoped that my volunteering experience would increase green practices in the community and provide networking opportunities. I feel fortunate to have gained so much more. It has been an awesome experience that I look back on with fond memories as I now move forward with new friendships.

Thank you!

# Scavenger hunt a success!

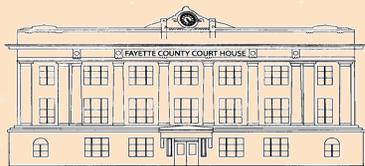
By Jon Biederman, Design Committee

The Design Committee organized the architectural scavenger hunt for the West Union downtown business district, which took place throughout October. We had great interest in this contest, and public awareness of the unique architectural features on the downtown historical businesses has increased. Bob Blockhus and Maddie Stahr were the winners! See the answers on page 5!

Our facade improvement grant program still has funding remaining. Any businesses considering improvements should contact the Chamber/Main Street office to obtain an application form.



Main Street  
West Union



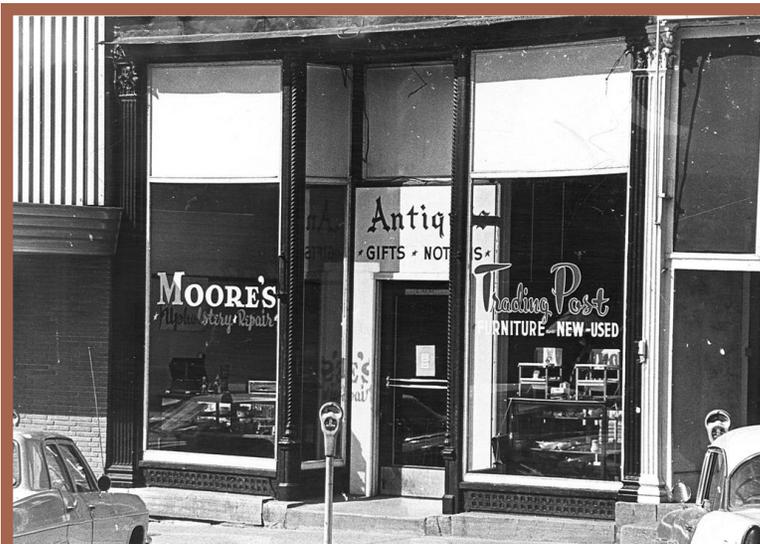
101 North Vine Street • West Union, IA 52175

## 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

Greg Ptacek, President  
Ron Saboe, Vice President  
Troy Johansen, Secretary  
Dick Woodard, Treasurer  
Robin Bostrom, Executive Director  
Neal Bentley  
Jon Biederman  
Gail Hackman  
Erin Heins  
Mike Lauer  
Mark Moser  
Sue North  
Jim Updegraff  
Joe Winter



## Mystery Building

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

The answer is hidden somewhere in this issue!