



A Main Street Iowa Community



Newsletter

November-December 2017



Main Street West Branch c. 1921-22

**Eat
Shop
Explore
Exit
254**

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YOU'LL ♥ OUR
UNIQUE SHOPS & HISTORIC CHARM

SMALL BUSINESS SATURDAY | NOV 25



plus much more!

From the Board President



**Mark
VanLandschoot**
Board President

Hello and welcome to the new format of our quarterly newsletter! A lot of things continue to evolve here at the West Branch Community Development Group, and we are excited about the accomplishments of 2017, and how we can continue to serve and support the West Branch Community in 2018 and beyond. As some of you are aware, in late 2016, we took on a much needed initiative to rebrand what was Main Street West Branch, as the Board of Directors felt very strongly that we were about supporting more than just the historic downtown. We looked to some of the other Iowa cities that had moved in this direction, and the concept of the West Branch Community Development Group was born. We are still very passionate about a healthy and thriving downtown, and continue to consider it the lifeblood of our historic community, but this move was to be more all-inclusive with those that are not necessarily on Main Street, as they are just as important to our future and sustained growth.

I was appointed as WBCDG Board President in January 2017, but have served on the board since 2013, many of you have seen me at my work home at US Bank downtown. I'm proud to this serve this community and know that many of you are also looking for ways to give back whether that be in time or treasures. We will be kicking off our annual capital campaign in the coming weeks and appreciate the financial support that has come from our (delete small) town since our inception over 10 years ago. While we are a Main Street Iowa community, we do not receive any funding from the state, so the generous help from those like you are what keeps our group thriving. The money raised is used for a variety of purposes including: supporting the four annual festivals, community betterment, and keeping the downtown looking "visitor ready", but most importantly something you all can be proud of when you drive through each day.

Our market survey is just wrapping and we hope to use that feedback from so many of you to determine how best to use funding for 2018 and beyond. If you did not have a chance to participate, we'd love to hear from you anytime. Please stop by the office on West Main or give a call, and if you feel so moved, join our volunteer list. We have a lot of new and exciting things taking place all the time, and are always looking for new faces and helping hands.

On behalf of the West Branch Community Development Group Board of Directors, I thank you all for a wonderful 2017. We look forward to serving the community in 2018 and beyond.

Happy Holidays to you and yours-

Our Mission

The mission of the West Branch Community Development Group is to improve the social and economic well-being of our community by discovering and utilizing the unique identity, assets, and character of West Branch and the Historic Main Street District using the National Main Street Four Point Approach®.

We are a non-profit volunteer driven organization working through the combination of public, private, and commercial interests for the benefit of our community as a whole.

Board of Directors

Mark Vanlandschoot, President
Nicki Brick, Vice President & Organization Chair
Ed Larew, Board Treasurer
Jodi Clemens, Board Secretary
Tami Urmie, Director
Erin Morrison-Vincent, Director & Promotions Chair
Shane Staker, Director & Economic Vitality Chair
Robyn Hunter, Design Chairperson
Roger Laughlin, Mayor, Advisory
Pete Swisher, Nation Park Superintendent, Advisory
Brad Reinert,
Hoover Presidential Foundation, Advisory
Janlyn Slach,
Hoover Presidential Library-Museum, Advisory

What's Been Going On



Four Main Street District food establishments participated in the 1st Annual Main Street Iowa Restaurant Week, September 15– 24. Mexico Lindo, The Down Under, Herb 'n Lou's, and Main Street Sweets participated this year with special throughout the entire week. Bruce and Peggy Jeffries were the recipients of the \$50 Community Bucks prize.



Fall Festival Wrap Up

Despite a lingering morning rain followed by some afternoon blustery conditions, the annual Fall Festival (show) did go on. There is a Downtown District Shop Hop, Pumpkin Painting for the kids, and a Hayrack Ride for the young and the young at heart to enjoy. Thank you to Brown's Chrysler, Dodge, Jeep, Ram, for providing the truck to pull the hayrack through the city.

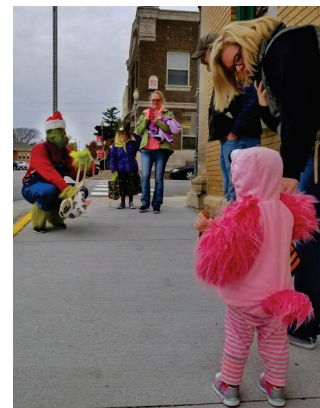
Five area establishments participated in the 2nd Annual Chili Cook-off. (l-r) Torey Rohde, Nature's Grace Photography; Erin Morrison-Vincent, Little Light Events; Steven Grace, Main Street Sweets; Ilene Lunde, Brick Arch Winery; and Chris Cruse, Brown's Chrysler, Dodge, Jeep, Ram. Cruse walked with the Best Chili title with 34 votes.

And that's a wrap!



A chill in the air didn't stop more than 200 wee ghosts and goblins from descending into the downtown area for the 1st Annual Halloween Trick or Treat Downtown.

A joint project between the West Branch Parks & Rec, the West Branch Public Library, and the CDG and the downtown merchants, was more popular than anticipated.



WEST BRANCH

YOU'LL ♥ OUR
UNIQUE SHOPS & HISTORIC CHARM

SMALL BUSINESS SATURDAY® | NOV 25



WHAT IS IT?

Small Business Saturday is an American shopping holiday held on the Saturday after US Thanksgiving during one of the busiest shopping periods of the year. First observed in the United States on November 27, 2010, it is a counterpart to Black Friday and Cyber Monday, which feature big box retail and e-commerce stores respectively. By contrast, Small Business Saturday encourages holiday shoppers to patronize brick and mortar businesses that are small and local.

Small Business Saturday is a registered trademark of American Express corporation.

Kick off your holiday shopping and join us from 10 am to 4 pm* in historic downtown West Branch for fun, food**, and a whole lot of bargains!

** Some retail establishments may not be open until 4 p.m.*

*** The local Girl Scouts of America will be serving coffee, hot cider, donuts, and cookies in Heritage Square from 9:30 am to 12 pm. (Cookies and donuts complements of Casey's General Stores.)*



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Cotton Creek

MILL

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Gifts • Kits • Sew Alongs • Sewing Machines

319.643.3554

113 W. MAIN STREET • WEST BRANCH, IOWA 52358
HOURS: TUE, WED & FRI 10 - 5 • THUR 10 - 7 • SAT 10 - 2



West Branch Heritage Museum

By Lou Picek

The West Branch Heritage Museum has been in existence for rough fifty two year. It houses a collection of items that are tied to the West Branch area history. Exhibits can be seen throughout the year.

In the permanent collection are early Quaker and Danish related items. John Brown items, a large collection of 19th century tools, a 19th century painted Plains Indian woman's wearing blanket, a 1876 deluxe baby buggy, textiles, 19th century lighting, furniture and 19th century kitchen items, black smith items, and

Something for Everyone
Home Decor, Furniture, Candles, Cards,
Antiques, Glassware, Jewelry, Fashion
Access, and More.

319-643-3661
102 E. Main Street

West Branch Emporium

West Branch, IA 52358 "Like" us on Facebook

Five years ago we received a \$40,000 matching grant for building restoration Some of the things this grant enable us to do was add a new roof, reinforce the ceiling, new heating and air conditioning, insulation, replacement of decaying wood, upgrade lighting, and glass replacement. There weren't sufficient funds available at the time to install plumbing and add a restroom.

In the spring 2017, we began working with the West Branch Community Development Group to see what help the Main Street program might have to offer. There is sufficient space at the back of the building to construct an addition which would house storage, a handicap entrance, and an ADA compliant restroom. There is a price tag of \$55,000 associated with this addition. To date though generous donations \$45,000 of the \$55,000 has been raises for the project.

Since the building restoration five years ago, museum members have been cataloging the accumulated collections. Members—who are all volunteers, meet twice a month for cataloging activities and future planning.

The museum is always looking for new members and volunteers. Being a member or volunteer is fun, informative, and there is no age requirements or experience required.

To become a member, a volunteer, or to make a donation to the West Branch Heritage Museum, contact Lou Picket at 319.643.2062.

The West Branch Heritage Museum is a non-profit organ and all donations are tax deductible.

MAIN STREET
Sweets

104-1/2 E. Main St.
319-643-5001
www.mainstreetsweetswb.com

OPEN YEAR ROUND!

Serving Sandwiches, appetizers, soft serve ice cream and hot & cold drinks!

Hot plate lunches served Thursday & Friday
Homemade Pie every Thursday!

96th Annual 2017 CHRISTMAS *Past*



INFORMATION & SCHEDULE OF EVENTS

Friday, December 1
Saturday, December 2



The Gibson
Family



GIBSON TRAINS



A Christmas Past tradition, the Gibson' family Lionel trains have become a magical part of the communities annual winter celebration. In 1990 it was daughter Cathy's idea initially to share the joy of the train collection with the community (during the Christmas Past celebration). Department 56 buildings were added in the early 1990's.

Train collecting became a hobby of Joan Gibson's late husband Dean's as a kid. Dean's father and mother bought him his first train set. When Joan and Dean's son Brian was five his grandmother bought him his first train set, and things grew from there.

With Brian as the Head Engineer and a crew consisting of family members including grandchildren, it is an engineering feat in itself, setting a display that has five trains running simultaneously in a single display.





ELF ON THE SHELF

In honor of the 60th anniversary of the 1957 children's classic by Theodor "Dr. Seuss" Geisel, adapted for television in 1966, Grinch themed **Elf on the Shelf** is back by popular demand.

Max, an elf you are not, but you might have to do.

Locate and record the names of this years Grinch Elves

while you explore everything the downtown district has to offer. Entry forms can

be picked up from any Main Street Business or at the Town Hall. (Pens and pencils are not provided.) Completed

forms can be turned in by no later than 7 p.m., Saturday, December 2, at the Town Hall, for a chance to win one of many prizes. *Winners will be notified prior to Christmas.*



Sassypan's Country Cupboard



Sarah Smith
doTERRA
Wellness Advocate

Specializing in do-TERRA
Essential Oil Education
and
Bath & Body Products

Visit us @ West Branch Emborium or on Social Media  



Tales of the Sea Christmas

November 18, 2017- -January 7, 2018

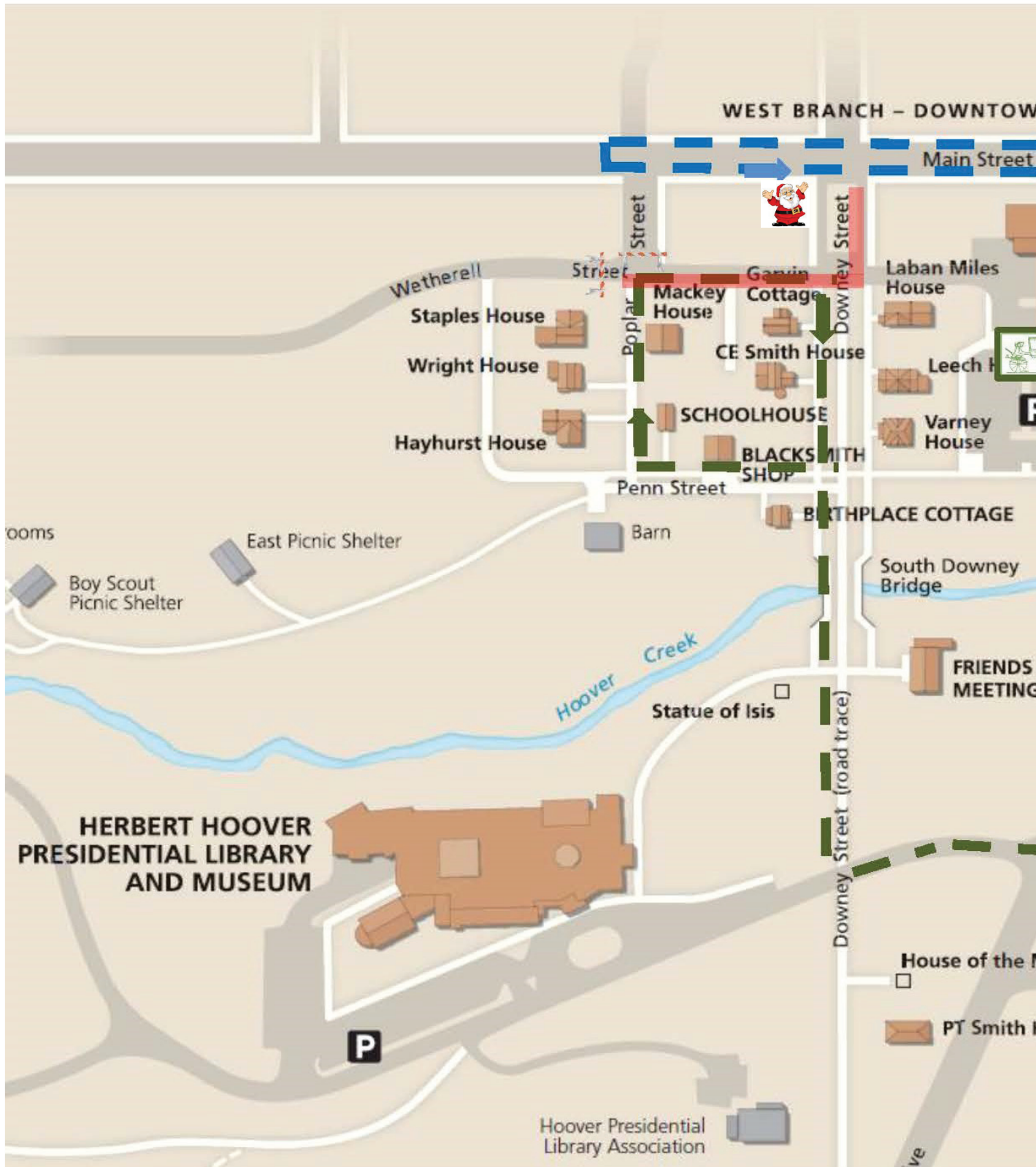
www.hoover.archives.gov

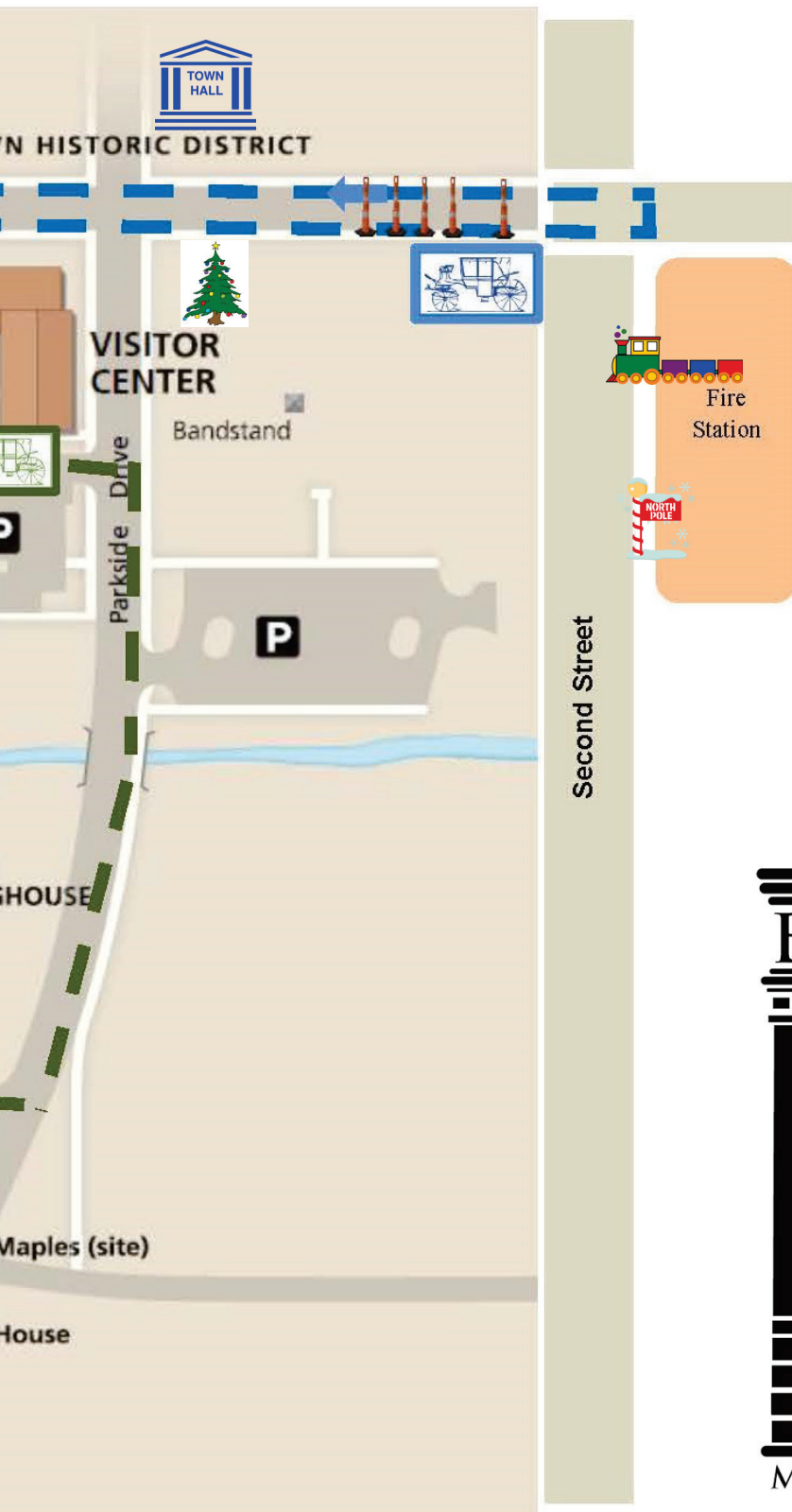
319-643-5301

HERBERT HOOVER

PRESIDENTIAL LIBRARY ★ MUSEUM

Street Closure





BRICK ARCH

Join us . . .
 Dec.1 7-9 pm
MULLIN BROTHER

Dec 2 7-9 pm
DOGS ON SKIES

WINERY

MAIN ST. WEST BRANCH, IA

Merchant Open Houses

Complementary holiday treats at each of the following locations.

A Beautiful Purpose

108 West Main Street
6-8 pm Friday 12-8 p.m. Saturday

Brick Arch Winery

116 West Main Street
6-8 pm Friday 12-8 p.m. Saturday

Cornerstone Real Estate

109 East Main Street
6-8 p.m. Friday & Saturday

Cotton Creek Mill

113 West Main Street
5-7 pm Friday & Saturday

Dewey's Jack & Jill

115 East Main Street 5-8 pm Friday Only!

Heritage Merchants

105 South Downey
5-8 pm Friday 10 am-8 pm Saturday

West Branch Heritage Museum

109 West Main Street
5-8 pm Friday and Saturday

Liberty Communications

117 North 1st Street 5-8 pm Friday Only!

It's New Once Again

106 West Main Street
5-8 pm Friday 10 am-8 pm Saturday

Marg's Little Red House Antique & Uniques

107 West Main Street
5-8 pm Friday 10 am-8 pm Saturday

Red Barn Market Antiques

5475 Herbert Hoover Hwy NE
10 am - 5 pm Saturday

Touched by Power

109 North Downey Street
5-8 pm Friday & Saturday

West Branch Emporium

102 East Main Street
5-8 pm Friday 10 am-8 pm Saturday



Horse-drawn Carriage & Wagon Rides



There are TWO different routes to choose from and enjoy this year. See map for loading and unloading locations and routes.

5:30-9 pm Friday 5-8:30 pm Saturday

Main Street Horse-drawn Wagons

The Village Green • Corner of East Main & South Second Streets, directly across from the West Branch Fire Department. **NOTE:** Horse-drawn wagons will travel through the downtown Main Street District only.

5:30-9 pm Friday 5-8:30 pm Saturday

Step Back In Time Horse-drawn Carriage Rides

Herbert Hoover National Historic Site Visitor's Center • Parkside Drive

During your ride enjoy carolers dress in period attire. **NOTE:** Period horse-drawn carriages will travel through the Herbert Hoover National Historic Site only.





Friday, December 1

4-7 pm

Art Market

Little Lights Events • 102 West Main Street

5 pm

Community Tree Lighting Ceremony

The Village Green • Corner of East Main Street and Parkside Drive

Caroling, Santa and Mrs. Claus, Honored Guests will lead the community in the lighting of our Community Tree. Music provided by local musicians.

5-7 pm

Kids T-Shirt Decorating

While supplies last.

Kingdom Graphics • 107 North Downey Street • Sponsor: Troy and Sarah Norpel

5-8 pm

Homemade Donuts

Parking Lot of Presidential Motors • 209 East Main Street

Sponsor: West Branch Boy Scouts of America • Special thanks to Tony Nopoulos, Presidential Motors, for allowing us to use his parking lot space.

5-8 pm

Herbert Hoover Presidential Library-Museum

Tales of the Sea Christmas Tree Display

FREE admission to the Tree Gallery and Museum Galleries

Sponsored by the Hoover Presidential Foundation



5-8 pm

North Pole Outlet

For KIDS up to 4th grade. Pick out a gift for your parent(s).

Meeting Room – West Branch Fire Department • Enter through the Gibson Train entrance and the meeting room is at the south end of the building • Sponsor: Norm & Pat Bickford and Kathy Leong

5-9 pm

Belgium Towers & Marshmallow Roasting

Downtown Intersection of Main Street and Downey Streets

Sponsor: West Branch Lion's Club



5-9 pm

Gibson Trains

West Branch Fire Station • South Second Street

Sponsored by the Gibson Family • West Branch Fire Department • Complimentary cookies and coffee.

5-9 pm

Bon Fire/Hot Dog Roasting

West Branch Fire Station • South Second Street

Sponsor: West Branch Fire Department



5:30-8 pm Live Blacksmithing

Herbert Hoover National Historic Site

Sponsor: Herbert Hoover National Historic Site

Friday, December 1 - continued

6-8 pm

Kids Crafts

Town Hall • 205 East Main Street

Sponsor: West Branch Parks & Recreation



6-8 pm

Centerdale Women's Club Nut & Fruit Sales

Town Hall • 205 East Main Street • Sales support families in need, programs and projects in the schools, community and a yearly scholarship.

6-8 pm

Christmas Crafts and Treats

Town Hall • 205 East Main Street

Sponsor: Friends of West Branch Public Library

6-8 pm

Heritage Museum Old Fashion Christmas

109 West Main Street • Special Exhibit - 19th & Early 20th Century Irons

5:30-8 pm Santa & Mrs. Claus

Nature's Grace Photography • 102 West Main Street

Sponsors: Community State Bank and US Bank

Bring your own camera.

6-9 pm

Silent Auction

Town Hall • 205 East Main Street • Tree, wreaths, and baskets donated by local businesses. All proceeds go to support the West Branch Community Development Group



6:30 pm

Candlelight Tours through the Herbert Hoover National Historic Site

Herbert Hoover National Historic Site Visitor's Center • Parkside Drive

Sponsor: Herbert Hoover National Historic Site.

6:30-7 pm

Friends Church Bell Choir

Friends Church

116 North Downey Street

6:30-8 pm

Uncalled Four

Caroling in the Library Rotunda

Herbert Hoover Presidential Library-Museum

210 Parkside Drive

7 pm

Young Footliters

Herbert Hoover Presidential Library-Museum

210 Parkside Drive

Free Admission – Limited Seating

7-9 p.m.

Community Choir Carolers

West Branch Community Choir

7-9 pm

Mullins Brothers

Brick Arch Winery • 116 West Main Street

Live music





Saturday, December 2

8-11 am Candy & SERV V Sale (United Methodist)

United Methodist Church • 203 North Downy Street

8:30-10:30 am Free Community Breakfast (Friends)

Friends Church • 116 North Downey Street

9-11 am

Annual Cookie Walk

Bethany Lutheran Church
235 South Second Street

9 am-12 pm

Bake Sale

111 East Main Street • Community Development Office
Springdale United Methodist Church

9 am-12 pm

Farmer's Market

Town Hall • 205 East Main Street
A dozen vendors participating



9 am-8 pm

Centerdale Women's Club Nut & Fruit Sales

Town Hall • 205 East Main Street • Sales support families in need, programs and projects in the schools, and a yearly scholarship.

9am -8 pm

Silent Auction

Town Hall • 205 East Main Street • Tree, wreaths, and baskets donated by local businesses. All proceeds go to support the West Branch Community Development Group.

9 am-8 pm

Herbert Hoover Presidential Library-Museum

Tales of the Sea Christmas Tree Display
FREE admission to the Tree Gallery and Museum Galleries
Sponsor: Hoover Presidential Foundation



10-10:30 am

Bell Choir

Friends Church
116 North Downey Street

10 am-7pm

Art Market

Little Lights Events
102 West Main Street

1-3 pm

Kids T-Shirt Decorating

While supplies last.
Kingdom Graphics • 107 North Downey Street • Sponsor: Troy and Sarah Norpel



1-3 pm

Card Creation • Picture Coloring • Ornament Making

While supplies last
Town Hall • 205 East Main Street
Sponsors: West Branch High School FFA and Kevin Rogers & Matt Brunscheen

Saturday, December 2 – continued

12-3:30 pm



Private One-on-One sessions with Santa and Mrs. Claus

Additional general visiting hours also available from 5–8 p.m. Saturday evening.

Nature's Grace Photography • 102 West Main Street

Santa & Mrs. Claus Sponsored by Community State Bank and US Bank

★★ **NOTE** ★★: Private sessions with Santa and Mrs. Claus with professional photographs. You **MUST** sign up for these private photo sessions. To sign up for one of these private sessions go to <http://www.signupgenius.com/go/5080d4fadad2da4fe3-santa>.

Enter through Nature's Grace Photography outside entrance, and exit through the lobby of Little Lights Events.

2 pm

Young Footliters

Herbert Hoover Presidential Library-Museum • 210 Parkside Drive

Free Admission – Limited Seating



3 pm 'Twas the Night Before Christmas

Friends Meeting House • Herbert Hoover National Historic Site

West Branch Mayor Roger Laughlin will be reading the traditional Christmas Classic

3-8 pm

Heritage Museum Old Fashion Christmas

109 West Main Street • Special Exhibit - 19th & Early 20th Century Irons

4-8 pm

Bake Sale

111 East Main Street • West Branch CDG Office Springdale United Methodist Church

5-8 pm

Santa and Mrs. Claus

Nature's Grace Photography • 102 West Main Street

Sponsor: Community State Bank and US Bank

Professional Photography sponsored by Nature's Grace Photography

Bring your own camera or professionally taken photos will be available.

Enter through Nature's Grace Photography, exiting through the lobby of Little Lights Events.

5-7 pm

Soup Supper & Live Nativity

United Methodist Church • 203 North Downy Street • Free-Will Donation

5-9 pm

Belgium Towers & Marshmallow Roasting

Downtown Intersection of Main Street and Downey Street

Sponsor: West Branch Lion's Club

5-8 pm

Homemade Donuts

Parking Lot of Presidential Motors • 209 East Main Street

Sponsor: West Branch Boy Scouts of America

Thank you to Tony Nopoulos, Presidential Motors, for allowing us to use his parking lot space

5-9 pm

Gibson Trains

West Branch Fire Station • South Second Street

Sponsored by the Gibson Family • West Branch Fire Department

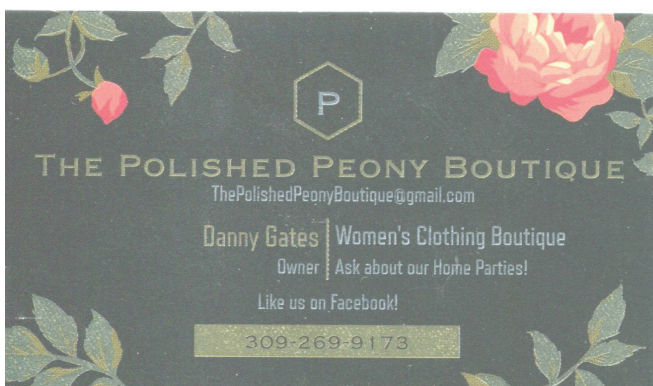
Complimentary cookies and coffee.

Saturday, December 2—continued

5-9 pm

Bon Fire/Hot Dog Roasting

West Branch Fire Station • South Second Street
Sponsored by the West Branch Fire Department



The **BEST CHRISTMAS PAGEANT EVER**

December 1-2 

Friday at 7 pm, Saturday at 2 & 7 pm

The Young Footlites

Performing at:

Herbert Hoover Presidential Museum

Tickets are free, contact:

coralvillearts.org

319-248-9370



5-8 pm

North Pole Outlet

For KIDS up to 4th grade.
Pick out a gift for your parent(s).

Meeting Room – West Branch Fire Department

Enter through the Gibson Train entrance and the meeting room is at the south end of the building

Sponsor: Norm and Pat Bickford and Kathy Leong

5:30-8 pm

Live Blacksmithing

Herbert Hoover National Historic Site
Sponsor: Herbert Hoover National Historic Site

6-8 pm

Uncalled Four

Caroling in the Library Rotunda
Herbert Hoover Presidential Library-Museum
210 Parkside Drive



6:30 pm

Candlelight Tours through the Herbert Hoover National Historic Site

Herbert Hoover National Historic Site Visitor's Center • Parkside Drive
Sponsor: Herbert Hoover National Historic Site.

7-9 pm

Dogs of Skis

Brick Arch Winery
116 West Main Street

Live music



A Main Street Iowa Community



Why should I invest?

We use your contributions to reinvest back into our community through promotions and events, revolving loans funds, business events, and a variety of services to our business community.

The West Branch Community Development Group also serves as a conduit between other entities with similar interests in strengthening and promoting our community.

While being a Main Street Iowa community does allow us the ability to tap into technical resources, neither Main Street Iowa or State and Federal Governments provide us with any cash funding. Instead we rely on local contributions from our community and our friends and neighbors, in order to continue our mission.

Contributions and gifts to the West Branch Community Development Group are tax deductible. The West Branch Community Development Group is a 501 (c)(3) non-profit organization. Tax ID# 20-3304311.

Yes I want to contribute to the West Branch Community Development Group

NAME: _____

MAILING ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____

EMAIL: _____

PHONE: _____

☐ 1 Year Contribution

By checking one of the next two boxes, you agree to pledge the amount of your choosing for 3 or 5 years.

☐ 3 Year Pledge

☐ 5 Year Pledge

Check One

☐ \$100

☐ \$250

☐ \$500

☐ \$1000

☐ \$1500

☐ \$2000

☐ Other \$ _____

Mailed to:

Post Office Box 786
West Branch, IA 52358-0786

Dropped off at:

111 East Main Street
West Branch, IA 52358

☐ Check Enclosed

☐ Call 319.643.7100 for a contribution pick up.



NAME AS IT APPEARS ON CARD: _____

CREDIT CARD NO.: _____

EXPIRATION DATE: _____ CSV NO.: _____

SIGNATURE: _____

☐ Check if you'd prefer your name not be included in the CDG's annual contribution report.

West Branch Community Development Group

111 East Main Street

Post office Box 786

West Branch, Iowa 52358-2786

319.643.8186

mainstreetwestbranch@gmail.com

mainstreetwestbranch.org

Office: Tuesday—Friday 9 a.m.—2 p.m. or by appointment