

## Chariton Valley PLANNING & DEVELOPMENT

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Planner,  
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### Oct. / Nov. Events

October 3, 9:00 am  
Historic Hills Meeting  
Blank Park Zoo

October 4 - 8:00 am - 4:00 pm  
Ready, Set, Go! Workshop  
Bridge View Center  
Ottumwa

October 22-24  
Iowa Tourism Conference  
Dubuque

November 7, 10:00 am  
Hotel/Motel Tax Meeting  
Albia Chamber Of Commerce

December 6,  
Historic Hills Meeting  
Van Buren County

Our office will be closed  
during the second week of  
October, (October 8-12)

The staff of Chariton Valley Planning &  
Development will be attending the  
Governor's Conference in  
Grand Junction, Colorado.

## Destination Tourism Marketing Partnership with Iowa State University

A landmark partnership for southern Iowa tourism is unveiling itself at Iowa State University in Ames, Iowa with the Historic Hills Region.

Recognizing that the visitor economy is an important component to southern Iowa's wealth, the State of Iowa has appointed an economic development district for tourism known as Historic Hills. The multi-county, Historic Hills district, including Appanoose, Davis, Decatur, Clarke, Monroe, Lucas, Wayne, Wapello, and Van Buren counties, recently branded and trademarked its moniker and logo, created a website ([www.historichills.com](http://www.historichills.com)), initiated common landscaping and gateway signs in 39 community entrances, and developed a five-year strategic plan.

As a part of the Historic Hills' strategic plan for marketing, Iowa State University has incorporated into its course catalog for Fall 2007 three classes that focus exclusively on Historic Hills' advancement. According to Tracy Daugherty Miller, executive director of Chariton Valley Planning and Development and agent for Historic Hills, the contributions from university staff and students will include: 1) development of strategic marketing concepts; 2) creation and design of advertising media; 3) evaluation of advertising alternatives as compared with budgetary constraints.

"Iowa State University and Professor John Thomas are essentially taking on the Historic Hills tourism region as an advertising client," explains Daugherty Miller. "The full resources of the university are at the disposal of its staff and students to develop a tailored marketing and

advertising plan for our southern Iowa tourism region, Historic Hills."

Under the direction of Professor John Thomas, who was included in Advertising Age's Top 100 Marketers (1998) for advertising excellence, the Historic Hills region receives specialized advertising and marketing plans. By January 2008, Historic Hills is assured a portfolio of high-quality, creative marketing products. The advertisements will be rolled out to visitors as well as bus tour coordinators.



Professor Thomas is experienced in survey research, retail store development and management, print/broadcast advertising, public relations, brand management, Web development and agency management. Thomas has worked for Maytag Corporation and Clay Equipment Corporation. Included among his recognitions for outstanding advertising work are six Gold Effies for campaign effectiveness (1991, 1992, 1995, 1998, 1999, 2001) and three Gold Mobius (1993, 1995, 1999).

"Historic Hills is very appreciative of the support of Iowa State University, John Thomas, and the Iowa Departments of Economic Development and Transportation," commented Daugherty Miller. "Our chambers of commerce directors are pleased that their collective work is paying off."

*CREDIT STATEMENT: Programs and activities of the Chariton Valley Planning and Development are sponsored in part by the U.S. Department of Transportation, Federal Highway Administration and Federal Transit Administration. Project partners include the Iowa Department of Economic Development, Iowa Department of Cultural Affairs, Iowa Department of Transportation, regional tourism and economic development agencies and local governments from Appanoose, Clarke, Davis, Decatur, Lucas, Monroe, Wayne and contiguous Iowa counties.*

## Mass Layoff Recovery Assistance

Following mass layoffs of 800 plus employees in Appanoose County in Fall 2006, due to the out-of-state movement of Newell-Rubbermaid and Knight Rifle, the Council, is acting in cooperation with the economic development corporation, state officials, and federal agencies. Following prioritization of infrastructure improvements necessary to recruit replacement industries, the Council is targeting financial aid for rail infrastructure rehabilitation by consulting with federal granting agencies, preparing

grant applications, securing environmental clearances, and collecting federal assurances from viable replacement industries.



## Universal Preschool for Centerville Community Schools

Chariton Valley Planning and Development Council, upon request by the school district and community development leaders, planned and implemented universal preschool for four-year olds. Acting as facilitator and team lead, Chariton Valley Planning and Development Council initiated community workshops with parents, district staff, preschools, day care providers, and state

and local agencies to determine how to provide no cost tuition and a standardized curriculum for all four-year old children. This strategy was created and brokered by the Council, and will result in a mutually advantageous agreement where existing preschools are partnering with the district to roll out a voluntary preschool program by October 26, 2007.

## CVPD to Sponsor Community Development Workshop in Ottumwa



David Beurle

Alliant Energy is presenting a workshop entitled, "Ready, Set, Go! Positioning Your Small Community for Success". The workshop will be held at the Bridge View Center in Ottumwa on

October 4. and Chariton Valley Planning & Development is a proud co-sponsor of this event.

During this one-day workshop, David Beurle, of Innovative Leadership Australia will take you through a unique, interactive process resulting in the development of action steps to shape a thriving community. He will share his work in small communities across the United States and Australia that have earned him international recognition in rural economic development.

If you would like to attend this workshop, the fee is \$35, and you may register at the door on October 4, at 8:00 am at the Bridge View Center in Ottumwa.

*Thank you to everyone who participated in the "Where in the Historic Hills Am I?" Contest! As many of you know, the friendly weathercaster is located at the Harvest Barn off Hwy 34 near Osceola!*

## Renewable Fuels Feasibility

Recognizing biofuel evaluation and sustainable agriculture expansion as fundamental to Iowa's future, the Council is initiating a feasibility study with southern Iowa investors to determine the viability and profitability of soy biodiesel.



The Council has assisted investors with the setup of appropriate corporate structuring, referring them to national firms involved with biofuel plant production, and is completing a feasibility study of biodiesel in a four-county region. Feedstock availability, profitability, capital generation, and co-product markets are being evaluated by the Council for the corporations.

## Mission Statement

Designated as an Iowa Council of Governments under Iowa Code 28H by the Iowa Legislature effective July 1, 2007, Chariton Valley Planning and Development will conduct business for the purpose of enhancing economic prosperity and planned growth in order to improve quality of life in Appanoose, Lucas, Monroe, and Wayne counties in the State of Iowa. Primary activities will serve to stimulate and support: job creation; business investment; attraction and retention of a skilled workforce; quality of life, recreation, and cultural enhancements; provide for infrastructure installation and maintenance.