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MAIN STREET
MESSENGER
SPRING 2007

Preserving Today for Tomorrow

Sponsored by the State Historical Society of Iowa & Main Street Iowa

June 14 and 15, 2007
Waterloo, Iowa

Join Main Street Iowa and the State Historical Society of Iowa for an exciting two days in Waterloo as we explore a range of issues relating to historic preservation in Iowa. The conference is packed with presentations including barn preservation, financial incentives, building documentation, heritage tourism, historic house museums and more. Attendees will have the opportunity to tour some of Waterloo's recently completed preservation projects, network with other preservationists at two different social events and participate in field studies.

If you are a member of a Main Street community or historic preservation commission, an historic building owner, or are involved in an historic house museum or historical society, you will not want to miss this conference!

Registration Fee:

\$45 by June 1

\$60 after June 1 and on-site

Visit www.iowalifechanging.com for details and registration information.

SUPER AWARDS EVENT

Main Street Iowa Honors Downtown Projects and Volunteers

Nearly 400 individuals from across the state attended the 20th annual Main Street Awards ceremony held April 20 at the Des Moines Marriott Downtown. During the celebration, Lt. Governor Patty Judge presented 25 community awards and recognized nine community honorable mention projects as well as 34 volunteers.

"The Main Street program helps communities ensure their future economic health while preserving and honoring the past," said Lt. Gov. Judge. "The remarkable success of these communities is evidence that local Main Street staff and volunteers are extremely talented and committed to working together to improve their communities for residents, business owners, and visitors."

During the celebration, seven communities were recognized for reaching significant benchmarks based on private dollar investments made in the purchase and revitalization of downtown properties. Greenfield has achieved \$1 million in local investment; Bedford, Bonaparte and Central City reached the \$2 million benchmark; and, Conrad, Hamilton County S.E.E.D. and State Center each attained the \$3 million mark.

In 1985, the Iowa Legislature adopted the National Main Street Center's approach to

downtown revitalization by establishing Main Street Iowa within the Iowa Department of Economic Development. Main Street Iowa, the premier program of the Downtown Resource Center, currently provides services to 36 designated communities.

Since July 1, 1986, more than \$585 million in private funding has been invested to rehabilitate or purchase downtown property in Main Street communities. A net gain of 2,901 business starts, relocations and expansions and 7,949 new jobs have been realized. In addition, more than 1.3 million volunteer hours have been donated for the betterment and preservation of Iowa's historic downtowns.

For more information visit www.iowalifechanging.com.



Until the awards celebration, very few people knew about Tim Reinders' alter-ego: Main Street Super Hero Building Saver!



SPECIAL MOMENTS FOR CONRAD

Tribute honoring Lynn Zern

The Main Street Awards event featured a special tribute to Lynn Zern, who lost her battle with cancer in November 2006. Lynn served as the program director of Conrad Main Street for more than 13 years.

During an interview in 2003, Lynn said, "I had helped with Design Committee

projects but really didn't know what the Main Street 'stuff' was all about. I met with the board president who was very informative and very persuasive, and I decided to give it a try." Not only did she try, she thrived and so did the program. She used her commitment to community to guide the program;

always challenging the program and community leaders to do more, to plan and work together to make Conrad "the City of Choice." Lynn led by example and was a tireless volunteer for the program and the community that she loved. She is deeply missed by all who were fortunate enough to know her.



In honor of Lynn's love of beautiful flowers and the life they brought to a space, Thom Guzman presented her family with a special engraved vase representing her love of life and the beauty each day brings.

Spirit of Main Street Award

Main Street Iowa's highest honor, the Spirit of Main Street award, was presented to Conrad Main Street. This award recognizes an individual, community or organization that exemplifies the essence and purpose of Main Street. "Conrad Main Street's board and volunteers truly embody the spirit of Main Street and neighbor helping neighbor," said Jane Seaton, state coordinator of the Main Street Iowa program. "When Lynn was terminally ill, the board members not only took over the duties needed to keep the office and Main Street program running strong, but stepped in whenever and wherever necessary to assist her family."



Pictured with Lt. Governor Patty Judge are representatives from Conrad Main Street and members of Lynn Zern's family.

2007 MAIN STREET IOWA AWARDS

BUSINESS IMPROVEMENT

Best Adaptive Re-Use of a Building — Mister Moto's Café, Burlington

Best Business/Financial Assistance Program or Event — "How to Start a Small Business" Seminar, Hamilton County S.E.E.D.

Honorable Mention, Cultural & Entertainment District Grant Program, Charles City

Best Business Improvement Success Story — Spotlight Properties, Waterloo

Best Community Initiated Development Project — **Two Winners:** Burlington Public Library, Burlington and Upper Main Revitalization, Dubuque

Best New Development/Construction — Tom's Market & Meats, Burlington

Best Upper Floor Rehabilitation — 611 Main Street, Jewell (Hamilton County)

DESIGN

Best Design Committee Project - Beautification — Downtown Banners, Keokuk

Best Design Committee Project - Education/Preservation — Exterior Improvement Grant Program, Mount Pleasant

Best Facade Improvement - Over \$10,000 — The Franklin County Courthouse Clocktower, Hampton

Honorable Mention, 17 Central Avenue NW, Le Mars

Best Public Improvements Project - Streetscape/Enhancement — Invitational Sculpture Exhibit, Waterloo

Best Total Building Rehabilitation - 5,000 Square Feet and Under — Galleria de Paco, Waterloo

Best Total Building Rehabilitation - Over 5,000 Square Feet — The Blackhawk Hotel, Cedar Falls

Honorable Mention, Grand Opera House, Dubuque

ORGANIZATION

Best Diversity Initiative — Event Flyers in Multiple Languages, Waterloo

Best Fund Drive/Campaign/Project/Event — **Two Winners:** An Evening in Tuscany, Cedar Falls and Diamond in a Wine Glass, New Hampton

Best Partnership Effort Between Organizations — Designer Final, Sac City

Honorable Mention, Keokuk Cultural & Entertainment District, Keokuk

Best Public Relations of a Local Main Street Program — 2006 Public Relations Initiatives, West Des Moines

Honorable Mention, Conrad Main Street Organizational Branding Project, Conrad

Best Volunteer Orientation and Training — The President's Book, Marshalltown

PROMOTION

Best Holiday Event — Trunk or Treat, Osceola

Two Honorable Mentions: Holiday Happenings - Celebrating 20 Years of Main Street, Oskaloosa and Strolling Strings, Sac City

Best Image Campaign — Image and Slogan Campaign, Greenfield

Best Promotion Utilizing a Partnership Effort — Greenfield Sesquicentennial, Greenfield

Honorable Mention, Good Ol' Summertime Festival, Mount Pleasant

Best Retail Event — Extreme Weekends, Marshalltown

Best Special Event — STORY! Celebrating the Art of Storytelling!, Story City

Honorable Mention, ARTapalooza, Cedar Falls

Best Target Market Promotion/Campaign — Passport to Keokuk - Holiday Open House, Keokuk

PROGRAM DIRECTORS YEARS OF SERVICE AWARDS (CMSM = Certified Main Street Manager)

Joyce Glasscock, CMSM - 17 - Keokuk

Rod Ogren - 8 - Marcus

Diana Thies - 5 - Iowa Falls

Bob Rose, CMSM, - 15 - Spencer

Terry Poe Buschkamp, CMSM - 7 - Waterloo

Jim Thompson, CMSM - 5 - Charles City

Catherine Bergman, CMSM - 10 - Hamilton Co. S.E.E.D.

Laura Zimmerman - 6 - Sac City

Ginny Kuhfus - 4 - Greenfield

Cary Darrah, CMSM - 9 - Cedar Falls

Val Giannettino, CMSM - 5 - Burlington

Carolyn Honeycutt, CMSM - 3 - Story City

Tara Harn - 9 - Waverly

Debbie Kalousek - 5 - Hampton

Jon Sullivan - 2 - Oskaloosa

Dan LoBianco, CMSM - 8 - Dubuque

Jayne McGuire - 5 - Le Mars

Jeannine Burgart - 2 - New Hampton

CERTIFICATE OF COMPLETION (three year start-up phase in downtown revitalization) — Mason City

MILLION DOLLAR BENCHMARKS (private dollars invested in downtown rehabilitation and property acquisition)

Conrad - \$3 Million

State Center - \$3 Million

Bonaparte - \$2 Million

Greenfield - \$1 Million

Hamilton County - \$3 Million

Bedford - \$2 Million

Central City - \$2 Million

SPIRIT OF MAIN STREET AWARD — Conrad

2007 MAIN STREET IOWA AWARDS



OUTSTANDING VOLUNTEERS (including name & location of the MSI program that submitted nomination)

Jack & Norma Gold

Bedford Chamber/Main Street -
Bedford

Joan Schott

Bloomfield Main Street - Bloomfield

Rick Alexander

Bonaparte Main Street - Bonaparte

Linda Eibes

Downtown Partners, Inc. - Burlington

Melissa Barber

Community Main Street - Cedar Falls

Nancy Goodlove

Central City Mainstreet - Central City

Jeannine Garman

Community Revitalization -
Charles City

Linda Shearer

Main Street Corning - Corning

Prudential Financial

Dubuque Main Street, Ltd. - Dubuque

Boyer Valley Youth Organization

Dunlap Community Development
Corporation - Dunlap

Elaine Diers

Main Street Elkader - Elkader

Barb & Larry Riley

Greenfield Chamber/Main Street -
Greenfield

John Heilskov, C.P.A.

Main Street Hampton - Hampton

Lori Krause

Iowa Falls Chamber - Main Street -
Iowa Falls

Rita Noe

Main Street Keokuk - Keokuk

Yvonne Law

Le Mars Area Chamber of Commerce -
Le Mars

Barbara Wurth

Marcus for Progress - Marcus

Susan Malloy

Marshalltown Central Business
District/Main Street - Marshalltown

Libby Lembke

Mason City Downtown Association -
Mason City

Martha Hayes

Main Street Mount Pleasant -
Mount Pleasant

LeeAnne Schulz

New Horizons Chamber -
New Hampton

Ann Diehl

Osceola Chamber - Main Street -
Osceola

Rod Curtis

Main Street Oskaloosa - Oskaloosa

Bret & Georgia Geiger

Main Street Ottumwa - Ottumwa

Sac City Men's Club

Sac City Chamber - Main Street -
Sac City

**Sigourney Main Street Chamber Board
of Trustees**

Sigourney Main Street - Chamber -
Sigourney

Spencer Park Department**DelRay Bredhoeft & Scott Berends**

Spencer Main Street - Spencer

Jim Eckhardt

State Center Main Street -
State Center

Cathy Hermanson & Connie Phillips

Story City Main Street - Story City

Julie Brunning

Main Street Waterloo - Waterloo

Veronica Egli

Waverly Area Development Group -
Waverly

Patricia Forsythe

Main Street West Branch - West Branch

Nicole Engler-Selser

Historic Valley Junction Foundation -
West Des Moines

Mike Baldwin

Main Street West Union - West Union

Congratulations, Carolyn Honeycutt!



Carolyn Honeycutt, Iowa's newest Certified Main Street Manager, graduated from the National Trust Main Street Center's Professional Main Street Management Institute in March 2007.

The National Trust Main Street Center's Certification in Professional Main Street™ Management Institute ("Certification Institute") is not a course for beginners or for the faint-hearted; it provides advanced-level training and certification in the Main Street Four-Point Approach™. The Certification Institute is designed to give seasoned professionals advanced tools and problem-solving skills. Graduation can take anywhere from two to four years.

Students who successfully pass the written exams receive their Certified Main Street Manager (CMSM) credentials, a certificate and pin. They are invited to attend graduation ceremonies held during the opening plenary session of the National Main Street Center's annual conference in the spring.

Originally from Weymouth, MA (a city near Boston that's big enough to have four zip codes), Carolyn earned a BS

degree in accounting at Babson College in Wellesley, MA. Following her career path from the early 1990s would lead you to Charlotte, NC, and Albany, NY, before arriving in Ames, IA.

She and her husband grew up in large cities, but always wanted their own acreage and found the perfect 10 acre spot in Story City. They became involved in the community just as Story City began exploring the possibility of becoming an official Main Street community.

"The next thing you know, I'm at the first meeting and I'm Organization Chair," Carolyn said. "I have no idea what that means and I'm actually trying to recruit a committee and can't even tell them what we do!"

Carolyn was selected as Organization Chair in 2000, moving on to the Treasurer position in 2002. She was selected as their Volunteer of the Year in

2002 and took over the reigns of the program as director in August 2003.

"When the program director decided to leave, it was a really big decision for me to leave accounting after 15 years," she continued. "I made the big leap and found so much reward in my life when I started doing Main Street as a director. I am truly passionate about what I do, and going to national certification was kind of a no-brainer for me. I know I want to do this. I have become so close to the people that own businesses in downtown Story City. Some of them are my closest friends — I just love working for them — and that's what I feel like I do. It doesn't even feel like work!"

If you would like to congratulate Carolyn on her achievement, you can contact her at mainstreet@storycity.com or 515.733.4214.

Flooring

Historic buildings have many interesting exterior details such as decorative cornices, interesting brick and stone patterns, ornate leaded transom windows and a variety of storefront window framing materials and details. Interesting characteristics are not limited to the outside. Interiors also boast exciting architectural elements like pressed metal ceilings, carved woodwork, lights and fixtures.

One element that is both functional and character defining in any building is the flooring material. From hardwood and stone to tile and carpet, flooring materials add more than character and charm to an interior space. The choice of a flooring material will strongly influence the feeling and image of a business.

Flooring materials also can help define different sections or departments of the business and help guide customers to different areas of the store. When selecting a flooring material for any building, the first question should be what was used historically in the space? Is it still a viable option for today? An obvious candidate for contemporary use is the original wood floors that are fairly common in many historic commercial buildings. It might be a very narrow tongue and groove made of maple or oak or a wider version composed of pine, maple or oak. It might even have decorative inlays of walnut or even more exotic woods.

A typical hardwood floor is usually $\frac{3}{4}$ -inch thick with a tongue and groove design. The tongue and grooves divide the board into three approximately $\frac{1}{4}$ -inch thick elements. One of the benefits of $\frac{3}{4}$ -inch flooring is that it usually can be sanded and refinished, if it has not been sanded too many times previously. Under the skills of an experienced craftsman, a refinished wood floor will actually look like new, maybe even better! Such a craftsman also can repair any minor “dings” in the floor, fill any cracks and even replace any damaged or missing pieces. All

loose boards can be set with a counter-sunk nail or a screw with a very small head to help eliminate squeaks.

Total refinishing is not always needed or even desired. The drawback to refinishing is that the interesting patina and character marks are virtually eliminated during the refinishing process. Often times, it is a more interesting if the floor is only sanded lightly to remove any rough spots, leaving all the “character marks.” Of course, needed repairs should be made to the floor, but even these repairs become part of the character of the floor.

Another common flooring material that is found in many of Iowa’s historic buildings is ceramic tile. With its resistance to wear and easy clean up, tile often was used at the entrance and in heavy traffic areas. For example, tile was commonly used at the entrance and along the service counters in old-fashioned drug stores with soda fountains. Due to great design flexibility, many tile floors have interesting details. Store names, logos and other designs are common features in tile floors. However, as owners and occupancies change, some of these features have been removed by insensitive alterations.

Another heavy traffic material used in historic commercial building applications is terrazzo. Terrazzo floors are made by adding colored marble chips into a mortar base. Different sections of the terrazzo floor are defined with brass strips. The strips provide a control joint for expansion and contraction and also create an opportunity for design flexibility. By using different color aggregates and a variety of shapes, design possibilities are virtually endless. Terrazzo floors can be seen in the entrances to many theaters, five and dime stores and department stores and is a common flooring material in schools and hospitals. Still widely used today, terrazzo is an extremely durable flooring material.

Any or all of these historic materials will function well for virtually any business. Mixing and matching with contemporary materials can add the “final touch” for an up-to-date commercial use.

Perhaps the most common contemporary flooring used in commercial applications is carpet. It is relatively inexpensive, comes in virtually any color, provides good durability for the price, creates a warm and inviting atmosphere and helps reduce noise. Carpet is easy to replace, creating a quick update to a tired interior color scheme. Perhaps the biggest drawback to carpet is its care and maintenance. Even with modern stain fighting advances, it soils and stains much easier than wood, tile or terrazzo.

Other contemporary materials like vinyl and laminate flooring provide viable options. Both laminate and vinyl are easy to install, so lend themselves well to a quick and easy remodel. Sheet vinyl comes in a wide variety of patterns and colors and is easy to clean.

Laminate flooring, known by the trade name “Pergo,” is a popular alternative to hardwood flooring. It is quite easy to create a unique pattern of inlays or borders by using different colors of laminate or special edging strips. Laminate is pre-finished so is ready to use almost immediately after installation. The long-term durability of this type of flooring is not yet certain however, since it is a relatively new innovation.

Whether taking on new installations or using what is already there, flooring options are widely varied and virtually limitless. There are many, many more options than those briefly discussed here. One point that should be carefully considered in all situations is if the original flooring can continue to add value to the business operation. Many times, the answer will be yes. If so, this will not only add to the historic character of the building, it also can be a more cost-effective solution.

BITS & PIECES

2007 HUD Challenge Grant Recipients

In February, the Iowa Department of Economic Development awarded \$800,000 to 14 Iowa communities through a fund administered by the Iowa Downtown Resource Center and Main Street Iowa. The funding is part of a \$990,000 award that will be distributed in the form of Challenge Grants, training and technical assistance to all participating Main Street communities. The grants will benefit local improvement projects with a combined total investment of nearly \$3 million.

“The Challenge Grant program helps communities preserve and honor the past while making enormous strides toward the future economic health of not only the immediate community, but the region and the state,” said Governor Chet Culver. “The amount of financing contributed at the local level to complete these projects is strong testimony that Iowans have pride in their communities and are dedicated to creating a vibrant place to live.”

Senator Tom Harkin said, “One of the great challenges we face – not just here in Iowa but all across America – is preserving the character and vitality of our small towns. This isn’t just about economics. It is also about our identity as Iowans. That’s why this program is in a class by itself. It is smart. It is effective. It offers hope. And, it touches communities and people in very concrete ways.”

The Challenge Grant program is funded through an appropriation from the U.S. Dept. of Housing and Urban Development (HUD). Since the first appropriation in 2002, this program has awarded a total of \$2.5 million and has leveraged approximately \$15 million in local investments. The most recent appropriation of \$990,000 was nearly double the amount received in each of the three previous years.

Grant Recipients:

COMMUNITY	AWARD	TOTAL PROJECT COST
Bonaparte	\$15,000	\$48,250
Burlington	75,000	175,000
Cedar Falls	50,000	186,000
Central City	37,500	87,500
Corning	60,000	159,800
Dubuque	80,000	353,000
Hamilton Co. S.E.E.D.	60,000	272,871
Hampton	60,000	431,400
Marshalltown	60,000	227,930
Mason City	60,000	271,318
Oskaloosa	80,000	264,000
Waverly	60,000	249,384
West Branch	42,000	112,000
West Des Moines	60,000	260,000

State Fair Photo Contest

A partnership between Main Street Iowa and the Iowa State Fair has resulted in the addition of a special category for the fair’s annual photography contest: “Downtown Places & Faces.” Photos entered in this category should clearly show activity going on in an Iowa downtown center. Even non-winning entries may end up in Main Street Iowa publications! Entry deadline is July 1. Visit www.iowastatefair.org for official entry forms and rules — just click on “Competition” and then “How to Enter.”

Back to the Basics — 21st Annual Iowa Downtown Summit

August 28 - 29, 2007
Council Bluffs, Iowa

Sponsored by the Iowa Department of Economic Development & the Federal Home Loan Bank

The Iowa Downtown Summit offers interesting and informative sessions on how rural and urban communities across America are revitalizing their city centers by thinking outside the box and discovering new options.

Noted national and Midwest professionals and local practitioners will offer a variety of sessions including gender-specific decision making, brand and destination development, components of a healthy community, art as an economic generator and many others. Walking tours will showcase development projects and success stories in downtown Council Bluffs.

Key speakers include Fran and Bill Lytle, Brand Champs; and Lanie McMullen, Destination Development.

Registration received on or before August 21 is \$110 per person; after August 21, the fee is \$135. A discounted group rate of \$95 per person is available for communities that register three or more people (at the same time) before August 21. A special discounted rate of \$50 per person is offered for representatives of the host community of Council Bluffs. The registration fee includes the reception on August 28 and lunch on both days.

A detailed conference brochure will be available at www.iowalifechanging.com in mid-July. Those interested in attending can register by calling the Iowa Downtown Resource Center at 515.242.4734 or by e-mailing downtown@iowalifechanging.com.

DOWNTOWN ELKADER FIRM RECOGNIZED
'Fire Farm' Receives Farm Bureau Award

A lighting design manufacturer from the small town of Elkader that creates and sells custom lighting fixtures around the world was selected as Farm Bureau's April Renew Rural Iowa Leader Award winner.

Fire Farm entrepreneur Adam Pollock moved his business and family to Iowa five years ago from California after falling in love with the town and the people while visiting relatives. Pollock's business has changed and grown since then, but like all successful entrepreneurs, he realized the value of maintaining wealth creation for the Fire Farm and his community in the future.

So, the Fire Farm creator attended a Renew Rural Iowa seminar, a Farm Bureau initiative that combines an innovative mentoring model for entrepreneurs with a rural vitality investment fund. "I needed certain questions answered about my business which Renew Rural Iowa addressed," said Pollock, "such as, where do we fit? How big is the market we serve? How well are we serving it? What is my potential growth and if there isn't potential, what are the core underlying reasons? I think that process is helping sidestep misadventures and false starts for so many folks just beginning and it's also helping us focus our resources," says Pollock.

The award is a designation within the Renew Rural Iowa program, which honors leading entrepreneurs as a testament to the vitality, creativity and cooperation of Iowa's rural communities.



Iowa Department of
 Economic Development
 200 East Grand
 Des Moines, IA 50309



2007 Iowa State Fair — "Sounds Like Fun"
New location for Main Street Iowa booth this year!

Main Street Iowa (MSI) has proudly had a presence in the "Tourism Building" at the Iowa State Fair for many years. What makes this opportunity so valuable is the cooperation and dedication of the local Main Street representatives who staff the booth throughout the fair. Each year, thousands of fair visitors have a chance to learn about what's going on in Main Street communities. This year, the MSI booth will be located in the Varied Industries Building in "Iowa Tourism Hall."

