

Chariton Valley PLANNING & DEVELOPMENT

Historic Courthouse District
205 1/2 N 13th
Centerville, IA 52544
Phone: 641.437.4359
Fax: 641.437.1161
www.charitonvalleyplanning.com

Executive Director,
Tracy Daugherty Miller

Community Development
Planner,
Lacey Johnson

Chariton Valley REDI-
Program Support Specialist,
Nichole Moore

Events

December 6, 10:00am
Historic Hills Meeting
Whispering Pines Winery,
Keosauqua

December 13, 10:00am
CVTPA Meeting
The Manhattan, Centerville

January 9, 10:00am
Hotel/Motel Tax Meeting
Chariton Chamber of Commerce

January 15, 10:00 am
Sub-Committee Transportation
Meeting
CCDC, Osceola

Our office will be closed
Dec 25 & Jan 1.

The staff of
Chariton Valley
Planning & Development
wish you Happy Holidays!

Southern Iowa Tourism Advocates Study Colorado Strategies, National Byways

Southern Iowa tourism advocates in the Historic Hills region, representing Appanoose, Davis, Decatur, Clarke, Lucas, Monroe, Wayne, Wapello, Van Buren, and the city of Donnellson, are looking at national marketing models in order to get ready for increases in the number of visitors expected when the Honey Creek Resort State Park on Rathbun Lake opens next summer.

Recently, tourism advocates from the Historic Hills region and Chariton Valley Planning and Development responded to an invitation from the State of Colorado to learn more about that state's outreach efforts.

"Governor Bill Ritter was most gracious in inviting southern Iowans involved with tourism to the annual Governor's Conference on Tourism on October 11th in Grand Junction," relays Tracy Daugherty Miller, executive director of Chariton Valley Planning and Development. "The opportunity gave my staff time to talk with Colorado's Commissioner of Agriculture, John Stulp, about agri-tourism while also learning from Colorado's state officials and businesses about practical marketing strategies that may be applied in Iowa."

Daugherty Miller notes that Historic Hills works closely with the Iowa Tourism Office and with the Central Iowa Tourism Region so as to network with Iowa attractions, chambers of commerce, and other promoters of the visitor economy.

"While Historic Hills is very involved with Iowa's own tourism programs," explains Daugherty Miller, "studying how destination tourism states focus their resources and marketing may give our area a better understanding as to how to target our limited budgets."

Chariton Valley Planning and Development and

Historic Hills members were invited to attend the conference because of the counties' success in working cooperatively on regional marketing and because of the contacts that southern Iowans have made with the Colorado Department of Tourism.



L to R: Johnson, Daugherty Miller, & Stulp— Commissioner of Ag

Tourism is one of the largest industries in Colorado, with a tremendous economic impact according to Governor Ritter. Figures from 2006 show that \$8.9 billion was generated from tourism and 15 percent of that was from Colorado residents. Governor Ritter's conference took an in depth look at Colorado's return visitors, what those consumers are coming back to see, and how to develop attractions further so as to stimulate repeat visits.

"While at first glance people tend to think of Colorado in terms of mountains and ski resorts, further review shows that two-thirds of the state fits a profile more like Iowa's with open grass and range lands," says Nichole Moore, a Historic Hills member. "Colorado businesses and communities are great at building excitement through storytelling about historic accounts and Historic Hills wants to better tell southern Iowa's stories to visitors so that we can build our appeal."

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.

Iowa Councils of Governments Talk to State Transportation Commissioners



On November 6, 2007, representatives from Iowa's 17 council of governments met in Ames, Iowa with the Iowa Transportation Commission to review the purpose and efficacy of regional planning councils. Addressing the seven-member panel of commissioners, Rick Hunsaker of Region XII, explained that the Iowa Association of Regional Councils (IARC) is committed to assisting all state and federal agencies in identifying local government needs and priorities.

"While the transportation commissioners are already well acquainted with the transportation planning assistance that the councils of governments have provided for more than a decade," explains Lacey Johnson, Chariton Valley Community Development Planner. "We

wanted to take the time to more fully identify the broad range of services for which our agencies are involved."

"From grant administration, to disaster preparedness planning, to housing development and so on," noted Johnson. "Each council of governments is tailored to meet the needs of its district."

For additional information about councils of governments, visit www.iarcog.com or contact Chariton Valley at 641-437-4359.

National Association of Development Organizations Honors Chariton Valley

Iowa is not only home to the nation's principal political event — the Iowa caucuses — and 2.9 million people, it is also home to a network of 18 regional planning affiliations (RPAs) that is demonstrating that high-quality transportation planning and management can be the product of nontraditional partnering, intergovernmental cooperation and improved public involvement.

Recently the National Association of Development Organizations (NADO) recognized the outstanding job that Chariton Valley and other Iowa RPAs are doing in encouraging intergovernmental cooperation and public involvement to make better transportation systems. Chariton Valley represents the multi-modal transportation interests of Appanoose, Clarke, Davis, Decatur, Lucas, Monroe, and Wayne counties in southern Iowa.

According to NADO, "Intergovernmental cooperation and public involvement are not simple when one considers there are approximately 113,000 miles of roads in Iowa that are 91 percent owned by counties and municipalities. And there is a significant multi-jurisdictional layer amongst the state's 99 counties and 949 cities and towns."

NADO applauded the best practices of Chariton Valley and other RPAs saying that

Iowa's landscape is rural and agriculturally dominated, making the regional planning and management not only challenging, but also a necessity for those communities that lack the resources to independently plan and manage. Motivating and incorporating public involvement has been, by far, the cornerstone to the RPA process.

According to Mike Clayton, Department of Transportation District Planner, in a previously published report by NADO, "From the state perspective, my district is accomplishing a lot of tough projects because of the local participation brought in by the regional planning affiliates."

RPA Background

Each RPA, under a contract with the Iowa Department of Transportation, receives a portion of Iowa's Surface Transportation Program funding according to the region's population (approximately a \$1.2 million average annually per RPA). The funds can be allocated towards regional projects, sub-allocations back to the region's cities/counties, Transportation Improvement Program (TIP) planning and administrative costs.

Beginning in 1993, each RPA was required to establish bylaws that include the formation of a technical advisory committee of professionals such as engineers and a policy

board with local elected officials. Policy boards typically meet three times a year to approve plans and projects developed by the technical committee for incorporation into the region's long-range plans and the region's TIP plans. The long-range plans are reviewed and updated at least every five years. Projects included in the region's TIP plans are then forwarded to the Iowa DOT for insertion into the statewide transportation improvement plan.

Updated long-range plans, better decision making in the area of site/project selection and locally-based improvement planning lead the list of accomplishments. According to Tracy Daugherty Miller, Executive Director of the Chariton Valley RPA, "In our rural, seven-county region, public involvement has steadily grown. In addition to the technical advisory committee that advises the Policy Board, transit and tourism sub-committees with regional stakeholders now provide consistent feedback."

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.

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