

## Main Street Managers Earn National Certification

Main Street Iowa is pleased to announce that three additional Main Street directors have completed The National Main Street Center's Certification in Professional Main Street® Management Institute, or more commonly referred to simply as "The Institute." This year's graduates include Lisa Oetken, Mount Pleasant; Jeannine Burgart, New Hampton and Jim Miller, Valley Junction West Des Moines.

The Certification Institute is held annually in Washington D.C. and provides advanced training in the Main Street Four Point Approach™. Full certification takes two years to complete with each year focusing on two of the four points. This opportunity is available to all Main Street directors with tenure of two years or longer. Currently, 31 Main Street directors in Iowa have completed this advanced training to become Certified Main Street Managers.

### MAIN STREET



NATIONAL TRUST  
for HISTORIC PRESERVATION

# Main Street Iowa Continues to Grow!

## ANNOUNCEMENT OF SEVEN NEWLY ACCEPTED MAIN STREET COMMUNITIES

On May 18, during a special ceremony held in Des Moines, Iowa Department of Economic Development Director Michael Tramontina announced the selection of seven Iowa communities for participation in the Main Street Iowa program. Ames, Colfax, Fort Madison and Manning were chosen to participate in the traditional Main Street Iowa program. Commercial districts in Cedar Rapids (Czech Village/New Bohemia), Davenport (Hilltop Campus Village) and Des Moines (6th Avenue Corridor) will be part of Main Street Iowa's new Urban Neighborhood District program. The addition of these new communities brings the total number of Main Street programs in Iowa to 47.



IDED Director Mike Tramontina announced the selection of seven Iowa communities for participation in the Main Street Iowa program during a special ceremony on May 18 in Des Moines, Iowa.

"Iowa's historic main streets are the heart and soul of our communities," said Director Tramontina. "Increasing the number of Main Street communities in Iowa is a top priority of the Culver/Judge Administration. We are committed to doing all that we can to keep Iowa's downtowns strong and vibrant for business owners, workers, residents and visitors."

For more than 23 years, Main Street Iowa has been looked upon as one of the premier downtown revitalization programs in the nation. While Main Street Iowa has excelled in the traditional downtowns of designated communities, the Department recognizes that urban neighborhoods have significant commercial development and revitalization needs that could benefit from the program. Urban commercial districts have unique differences, but it is our belief that these same principles and practices can be utilized to develop a program of value to these districts.

Each of the selected communities have demonstrated strong partnerships, a high level of volunteerism and a commitment to the revitalization of their commercial districts. We are confident that they will thrive and grow for many years to come," said Tramontina.

Becoming a designated Main Street Iowa community is no easy task. Community representatives must attend rigorous training sessions before even being eligible to apply. They must demonstrate support from local organizations, businesses and lawmakers; funding and in-kind support must be secured and documented; strategic plans outlining

short- and long-term goals must be in place; city resolutions and historic preservation ordinances must be passed and signed. Most importantly, community officials, business owners and volunteers must agree to work together with the common goals of 1) preserving Iowa's historic buildings and unique business districts, and 2) improving the local economy by adopting and following the Main Street Four Point Approach™ to commercial district revitalization.

Over the years, by working together with the state, Main Street Iowa communities have realized the benefits of more than 1.7 million hours of volunteer time committed to improving their city centers, a significantly increased job and business base and millions of dollars in private investment to purchase, construct and rehabilitate downtown property.



This year's Institute graduates. First Row, third from left: Jeanine Burgart CSM, New Hampton. Second Row, first on left: Jim Miller CSM, Valley Junction West Des Moines and Third Row, Second from Left: Lisa Oetken CSM, Mount Pleasant.

## *Here is a little more about Iowa's newest Main Street communities*



**Ames** – Most notably known as home to Iowa State University, Ames is located in Central Iowa approximately 45 minutes north of Des Moines. Ames was by far the largest applicant city this year with a population of 50,731. The Main Street Cultural District became a state-certified Cultural and Entertainment District in 2005. Ames' downtown district is immediately adjacent to a historical residential district and features several cultural anchors including the Octagon Center for the Arts. Every year the districts host special events such as *Tune into Main Street*, *Art Walk*, and *Snow Magic on Main*.

**Colfax** – A small central Iowa community located in Jasper County with a population of 2,223, Colfax was historically known for its plentiful supply of coal, attracting coal miners from around the world. Additionally, travelers came to Colfax seeking the medical advantages of the mineral springs. Today,

Colfax is home to an Andrew Carnegie historic library with James Norman Hall memorabilia on display. Colfax is also Hall's boyhood home.

**Fort Madison** – Located in the Southeast corner of the state on the banks of the Mississippi River, Fort Madison is named after the first military fort in the upper Mississippi region bearing the same name. The community of 11,476 has a large Hispanic community, which hosts a Mexican Fiesta celebration each year offering cultural food and music. Additionally, the city is also home to a large Fourth of July riverfront fireworks celebration synchronized to music by the local country radio station.

**Manning** – A small community with a population of 1,490 in western Iowa, Manning is home to a rich heritage of German ancestry, which the community celebrates each year during two downtown festivals, *Kinderfest* and *Weihnachtsfest*. The





**FORT MADISON**

latter festival has been celebrated for 126 years and is believed to be the oldest festival in Iowa. Additionally, the community has several outdoor recreation parks offering hiking trails and campgrounds.



**MANNING**

**Czech Village/New Bohemia, Cedar Rapids** – After being devastated during the Floods of 2008, which resulted in the relocation of several businesses outside of the district, Czech Village/New Bohemia looks forward to the opportunity to rebuild with the assistance of the Main Street Iowa program. The district became the home for many city-dwelling American immigrants in the early twentieth century. While the architecture is vernacular, the structures represent the importance of home-ownership and entrepreneurship among



**CZECH VILLAGE**

the population. Notable buildings within the district include The Lesinger Block and the Czech-Slovak Protective Society (C.S.P.S.) Hall, which are both individually listed on the National Register of Historic Places.



**HILLTOP CAMPUS VILLAGE**

**Hilltop Campus Village, Davenport** – The Hilltop Campus Village is a unique mixture of historic landmarks, striking architectural buildings and structures and single family homes located in Central Davenport near Saint Ambrose University and Palmer Chiropractic College. The district includes three historical districts and hundreds of individual listings on the National Register of Historic Places. The district is also comprised of a mixture of ethnicities including Irish, Russian, Polish, Italian and African American, and is representative of the diversity in the Davenport community.



**6TH AVENUE CORRIDOR**

**6th Avenue Corridor, Des Moines** – The 6th Avenue Corridor in Des Moines is comprised of the River Bend and Cheatom Park neighborhoods in North Des Moines near the Des Moines River. The Corridor is unique to Des Moines and Iowa due to its racial and ethnic makeup. The district includes many Hispanic, African American and Asian merchants. District leaders look forward to positioning the 6th Avenue Corridor as a place of cultural diversity in the Des Moines metro. Additionally, the corridor includes five historic districts and over 30 individual listings on the National Register of Historic Places. Notable buildings in this district include the original North Des Moines City Hall and several Victorian and Colonial Revival style homes.

# MAIN STREET AWARDS – 2009

Each year Main Street Iowa presents awards to the “best of the best” downtown revitalization projects in our Main Street communities. This year’s award ceremony was held at the Downtown Marriot in Des Moines on April 18, and marked record-breaking attendance with more than 400 community

representatives, volunteers, program directors, and friends. In fact, we have officially outgrown our current venue and will be hosting the event in a much larger space for 2010! We would like to recognize our winners for their outstanding contributions to local downtown revitalization efforts.

## BUSINESS IMPROVEMENT

**Best Adaptive Use of a Building** – Story City Community Center, Story City and Naughty Dog, Dubuque

**Best Business/Financial Assistance Program or Event** – “Parking Lotto” Promotion, West Union

**Best Business Improvement Success Story** – Swinging Bridge Studio, Story City and Colors Floral and Home Decorating, Greenfield

**Best Community Initiated Development Project** – Charlson Building, Story City

**Best New Development/ Construction** – Diamond Jo Casino, Dubuque

**Honorable Mention** – Conrad Public Library, Conrad

**Best Upper Floor Rehabilitation** – 233-241 Main Street, Dubuque and 603 Jefferson Street, Burlington

## DESIGN

**Best Design Committee Project – Beautification** – Mascara Park Project, Elkader

**Honorable Mention** – Stratford Entrance Signs, Hamilton County (Stratford)

**Best Design Committee Project – Education/ Preservation** – Stroll History Booklet, Spencer

**Best Energy Saving Practices Implemented in the Downtown Built Environment** – Energy Audit Program, West Union

**Best Façade Improvement - \$10,000 and Under** – Fowler Building, Waterloo

**Best Façade Improvement – Over \$10,000** – Jewell Farm & Home and Junction on Main, Hamilton County (Jewell) and 115 East Main Street, Ottumwa

**Best Public Improvements Project – Streetscape/Enhancement** – Gateway Arch & Way-Finding Signage Project, West Des Moines

**Honorable Mention** – Main Street Mural, Bedford

**Best Total Building Rehabilitation – 5,000 Square Feet and Under** – Old German Bank/Silver Dollar Cantina, Dubuque

**Best Total Building Rehabilitation – Over 5,000 Square Feet** – Bryson Block, Washington

## ORGANIZATION

**Best Fund Drive/Campaign/Project/Event – Investor Packages** – Conrad

**Honorable Mention** – Midwest Old Threshers Campground Store Fundraiser, Mount Pleasant

**Best Green-Sustainable Practices Implemented by a Local Program in the Downtown** – Greenfield Goes Green!, Greenfield

**Best Partnership Effort Between Organizations** – Osceola Latino Festival, Osceola

**Best Volunteer Orientation/Training** – Committee Notebook Project, Washington

## PROMOTION

**Best Holiday Event** – Annual SNOW, Washington

**Honorable Mention** – Christmas on Main, State Center

**Best Promotion Utilizing a Partnership Effort** – Hot Rod Power Tour, Hamilton County (Jewell) and Skunk River Arts Festival, Oskaloosa

**Best Retail Event** – Quilt Walk, West Des Moines

**Honorable Mention** – Get Punched, Mount Pleasant

**Best Special Event** – Walk on Art Street, Ottumwa

**Honorable Mention** – Taste of Chocolate, Bonaparte and BBQ’Loo & Blues Too!, Waterloo

**Best Target Market Promotion/Campaign** – Kids Day, Charles City

## PROGRAM DIRECTORS YEARS OF SERVICE AWARDS

**Joyce Glasscock, CMSM** – 19 – Keokuk

**Bob Rose, CMSM** – 17 – Spencer

**Catherine Bergman, CMSM** – 12 – Hamilton County SEED

**Dan LoBianco, CMSM** – 10 – Dubuque

**Laura Zimmerman** – 8 – Sac City

**Diana Thies** – 7 – Iowa Falls

**Debbie Kalousek** – 7 – Hampton

**Ginny Kuhfus** – 6 – Greenfield

**Carolyn Honeycutt, CMSM** – 5 – Story City

**Jeannine Burgart, CMSM** – 4 – New Hampton

**Jon Sullivan** – 4 – Oskaloosa

**Lisa Oethen, CMSM** – 3 – Mount Pleasant

**Bonnie Cass** – 3 – Bonaparte

**Fonley Allen** – 3 – Dunlap

**Stacie Hull** – 3 – Corning

**Jim Miller, CMSM** – 2 – West Des Moines

**Robin Bostrom** – 2 – West Union

**Everett Halsted** – 2 – State Center

**Roger Thomas** – 2 – Elkader

\*CMSM denotes Certified Main Street Manager

## MILLION DOLLAR BENCHMARKS

(private dollars invested in downtown rehabilitation and property acquisition)

\$300 Million – Dubuque

\$50 Million – Waterloo

\$10 Million – West Des Moines

\$5 Million – Corning & State Center

\$3 Million – Hampton

\$2 Million – Sac City

## CERTIFICATE OF COMPLETION

*(successful completion of Main Street's three-year start-up phase in downtown revitalization)*

Ottumwa

West Branch

West Union

## VOLUNTEERS OF THE YEAR

Bedford – Angela Griffith

Belle Plaine – Don Hlas

Bloomfield – Jim Davis

Bonaparte – Frances Troutman

Burlington – Judy Parks

Cedar Falls – Dave Deaver

Central City- Denise Levenhagen

Charles City – Pam Popelka

Conrad – Ellen Brown

Corning – Nancy Turner

Dubuque – Mike Schmalz

Dunlap – Jan Roberts

Elkader – Jon deNeui

Greenfield – Bettie McCunn

Hampton – Tom Pits

Iowa Falls – Starla Johnson

Keokuk – Mayor David Gudge and the Keokuk City Council

Le Mars – Kathy McCarty

Marcus – Darrell Downs

Marshalltown – Marshalltown Noon Optimist Club

Mason City – Community National Bank

Mount Pleasant – Steve Gray

Mount Vernon – Brenda Langenberg and Stephanie Hasselman

New Hampton – Roger and Jean Kolbert

Oskaloosa – Randy Irwin

Ottumwa – Fred Zesiger

Sac City – Dale Wegner

Spencer – Dr. Harry Rasdal

State Center – Joan Postel

Story City – Marian Olive

Washington – Don and Marge Kline

Waterloo – Ken Nelson, Sherryl Newton, Julie Brunning, and Julie Etheredge

Waverly – Board of Directors

West Branch – Mackenzie Edwards

West Des Moines – Dee Ann Fredericks

West Union – Amie Johansen

Woodbine – Dr. Jacqueline Thomsen

## Main Street Manager Spotlight

### Diana Thies, Iowa Falls Main Street

Diana Thies joined the Main Street family in 1999 as an Administrative Assistant for Main Street Iowa Falls. Two years later, she accepted the position as Executive Director and has been assisting Iowa Falls' downtown businesses, entrepreneurs and community ever since. Diana particularly enjoys the interaction with the business owners and participating in workshops and trainings that enable her to bring new ideas and information to her community.

When Iowa Falls became a Main Street Community in 1990 the downtown had 13 vacant store fronts, but with the assistance of the Main Street Iowa program and a lot of hard work by the community, Iowa Falls reduced that to two! Iowa Falls has also experienced a net gain of 68 business start-ups, relocations, or expansions and a net gain of 150 new jobs. Additionally, the community has completed 216 building projects, including building rehabilitations and renovations, and invested more than 28,770 volunteer hours into Iowa Falls' revitalization efforts. "The Main Street program has given technical assistance that helped to sustain our businesses and encourage new retail activity in downtown Iowa Falls," said Thies. "Chamber-Main Street has been the leading force in the downtown and its growth."

Diana's favorite part of her job is working with business owners to help them realize their dream whether it be a new start-up or existing expansion. For example, she worked closely with owners of the Coffee Attic for many years before the business ever became a reality. Today Coffee Attic is known as THE spot in downtown Iowa Falls. "It is Iowa Falls' own Starbucks!" exclaimed Thies. "I am proud of Chamber/Main

Street's involvement in the project."

Although she naturally enjoys the event-planning aspect of the promotions committee, she has developed an interest for each of the committees and encourages each one to do as much as possible. Thies particularly enjoys witnessing strong and active committees being very successful, which she credits to the hard-working individuals on each board.

Originally from Alden, Iowa, Thies raise two children, Brandon and Brook in Iowa Falls and is a proud grandmother of Turner (4 yrs), Ava (1 yr) and Montana (7 mo). And in addition to being program director for Main Street Iowa Falls, she works at Courtyard at 410, a local downtown boutique and tea room, which provides her the opportunity to meet people from all over and keep abreast of what's happening in the retail industry.

If you would like to know more about Iowa Falls Chamber-Main Street visit [www.iowafallschamber.com](http://www.iowafallschamber.com) or you may contact Thies directly at [chamber@iafalls.com](mailto:chamber@iafalls.com) or call 641.648.5549. She would like to extend an invitation to visit Iowa Falls during the community Fourth of July Riverbend Rally July 2-5. Activities include live music, fireworks, lighted boat parade and carnival.



# The Lagniappe Offers A Little Something Extra

*Written by Main Street Intern  
Staci Owens*

Caren Sturm was a French major in college and when she started her own business in 1989, The Lagniappe, meaning, “a little something extra,” seemed like a perfect fit, and she has lived up to the name ever since.

Pronounced (lān-yāp), The Lagniappe is a trendy retail establishment that sells art, jewelry, gifts and clothing located in the Historic Valley Junction, West Des Moines.

In 1999, Sturm purchased the building and envisioned the creation of a beautiful rooftop garden; a New Orleans style deck where people could come after a hard day of work to relax, listen to music, and savor an excellent glass of wine. She said, “That is when the dream began.”

Valley Junction has participated in the Main Street Iowa program within the Iowa Department of Economic Development (IDED) for 22 years. In 2004, Sturm applied for and received a Main Street Challenge Grant for \$43,000, funded through Housing and Urban Development (HUD). With this financial support, Sturm was able to initiate the production of her rooftop marvel.

When renovations finally began, improvements were quick. Workers launched the creation of the rooftop garden in August of 2006, and made Sturm’s vision a real-

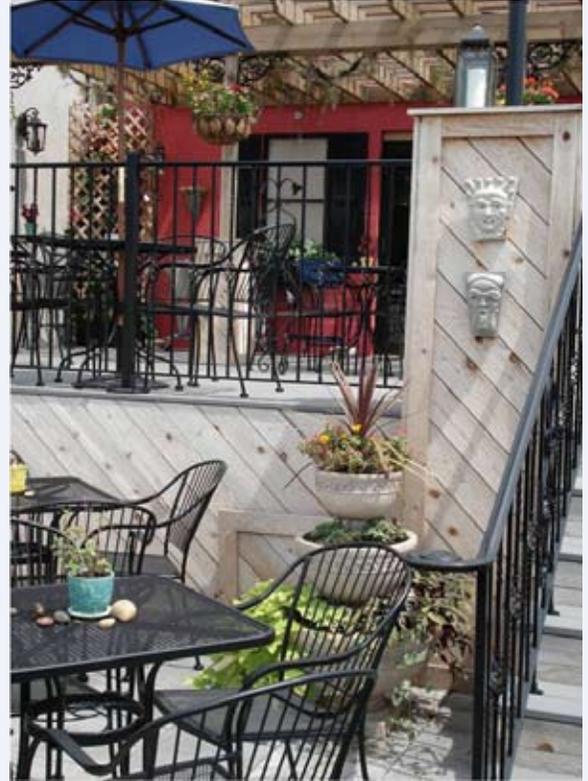
ity just four short months later. The garden adds “a little something extra,” to each customer’s shopping experience.

Air conditioning units were lifted by crane to the rooftop of the building, and steel beams were installed to support the structure. Stairs were added so the rooftop garden could be accessible from the ground level. A gas line was put in for the deck’s fire pit. Hanging plants provided the finishing touch, to make the New Orleans style deck come to life.

The finished product is a beautiful rooftop deck that creates a different ambiance and emotion for each person that steps outside. “Everyone that visits feels something different,” Sturm said. “It is a getaway; you don’t feel like you are in Iowa.”

According to Jamie Lamb, Valley Junction Events Manager, “It is the greatest building in the entire metro. When I’m on the [rooftop] deck I feel like I’m in Europe. I just love it.”

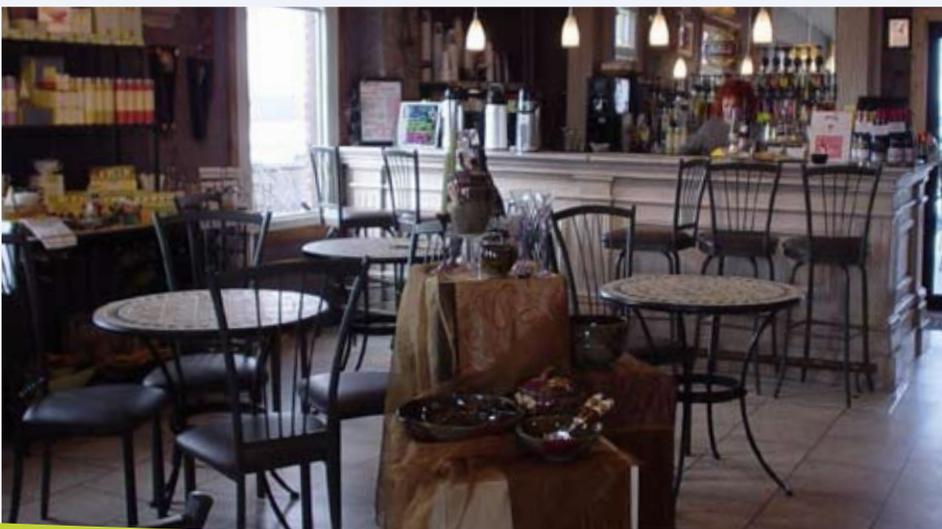
In 2007, The Lagniappe’s second floor coffee/wine bar was renovated. Retro pink carpet was replaced with new tile flooring. Shelving units were hung and the plumbing and electrical was



upgraded throughout the entire building to satisfy the needs of the charming coffee/wine bar. Bistro tables and chairs are there to invite customers to sit and enjoy the full espresso bar. Forty different types of boutique wine from all over the world are offered by the glass and by the bottle. Sturm also has a dozen different brands of beers as well as Dutch pastries, fruit and cheese, chips and salsa, and a delicious nut mix for customers to enjoy.

On the ground floor Sturm showcases art, clothing and gifts created by Iowans. “We strive to offer the best; the things you can’t find anywhere else,” said Sturm. With the addition of the second floor roof garden and coffee/wine bar, visiting The Lagniappe can be a day trip, an excursion filled with shopping, and a calming place to wind down when you are through.

Valley Junction Foundation Executive Director, Jim Miller said, “It is a destination! [The Lagniappe] is an attraction that lots of people ask me about and



once they go see it they always think, 'that's pretty cool.' ”

The Lagniappe's rooftop garden is available for rental at a reasonable hourly rate. The intimate setting is a great spot for bridal showers, baby showers, birthday parties and much more. There is also live music every Friday night during the summer on the rooftop garden weather-permitting.

The awesome transformation that Sturm envisioned took a great amount of time, effort, and money. She stuck with the

project for eight years from start to finish and invested thousands of dollars to make this charming shop come to life. “She has faith in her business and faith in Valley Junction! To put that much time and money into it means she is very committed,” said Valley Junction Foundation Vice President, Tom Huber.

Sturm would like to invite everyone to come relax on the rooftop garden with friends as the sun goes down, and indulge in one of the many treats The Lagniappe has to offer. “Until people

come and experience it, they don't know what we have to offer, or what they are missing,” said Sturm.

The Lagniappe is located at 112 5th Street in Historic Valley Junction West Des Moines. You can reach The Lagniappe at 515.277.0047 or by visiting [www.TheLagniappe.com](http://www.TheLagniappe.com). Summer hours are:

Monday – Wednesday & Saturday 10 a.m. – 5 p.m.

Thursday – Friday 10 a.m. – 7 p.m. and Sunday Noon – 4 p.m.

## ***Earth Day Is Old News, It's Time to Get Greener***

Earth Day is becoming more of a token occasion, a blip on the radar of green trends and news flashes. Soon enough, Earth Day will be a time of reflection about the good work that's happened year-round and setting new goals, like New Years Eve but without the calendar change and midnight kazoo-blowing. It's relatively easy to plan one day of celebration and a green activity, potentially a new commitment like shutting the computer down each day. But it's not always easy to delve into the myriad of green practices and funding programs to make long-lasting improvements to your downtown.

One thing local Main Street programs have learned is the rewards that come from trying new things and pursuing projects that at one time seemed almost impossible. That's exactly the attitude that's needed to take advantage of training opportunities that help Main Street organizations weave in greener practices amidst downtown revitalization.

The USDA Rural Community Development Initiative grant has allowed IDED to begin assisting more Main Street organizations on cutting edge practices and funding programs that support them. Accomplishments thus far have included: an ICN session with almost a third of our Main Street programs learning about the tidal wave of limited-time only funding opportunities for energy efficiency; a workshop for Greenfield Chamber/ Main Street focused on energy efficiency technology, like geothermal heat pump systems, and helping the organization weigh their options of how to make downtown more efficient;

and a workshop for Mount Vernon on stormwater best practices helped local leaders learn about practices in other communities, like pervious pavement systems, that could possibly be applied locally.

Rural Main Street organizations will soon be able to submit a training request to IDED with the topics of interest specified. Main Street Directors should begin identifying the interests amongst their boards, committees, volunteers and businesses in order to get the training that can best help them pursue their green-related goals. This is especially true for revitalization projects and identifying ways to make those projects greener, integrating those elements into their project design which will also help them compete better for funding. Often in such a process there can be more questions than answers, and that's okay. Workshops and connections to resource people can assist with that, and lead up to some unforgettable “a-ha” moments. Innovation

for green practices is like a recipe that mixes expertise, creativity, timely opportunities and building upon existing assets. The ultimate rewards will be felt every day, not just Earth Day, for the sake of future generations, energy independence and better buildings for businesses.

For more information about hosting a workshop on green practices for your Main Street program, contact Stephanie Weisenbach at [stephanie.weisenbach@iowalifechanging.com](mailto:stephanie.weisenbach@iowalifechanging.com) or by calling 515.725.3007.



# Design Tech Notes

## *Awnings*

Fabric awnings are a traditional element of downtown storefront design. They are relatively inexpensive and can be a highly visible improvement to the overall appearance of your building and the entire downtown. Awnings help to create a pleasant and stimulating shopping environment by adding color and providing shelter. Typically, awnings are used for shade and sun control by buildings facing south, east or west. In addition, they can provide a good location for signs and graphics and serve as a source of color. Fabric awnings are also a historically sensitive approach to disguising previous inappropriate alterations to the upper storefront area.

Traditional awnings come in two basic framing styles, operable and fixed. Operable, or roll out awnings, are good for sun control and are especially useful on buildings facing east or west. They can be unrolled for shade and rolled up to allow natural light into the store. If the operable framework still exists it should be repaired and re-covered with new fabric. This is usually less expensive than buying both a frame and fabric cover.

Fixed frame awnings typically have a welded tubular framework to support the awning fabric. The framework is attached to the building structure. Fixed frame awnings are permanently open.

Awnings should be the same shape as the opening they are used to cover. A rectangular opening should have a traditional sloped shape awning. Rounded front awnings will also fit in the same space, but have a trendier image compared to the traditional appearance of the sloped shape. Rounded front awnings with a substantial projection also usually appear larger (and more out of scale) than a slope shaped awning of the same size. An arched window should have a barrel awning.

Care should also be taken with the frame of the awning in relationship to the storefront. Be careful to avoid having framing cut across windows or door openings. The frame should be designed to blend with the elements of the storefront to be less noticeable.

The Alders building in Le Mars is a more traditional awning example that integrates a simple sign on the valance.



This building in Waterloo shows a more contemporary awning with a squared valance and open sides.



Design and fabrication details can make an awning very traditional or much more contemporary. A straight valance or no valance at all creates a more contemporary feel. Omitting side panels and unique framing also adds contemporary details.

The overall size of the awning is very important. Be sure that the height of the awning doesn't cover too much of the storefront or extend too far over the sidewalk. The width of the awning will

need to extend only slightly beyond the storefront to allow for adequate anchoring of the frame. Any columns on the edge of the building should not be covered but left exposed to continue uninterrupted into the upper facade. Look at other buildings in your community with awnings to get a feeling of overall proportion and design.

Awnings are a good location for signs. The valance, or bottom edge, is the most common location for simple signs. Logos or graphics can be placed on the slope of the awning if desired. There are many colors and styles of awning fabrics, from solid to multi-colored stripes. Custom made color combinations are also possible. To determine what color to use for an awning, look at your building and its neighbors. Colors should create a harmonious blend throughout the downtown. Also use colors that coordinate with the overall color scheme for the building, including any brickwork. A highly detailed color scheme might look better with a solid awning. A simple color scheme may need a stronger pattern.

The awning fabrics of today have come a long way from the simple canvas originally used. Modern acrylic fabrics resist mildew and retain color extremely well. Vinyl fabrics are also becoming popular. However, the texture and appearance of these types of awnings is generally not recommended for traditional buildings downtown. Be certain that any awning fabric includes a warranty from the mill. The supplier should also guarantee in writing the installation.

An awning cannot fix every storefront design problem. But, a well designed awning will add a strong color splash and identity for the individual store, and it will also enhance the original character of the building and the entire downtown.

# Main Street Learns How to Beat the Clock

Sometimes we all wish there were a few more hours in the day, and even worse sometimes it feels like the day passed by with nothing accomplished. Like many others, our Main Street directors, volunteers and staff also struggle with an overwhelming “to do” list. In response to several community requests Main Street Iowa hosted a quarterly workshop discussing time management in February. Rowena Crosbie and Becky Rupiper-Greene of Tero International co-facilitated the two-day workshop at Hotel Fort Des Moines in downtown Des Moines. The Tero trainers offered effective time management strategies, tips on prioritizing tasks, and included interactive activities to learn about other’s time management styles.

Several self-assessment tools were offered including a Stress Test, Procrastination Test, and the Myers-Briggs Type Indicator. Unlike other time management seminars, Tero does not promote a one-size-fits-all approach. Instead, each participant gains a better understanding of their own individual preferences through the self-assessment tools provided. With this knowledge participants can develop time management strategies that will best suit them and own individual styles.

The workshop included several group exercises to break-up the day, and apply the concepts discussed. “Ro & Becky did a great job at getting us all involved and looking at ourselves in a ‘new’ light,” said Darla Ubben, Conrad Chamber-Main Street Director. “The interactive activities proved to be an enjoyable way to see how our ‘preferences’ fit us into different categories. I truly feel that the time management tips presented as well as the Myers-Briggs tests will help me in both my personal and professional life!”

Through the tips and strategies Crosbie and Rupiper-Greene discussed attendees learned to prioritize tasks in order to get the most out of each day even when everything on the list is a priority. Some attendees have even begun to make some



Rowena Crosbie, President of Tero International, discusses the Myers-Briggs assessment.

changes. Stacie Hull, Corning Main Street Director, for example, intends to place four trays on her desk, one for each quadrant of Stephen Covey’s Urgent/Important Priority Matrix strategy. Other time management tips suggested include marking a pen dot on a document every time you touch it, and setting a timer or reminder to limit the amount of time spent on one task. Crosbie reminded us “sometimes good is good enough.”

Not only did workshop attendees gain a better understanding of themselves, but also a better understanding of those around them including co-workers, board members, spouses and children. “The presenters did a wonderful job at reminding us of the different personalities that we have to work with on committees,” said Mary Reynolds, Le Mars Main Street Director. “It is important to be respectful and tolerant of all individuals.” This feeling resonated with many participants as the workshop began to wrap up. Interpersonal skills also improved during the two-day training by understanding opposing preferences described in the Myers-Briggs Type Indicator.

Tero International has offices located in Des Moines. If you are interested in their services please visit [www.tero.com](http://www.tero.com) or call Jennifer Chittenden, Client Relations Coordinator, at 515.221.2318.



Becky Rupiper-Greene offers effective time-management strategies to Main Street Iowa directors and volunteers.

# Elkader Gets Made-Over!

As a joint project with Main Street Iowa, Iowa State University and Main Street Elkader, four Elkader businesses participated in the third annual Main Street Makeover Marathon. The project pairs student teams up with downtown business owners to help improve store atmospherics and develop new marketing strategies, while also providing ISU students with a “real-world” learning experience. Students in Dr. Linda Niehm’s Entrepreneurship class worked with Willow Creek Wine and Garden, Holly’s Bridal Boutique, Moser Pharmacy, and Treats, Etc during the project. Studies of the participating students ranged from Textiles and Clothing, Merchandising, Food Service Management; and Hotel, Restaurant, and Institution Management.

Students worked closely with each business owner during this semester-long project to identify store priorities and develop design suggestions. Main Street Iowa design staff traveled to Ames for several class periods to meet with students and assist with the design process. Each participating business was given a grant from Main Street Iowa and Main Street Elkader to purchase materials and complete the project. Although Main Street Iowa and ISU have teamed up together many times before, this is only the third year the project has also included an implementation component giving the students an opportunity to actually work “hands on” to implement their suggestions.

Work on the project began in February after an initial site visit. Business owners then traveled to ISU in late March to hear the student’s presentations. After a little compromising and discussion between the businesses and students, implementation was completed towards the end of April. For some businesses such as Moser Pharmacy, the changes were visible immediately, while others such as, Treat, Etc, opted to use the

project to develop new marketing and promotional initiatives and also expand their current menu offering. Not only does the Main Street Makeover provide businesses with immediate results, but it also provides businesses with a tool kit for future improvements and projects allowing a remodel project to be completed in increments as budget and time constraints allow. Holly Purman, of Holly’s Bridal Boutique, for example, intends to install new light fixtures later this year as a result of a discussion started during the project.

Everyone kept very busy during the implementation period with at least one major project in each business. Willow Creek Wine and Garden, for example, focused their efforts on an unfinished

backroom formerly used only by the staff. The students worked with storeowners Brenda McConnell and Janet Pries to paint the walls and create a French Kitchen inspired room to host wine tasting events. The artistic skills of ISU students Catherine Wetzel and Tiffany Sadler were put to good use by drawing and painting a vineyard mural on the north wall. Students at Treats, Etc focused on creating and hanging new menu boards to include the new student-suggested menu items. Other major projects included using more than 30 yards of fabric to create a large curtain to screen old wood paneling in Holly’s Bridal Boutique, and an entirely new layout and fixture arrangement in Moser Pharmacy.



Before: Gift items overflow on to the floor at Moser Pharmacy

# BITS & PIECES

## ROCK AND "ROLL IN" WITH MAIN STREET

Please join the state Main Street office in congratulating the Main Street communities of Greenfield, Ottumwa, Mount Pleasant and Burlington for being selected as overnight stops for RAGBRAI number 37! An impressive 50 percent of this year's overnight stops are in Main Street communities. The dates: Greenfield, July 20; Ottumwa, July 23; Mount Pleasant, July 24; and Burlington, July 25. Visit [www.ragbrai.org](http://www.ragbrai.org) for more information.

## STATE FAIR TIME!

Dates for the 2009 Iowa State Fair are August 13th – 23rd. This year's theme will be State Fair Time! Be sure to stop by Main Street Iowa's booth in the Varied



Industries Building, Booth #178 and visit with our host communities.

## IOWA DOWNTOWN SUMMIT

This year's summit will be held in Ames, Iowa, on August 25 and 26. The theme? AMES, of course! That stands for Advancing the Marketplace for Entrepreneurship and Sustainability. Mark your calendars now and plan to attend! As details are confirmed, they will be posted on the Main Street Iowa Web site: [www.iowalifechanging.com/community/mainstreetiowa](http://www.iowalifechanging.com/community/mainstreetiowa).

## HISTORIC TAX CREDITS LEGISLATION APPROVED

Through Historic Preservation and Cultural & Entertainment District tax credits Iowans who restore historic buildings may be eligible for a 25 percent state income tax credit. The recent approval of Senate File 481 increases

the tax credits that are available each year from \$20 million to \$50 million. These tax credits provide incentive to revitalize neighborhoods and ensure that character-defining features are retained when buildings are renovated.

The tax credit program also provides widespread economic benefits, such as local job creation, quality housing and enhanced property values. In addition to the increase in tax credits, Senate File 481 creates new categories for disaster recovery projects and for projects that create 500 or more permanent jobs. Learn more at [www.iowahistory.org/historic](http://www.iowahistory.org/historic).



## FOURTEEN COMMUNITIES SELECTED FOR CHALLENGE GRANTS

On April 25, 2009, Senator Tom Harkin joined Iowa Department of Economic Development Director Michael Tramontina for a ceremonial check presentation awarding \$617,000 to 14 Iowa communities. The Challenge Grant pro-

gram, administered by the Iowa Downtown Resource Center and Main Street Iowa, is made possible through a series of Congressional appropriations authored by Harkin through the U. S. Dept. of Housing and Urban Development (HUD) with additional funding appropriated by the Iowa Legislature.

COMMUNITY	GRANT AWARD	TOTAL PROJECT COST	PROJECT DESCRIPTION
Bloomfield	\$15,000	\$53,000	Stabilization of Historic Court House Bell Tower
Burlington	\$15,000	\$42,070	Façade rehabilitation of historic property-Preservation Station
Dubuque	\$40,000	\$1,068,269	Rehabilitation of historic Caradco Building
Greenfield	\$52,000	\$140,000	Façade improvement E.E. Warren Opera House
Hampton	\$20,000	\$100,000	Construction of two second-story apartments-Movies America building
Mason City	\$50,000	\$200,000	Creation of 4 market-rate upper-story apartments in historic Lundberg Clothing property
Oskaloosa	\$80,000	\$400,000	Support installation of geo-thermal HVAC in Trolley Place
Ottumwa	\$70,000	\$197,300	Restoration and reconstruction of KMGO Building
Spencer	\$50,000	\$1,328,908	Rehabilitation of Spencer Community Playhouse
State Center	\$55,000	\$193,740	Stabilization of historic Brimhall Building
Story City	\$30,000	\$240,000	Stabilization and rehabilitation of historic Charlson building
Waterloo	\$50,000	\$200,000	Restoration of historic Newton's building
West Des Moines	\$50,000	\$200,000	Restoration of historic City Hall in Valley Junction
Woodbine	\$40,000	\$122,879	Façade improvements to 5 contiguous downtown properties

# STAFF LISTING

MAIN STREET IOWA



DOWNTOWN  
RESOURCE CENTER

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