



# CHAMBER OF COMMERCE NEWS



**NOVEMBER 2008**

## HOLIDAY PROMOTION BEGINS NOVEMBER 5

The holiday shopping season is set to begin in West Union on Wednesday, November 5, with the 3rd annual holiday punch card promotion. Businesses will begin distributing punch cards to customers on this date and will begin punching the cards every time customers make a purchase through December 23rd. When a customer has completed a punch card, they should sign their name, address, and phone number to the back of the card to be entered in the drawing for many great prizes. Prizes for the 2008 event include a Wii gaming system, a Tom-Tom GPS navigation system, a garden fountain, decorative holiday yard item, and gift certificates to all par-

ticipating businesses. Drawings will begin on Friday, November 14th and will be held every Friday. The grand prizes will be drawn on December 23rd.

A billboard advertising the event is already up on Hwy 150 near Les Lauer & Sons, and newspaper and radio ads will begin next week and continue throughout the 7 week promotion. As an added bonus, customers will receive a free reusable West Union shopping bag when they complete their first punch card. These bright green shopping bags are sponsored by local businesses and the Chamber of Commerce in support of the Green Pilot project.

Additional events and specials will be scheduled in the Spring of 2009 for those customers who use their shopping bag around town.

Here's to a great holiday season in West Union that is "Ever-Green"!



## Great Places Presentation is November 7

The City of West Union will be meeting with state officials and the Iowa Great Places core committee on Friday, November 7th in Des Moines. West Union was selected as one of four new Great Places by the state earlier this fall. A planning meeting was held with state coordinator Francis Boggus on October 16th, naming Amie Johansen, City Clerk, as the Iowa Great Places local place manager. Amie will be responsible for completing bi-monthly reports on the work being done here in West Union and will

serve as the contact person for the city. Local project leaders have been determined for each of the 4 project areas outlined in the Great Places application. They include:

Streetscape—Mike Lauer & Tobin Britt

Walkable/Bikeable Community—Karla Organist, Jane Blumhagen, & Jamie Hoey

Courthouse Plaza—Greg Ptacek & Vicki Rowland

Energy Efficient/Zero Run-Off Properties—Dick Woodard & Robin Bostrom

Local leaders will be presenting these projects to the Great Places committee and other state agencies to learn which programs could assist the city in moving these projects forward. If funded, \$2 million dollars would be made available to Great Places communities; 25% of that funding would be for each of the four new Great Places.

### Inside this issue:

West Union Holiday Events	2
Warm Up WU	2
Green Pilot Program Update	3
Entre Club Kick-Off	3
Calendar of Events	4

### BOARD OF DIRECTORS

<b>Jane Blumhagen</b>	<b>President</b>
<b>Kristine Krivachek</b>	<b>Vice President</b>
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<b>Gary Steinlage</b>	
<b>Robin Bostrom</b>	<b>Executive Director</b>

## HOLIDAY RETAIL EVENTS SCHEDULED

The Chamber Retail Committee has scheduled several events to promote shopping locally this holiday season. In addition to the Ever-Green Christmas Punch Card event, there are several other events planned for November and December.

Town-wide holiday Open Houses are planned for November 12-15 and will feature drawings in each store. Participating businesses will each be given one of the new West Union shopping bags to fill with merchandise of their choosing. Customers will sign up during the Open House event to win those shopping bags. Not only will customers receive a reusable West Union shopping bag, but they also will receive great local merchandise!

Extended holiday shopping hours are slated for every Thursday night in the month of December. All merchants are encouraged to stay open until 7:00 p.m. to accommodate holiday shoppers. Special events are scheduled for each Thursday in December.

Santa will arrive at the Fayette County Court House on Thursday, December 4th to greet local children. Hot chocolate and other goodies will

be given out as children share their wish list with Mr. Claus. The Main Street West Union Promotions Committee will be decorating the Court House with luminaria once again.

Shoppers will register for weekly drawings held each Thursday night from 4:00—7:00 p.m. The first drawing will be for a Santa-themed gift basket. Thursday, December 11th will be Ladies Shopping Night. Special discounts and sales will be offered to ladies and they will register to win \$100 in West Union Scrip money. The men will have their chance to save and win \$100 on the following Thursday, December 18th.

Group advertising for these events will utilize all local newspapers, radio and billboard. Point of Sale signage will be provided at no cost to participating merchants. Please call the Chamber office if you would like to be involved. We hope that by encouraging local shopping, we will all see some "green" this holiday season!



The following businesses are currently registered for the punch card promotion. If your business would like to participate, please call the Chamber office ASAP.

China Kitchen  
 Dessel-Roach Furniture & Floorcovering  
 Fayette County Union  
 First National Bank  
 Hair Designs  
 Haven Electronics  
 K&K Gardens  
 Kerndt Brothers Savings Bank  
 Lilac Lanes  
 Log Cabin Gifts  
 Loomis Plumbing & Heating  
 McJ's Embroidery Accents  
 Moore's Foods  
 NAPA Auto Parts  
 Old Mill Floral  
 One Block Over  
 Saboe Jewelry  
 Spirits & Such  
 Steege's Pharmacy  
 TAP'T Out Stein n Dine  
 Union Drug  
 Unionland Feed & Supply  
 West Union Hardware



One component of our Green Pilot Program involves becoming a more energy efficient community. Local residents attended a weatherization workshop sponsored by Black Hills Energy in October to learn ways to improve the energy efficiency of their homes. Now it's time to put that knowledge to work! If you know of a local resident who could benefit from some assistance in weatherization of their

home, please call the FCED office at 422-5073. Local volunteers will be assisting qualified residents\* by installing weatherization kits on November 15th. We will be tracking our energy savings community-wide as part of our participation in the Green Pilot project.

\*pending income verification.

### MARK YOUR CALENDARS!!

**Santa visits West Union on December 4th at the Court House**

**Community Messiah Performance is December 14th**

**Ladies Night Shopping Event—December 11th**

**Men's Night Shopping Event—December 18th**





**GREEN PILOT PROJECT UPDATE**

**WEBSITE:** The redesigned West Union website is up and running! Additional information is being added on a daily basis but be sure to check it out at [www.westunion.com](http://www.westunion.com). The cost to redesign the website is being paid for through a grant from the Iowa Department of Economic Development.

**STREETScape DESIGN:** The City of West Union has signed a contract with TeKippe Engineering to continue design work on the streetscape project. Phase II of the process should be complete in early 2009 and will give the city a more detailed estimate on what the project would cost. Construction would not begin until 2010.

**GRANT WRITER:** The City of West Union has received 2 applications for the grant writer position. Applications will continue to be accepted until a qualified candidate is selected. This position is being funded through a grant from the Iowa Department of Economic Development and would assist the city as they apply for grants to help fund the streetscape project.

**ENERGY AUDITS:** Energy audits have been completed. Thanks to all those businesses who participated and signed release forms. If your business had an energy audit done, and you have returned your signed release forms, you will be eligible to apply for grant funds to assist with the recommendations listed on your audit. Grant applications will be available in late November and will require a dollar for dollar match by the business owner. Audit information is also being used to study the feasibility of a shared geothermal heating system and a snow/ice melt system. Building owners would have the option to hook into the shared system if they so choose. They would not be required to use the system if they do not wish. Watch for more details in the near future!!

**BACK IN PARKING:** Several folks have expressed concern over the back-in parking concept presented in one of the concept drawings recently published in the newspaper. These are only concepts at this time and have been presented for discussion purposes only. Many communities, including Des Moines and Cedar Rapids, are incorporating them into parts of their parking plan based on research indicating them to be safer once residents get used to the system. We encourage you to learn more about it, ask questions, and share your concerns or comments with city leaders.

Join us for the first meeting of the  
**Fayette County  
Entrepreneur's Club**

November 5th, 5:00 - 7:00 p.m.

Edgar Fine Arts Building, UIU Campus, Fayette

**Guest Speaker: Michelle Bloom, Business Consultant**  
**Topic: Low Cost Marketing Strategies**

Enjoy great food, network with other  
entrepreneurs and exchange ideas!

**It's FREE!** Dream Big. Grow Here.



Northeast Iowa  
BUSINESS NETWORK

Sponsored by: Fayette County Economic Development and the Northeast Iowa Business Network

For additional information, contact Fayette County Economic Development @ 800-477-5073 or email: [fced@alpinecom.net](mailto:fced@alpinecom.net)



**COMMUNITY  
AWARDS BANQUET  
COMING SOON!**



The Annual West Union Community Awards Banquet will be held on January 17, 2009. It's never too early to begin thinking of those individuals who deserve to be honored on this special night. A nomination form is included with this newsletter and will be due to the Chamber Office by December 22nd. As we look around our community, there are many folks deserving of this honor. Please share this form with anyone you wish. Mark your calendars now, and plan to join us in January!

West Union Chamber of Commerce  
101 North Vine St  
West Union, IA 52175

Phone: 563-422-3070  
Email: wuchamber@alpinecom.net

«Business Name»  
«Manager»  
«Mailing Address»  
«City State for Mailing»

## AREA CALENDAR OF EVENTS



- |  |  |   |
|--|--|---|
| 2 Daylight Savings Time ends   | 11 Chamber Board meeting<br>MSWU Board meeting<br>FastTrac class       | 24 FastTrac class                               |
| 3 Yard Waste Pick-up day<br>NF Football Play-off game<br>City Council meeting                | 12 Holiday Open Houses   | 27 Happy Thanksgiving!<br>Chamber office CLOSED |
| 4 MSWU Business Improvement<br>Committee meeting<br>FastTrac class<br>Election Day—GO VOTE!! | 13 Holiday Open Houses   | 28 Black Friday Holiday Shopping<br>Day!        |
| 5 Entre Club at UIU<br>MSWU Organization Committee<br>Meeting                                | 14 Holiday Open Houses<br>Diabetes Risk Appraisal @<br>Palmer Lutheran |   |
| 7 Iowa Great Places Presentation<br>in Des Moines  | 12 Holiday Open Houses   |   |
| 10 Lions Club meeting<br>MSWU ICN training   | 18 FCED Board Retreat<br>FastTrac class                                |   |
|  | 19 MDA Lock-Up at Country Hills  |   |
|  | 20 Great American Smoke Out<br>NIFF meeting                            |   |
|  | 22 PSAS Craft Show at NFHS   |   |
|  | 24 MSWU Promotions Committee<br>meeting                                |   |

