

# Newsletter

MEETING AND MANAGING CHANGE

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## Chariton Valley PLANNING & DEVELOPMENT

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## September Events

September 6 -10 am, Historic  
Hills Tourism Committee  
Meeting-Oasis Coffee Shop,  
Bloomfield

September 18 -10 am, Regional  
Hotel/Motel Tax meeting-  
Albia Chamber of Commerce

## Dr. Stone says, "Don't forget the basics!"

Iowa tourism advocates came together on June 19, 2007 to learn from one of the nation's foremost authorities on market positioning. Dr. Kenneth Stone, professor emeritus at Iowa State University and renowned economist, spoke with local businesses, communities, and chambers of commerce about how to add value to the visitor economy.

The workshop was hosted by Chariton Valley Planning and Development in conjunction with the Historic Hills tourism group at Bridgeview Center in Ottumwa. Dr. Stone evaluated trends of southern Iowa counties related to retail and service industries relevant to tourism. Leakage, consumer dollars that are spent outside of a home county, were reviewed with historic trends and current figures evalu-

ated. Dr. Stone had several suggestions on how communities can combat leakages under the theme of "back to the basics". Stating that all too often local retailers believe that existing customer service is on track, but in reality businesses are failing to use best practices, or the basics. Accurate pricing and differentiation in the market were key areas for businesses to re-evaluate.

"Businesses sometime forget that customers do not have to come back. This is true not only for businesses to consider, but for

cities as well," explained Dr. Stone.

Conference information is available at [www.charitonvalleyplanning.com](http://www.charitonvalleyplanning.com)



L to R. Kathy Bowermaster, Iowa Dept. of Economic Development, Tracy Daugherty Miller, CVP&D, and Dr. Stone at the tourism development conference.

## Multi-County, Concurrent Referenda Considered for Hotel/Motel Taxes, Economic Development and Tourism Growth

Multiple counties in southern Iowa are coming together to jointly study the opportunities and constraints of pursuing concurrent referenda for hotel/motel taxes. Counties in the Chariton Valley have been meeting during the summer to learn more about how other counties and communities apply the tax and benefit from the tax.

Representatives from local governments, economic development groups, motels, chambers of commerce, and Chariton Valley Planning and Development have reviewed information, available at <http://www.state.ia.us/tax/educate/78601.html>,

during joint forums and conducted numerous local meetings to solicit input related to viability.

After much discussion, it has been determined that there could be added benefit for the communities to pursue the tax concurrently to support regional tourism initiatives including trail development, marketing, and visitor center expansions. Arlene Faeth of Iowa State University Extension attended an August 1, 2007 meeting to present historic data and administrative op-

tions for hotel/motel tax in Iowa. Faeth has been actively involved with hotel/motel tax research for several years in research for the Hotel/Motel tax for several years.

The full group will meet again on September 18, 2007 at the Albia Chamber of Commerce office at 10:00 am to review local and regional options for advancement.

**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, regional tourism and economic development agencies and local governments from Appanoose, Clarke, Davis, Decatur, Lucas, Monroe, Wayne and contiguous Iowa counties.

# Transition to Council of Governments Official

Chariton Valley Planning and Development became Iowa's newest Council of Governments on July 1, 2007. The Council of Governments (COG) provides services on a demand-response basis within the counties of Appanoose, Lucas, Monroe, and Wayne.

Pictured at right are the members of the Lucas County Board of Supervisors 2007 formalizing the transition through written agreement following a June meeting. (L to R. County Supervisors, Clarence Gee, Cathy Reece, Larry Davis, and County Auditor, Julie Masters.)



## IDOT Sign Program Available

Iowa Department of Transportation's Office of Traffic and Safety is now accepting applications, from communities with populations of 5,000 or less, to replace damaged, obsolete or substandard signs and signposts. The program will provide up to \$5,000 of signs and signposts per qualifying community on a first come, first-served basis. All eligible applicants are encouraged to apply even if they have already participated in a similar program in the past.

This year the responsibilities of an assessment of need, ordering and proper location and installation of posts will rest with the communities themselves. Guidance to perform all of these tasks and all other information regarding the program is now available on a website (<http://www.cot.state.ia.us/traffic/smalltownsign.htm>) and will be supplied upon request to interested parties.

The signs and signposts available through the program this year will be limited to signs in the background. This year there will be square tubing and some associated accessories available for mounting of posts and signs with this system.

## Where in the Historic Hills am I?



Where in the Historic Hills am I?, is a new section for the newsletter to help all readers shine on their knowledge of the area. Each month the newsletter will feature a treasure hidden deep in our heartland. It is your job to find, or make your best educated guess, as to where the site is located. Stay tuned for the location in subsequent newsletters.

If you have a picture of a location unique in our area and a story that accompanies it, send an email with a description of the location and a picture to [ljohnson@charitonvalleyplanning.com](mailto:ljohnson@charitonvalleyplanning.com).

The best pictures and stories will be posted at [historichills.com](http://historichills.com).

This month's pick is located in the Historic Hills. The friendly weathercaster helps everyone with preparation for the unplanned change in weather.

## 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.