

# MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS

## Iowa Lincoln Highway Association

April 12, 2014

Cronks Café, Denison

Submitted By: John Mazzello (Acting)

### Officers and County Consults in Attendance

Co-Presidents: Dean & Jeannie Parr

Vice President: Deb Rothmeyer

Linn County: Van & Bev Becker

Benton County: Mike Kelly

Story County: Scott Berka

Harrison County: Kathy Dirks

Pottawattamie County: Nancy Needham

**Others in Attendance:** Sandra Huemann-Kelly, Bob Ausberger, Caron & Bryan Osberg, Margaret Elbert & Jeff Benson, John Mazzello (on behalf of Lincoln Highway Heritage Byway), and Nils Anders Erickson (member of Nebraska LHA), Brad Bonner (Mayor of Denison)

Meeting was called to order at 9:34 a.m.

Denison Mayor Brad Bonner welcomed the group to town. Mayor Bonner stated that Denison is rebranding itself with a focus on its assets, including a barbecue and meats event in September. The Lincoln Highway is the lifeblood of Denison and the town is interested in rebranding the Lincoln Highway to match the same level of landscaping and design as uptown Denison.

**Minutes of the January 11, 2014 Meeting:** Jeff Benson moved to approve the minutes, Van Becker seconded. Motion passed unanimously.

**Treasurer's Report:** Treasurer Joyce Ausberger was unable to attend the meeting; Bob Ausberger presented on her behalf. He reported that the current checking account balance was \$7,115.86. Joyce has been receiving some membership renewal funds, with more expected. Kathy Dirks moved to approve the report, Deb Rothmeyer seconded. Motion passed unanimously.

**Membership Report:** Dean Parr reported on current membership levels. There are 308 current members. He noted national life members receive a newsletter if they have indicated Iowa membership. Dean has also been sending out the newsletter to national LHA officers by email.

**NLHA Director at Large Report:** Van reported that an Iowa State Director is needed to fill the position with the national LHA. The candidate needs to be a National member, and should strive to attend national and Iowa meetings. The State Director serves as the liaison between the national board and the state chapter, and also submits the state report to the *Forum*. A candidate is needed!

Kay Shelton, national president, is working on a book on the history of the LHA over the last 25 years. Members with knowledge of the history of the reestablishment of the LHA are asked to contact her.

**Newsletter Report:** John Mazzello reported on behalf of Byway Coordinator Angie Hettinger. The newsletter is going well. The most recent "mystery place" was very popular, with at least 10 people calling in with guesses. Please continue to submit new articles to Angie. New businesses along the Lincoln Highway can be highlighted in the newsletter. Also, new advertisers are encouraged.

**Website Report:** Sandii Huemann-Kelly reported. She is going to set up a meeting with Angie and Afan Pašalić, ILHA volunteer web designer. She would like to enhance the site with a timeline and other improvements for events and photos. Discussion was held on the history section of the site. Sandii will work on that section. She also suggests highlighting newsletter advertisers on the website. Sandii asked members to visit [www.iowalincolnhighway.org](http://www.iowalincolnhighway.org) and send her comments and information for the site.

### **Old Business**

**Buy-Way Yard Sale:** Deb Rothmeyer reported that the area between Council Bluffs and Carroll is well-covered, but from Carroll east is hit-or-miss. She has contacted Lincoln Highway towns and has some ideas in the works for the Yard Sale, which is August 7-9 this year. The registration form on the website will be reactivated, and listings will be available for shoppers to see the sales. A map with the locations of the sales was suggested. Last year's biggest complaint was a lack of signage directing travelers to individual sales. There was discussion on whether the event is widespread enough to call a statewide event or if it should be advertised for its strongest areas only.

**RC&D/Lincoln Highway Heritage Byway Update:** John Mazzello presented on behalf of Angie Hettinger and Prairie Rivers of Iowa RC&D. Work continues on a project managed by the Iowa League of RC&Ds which received a Conservation Innovation Grant to design and develop two interpretive panels along the byway. If members have any suggestions for panel locations, on land where conservation practices are occurring and where visibility is high, please contact Angie.

Travel Iowa, Iowa's umbrella tourism organization, is looking for iconic and historic restaurants, as well as multicultural or heritage events happening across the state. Members with recommendations for events or restaurants are asked to contact Angie.

Angie is working on a business membership program that will also provide ways to highlight businesses that support the Lincoln Highway or that adopt environmentally sustainable practices. This project is in the early stages, with more information to come at the July meeting. Van suggested that Angie get in touch with Paul Gilger, ILHA member out of California, to talk about national business promotion efforts (for example, Holiday Inn and Holiday Inn Express locations are the preferred NLHA hotels).

Angie has two high-profile public outreach events coming up. On Thursday, April 24, she will be interviewed on WHO Radio in Des Moines. On Friday, April 25, she will be participating in the Motorcycle Safety Forum in Des Moines along with representatives from other Iowa Byways.

John presented on the progress of the new Lincoln Highway Heritage Byway Corridor Management Plan (CMP), now in development. The CMP is a significant opportunity for the Lincoln Highway in Iowa; it is a plan to strengthen the byway's assets and resources while focusing on how it can become an important part of all its communities. This long-term plan will focus on the Lincoln Highway's unique history and its potential for economic development, especially in rural communities. A CMP document is necessary for the Lincoln Highway to apply to become a National Scenic Byway. John passed out information on the CMP process and asked meeting attendees to suggest contacts in their communities with whom the byway should be sure to talk as the document is written. All members were asked to sign up for the CMP mailing list or get more information at Prairie Rivers of Iowa's website at [www.prrcd.org/cmp](http://www.prrcd.org/cmp). Please contact John for more details about the CMP or to discuss your vision for the Lincoln Highway in your community.

**Auto Tours:** Bryan Osberg reported that the 2014 Auto Tour is scheduled for August 23 and he hopes for about 35 participating cars, or about 70 people. The registration form is put together, and same-day registration will also be available.

Bryan has been working with Van and Caron on the route, which will begin on the east side of Marion around 9:30 a.m. Two groups of cars will travel, one on hard surface roads and one on gravel. They will meet at the Seedling Mile, visit Abbe Creek School, visit railroad bridges, and have lunch in Mt. Vernon. In the afternoon, the group will travel to Lisbon, to the Sutliff Cider Company, and finally to dinner in Cedar Rapids. Hotel rooms will be blocked off at Quality Inn South and at the Kirkwood.

Discussion was held on whether motor tour participants would be required to become LHA members. The group's consensus was that participants would be offered the opportunity to join and would learn about the benefits of membership, but would not be required to be members prior to participating.

Members acknowledged the great work by Bryan, Caron, and Van, and excitement about the motor tour. Bryan mentioned he is already starting to think about 2015.

**2017 National Conference in Iowa, 25<sup>th</sup> Anniversary of the New LHA:** Dean Parr led the discussion. The date of the national conference is set by NLHA to the third week of June. Discussion focused on western Iowa, including Council Bluffs, Denison, and Carroll areas. Paul Walker had sent out some information by email to start the discussion and Van suggested some areas in the Omaha vicinity would also hold interest for LHA members. There is a conference guidebook available from National. Kathy noted that the College World Series is scheduled for the same week in Omaha, making a conference in Council Bluffs nearly impossible without a date change (the National officers can vote to change the date of the conference). Nancy Needham mentioned that she could get assistance from the North Broadway Neighborhood Association for conference planning.

Mike introduced Nils Ander Erickson, from John Sutter's Mill in Omaha. He created a video of Nebraska sites along the Lincoln Highway and could do the same for Iowa, using photos and postcards.

Jeff suggested making a list of options to present to the group to finalize a location, especially sites to visit, tour itineraries, enough hotel rooms, and meeting spaces. An information committee was assembled to come up with the options and present at the next meeting: Jeannie Parr, Nancy Needham, Deb Rothmeyer, Nils Anders Erickson, and Angie Hettinger, with assistance from Kathy Dirks.

### **New Business**

**Clinton County Bridges:** In the weeks leading up to the meeting, Joe Goodlove emailed with information about Lincoln Highway bridges in Clinton that might be at risk due to road reconstruction projects. Jeff noted that these bridges appear to be safe for now, but he will follow up with the Iowa Department of Transportation and with Joe to get confirmation on the details.

**Community Relations:** Members reviewed a new State Center brochure sent out by Harlan Quick and all agreed it was a great example of Lincoln Highway promotion to be shared with other counties.

**Signs Restoration:** Bob Ausberger reported that Margaret and Jeff had donated a Kaiser Frazer sign to the ILHA. Shawn Olson, from Roadside Relics in Jefferson, has offered to buy the sign for \$800 cash or \$1200 worth of restoration to the Lincoln Lodge sign. The Association would like to see the sign displayed and working again. Bob estimates the restoration would cost about \$5000 in total. Members in attendance supported continuing to investigate the options for restoring the Lincoln Lodge sign. Jeff is willing to look into grant and other sources of funding for restoring this historic sign and for displaying it so the public can see it.

**Officer Nominations:** Dean and Jeannie reminded members that nominations for officers should be put forth in July and voted on in October. Members were asked to think about this before the next meeting.

### Consul Reports

Cedar – Joe Goodlove reported by email prior to the meeting that some sections of the old Lincoln Highway have taken a beating this winter.

Linn – Van Becker reported that NLHA will be creating an award for those who have traveled the Lincoln Highway coast-to-coast. Details will be in the next *Forum* and newsletter. In Linn County, the indoor kiosk at the Fire Station will be finished up in the next few months. It will be electronic and have information on the fire department, Automobile Row, and the Lincoln Highway. Permission has been received from PBS to run the Lincoln Highway special on a screen indoors.

Benton – Mike Kelly reported on the ongoing discussion about the alignment of the road in front of Youngville Cafe. He will keep the LHA informed. The Cafe will open sometime in May.

Marshall – Harlan Quick reported by email prior to the meeting on the beginning of the exterior renovation of the Centre Station Depot on East Main Street in State Center, the renovation work underway at the Home Oil cottage-style gas station along Old Highway 30 in State Center, and the work on the historic Benson Building on West Main Street in State Center, to stabilize the building and to create a façade reminiscent of its 19th century look.

Story – Scott Berka reported and distributed new brochures for the Reed-Niland Corner. The Colo Crossroads Festival is on schedule for July, as is Lincoln Highway Days in Nevada in August. The Colo Development Group is interested in a new phase to finish last restorations at the Reed-Niland site. The Jefferson Highway Conference is coming up in Park Rapids, MN May 30-31. Margaret Elbert reported that much of the Lincoln Highway frontage of Campustown in Ames, including the Champlin property and Varsity Theater, is being torn down to redevelop offices for Kingland Systems, the ISU Foundation, *ISU Daily*, and retail. Sandii Huemann-Kelly reported that there will be classic car roll-ins at Niland's the last Friday evening of the month in June-August. Farmers markets will be starting in Colo and State Center. Sandii has been working with an ISU marketing class on projects for the site.

Boone – Sandii reported a display of John Fitzsimmons' artwork has just been put up at the Reed Station.

Greene – Bob Ausberger brought images of the new planned Highway 30 overpass in Grand Junction. He was able to make some suggestions for the project and also requested some pieces of the previous bridge for the Greene County Interpretive Site.

Crawford – Deb Rothmeyer reminded members about the new mayor of Denison and his support for the Lincoln Highway.

Harrison – Kathy Dirks reported that Woodbine is one of only ten towns in the running for an award from the National Main Streets program. The Loess Hills interpretive site at the Welcome Center won an honor award at the American Society of Landscape Architects Central States Conference. 2014 is the 25th anniversary of the Welcome Center, and the Iowa Tourism Road Trip will be stopping at the Welcome Center to focus on byways. The Welcome Center farmers market is starting, and many other events, too.

Pottawattamie – Nancy Needham reported she is working on the Buy-Way Yard Sale in the Crescent area.

**Adjournment:** At 12:25 p.m., Van moved to adjourn, Deb seconded. Nils commended the Iowa chapter on its activeness and strong attendance, and for an excellent meeting. The meeting adjourned.

**MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS**  
**Iowa Lincoln Highway Association**

**October 11, 2014**

**Tama Civic Center, Tama**

Submitted By: Angie Hettinger

**Officers and County Consuls in Attendance:**

Co-Presidents: Dean & Jeannie Parr

Vice President: Deb Rothmeyer

Secretary: Angie Hettinger

Treasurer: Joyce Ausberger

Cedar County: Joe Goodlove

Linn: Van Becker

Benton: Mike Kelly

Tama: Allan Richards

Marshall: Harlan Quick

Story: Scott Berka

Greene: Bob Owens/Joyce Ausberger

Crawford: Deb Rothmeyer

**Others in Attendance:** Jeannie Sieck, Sue Micllef, Dana Davis-Hanson, Colleen Davis, Brian Sokol, Ethan Novotny, Abby Llewellyn, Terri Guenther-Mayer, Mitch Malcom, John Schild, Dan Anderson, Dave Svoboda, Heath Kellogg, Bryan Osberg, Maria Hodge, Scott Berka, Bob Ausberger, Will Lester, Judy Welch, Nellie Morehead, Dan Zimmerman, Penny Brown Huber, Mildred Mochal, Lyell Henry, Marsha Quick, Sandra Hueman-Kelly, John Spear, Howard Manos, Bryon Witt

**Called to order** at 9:30am by Dean Parr.

Dana Davis Hanson, Lincoln Highway Bridge Park Organization Tama-Toledo welcomed the Iowa Lincoln Highway Association to Tama, Iowa. The bridge park organization began in April of 2014 with four people. What began as an idea to bring about some action in town, led to a park clean up at the Lincoln Highway bridge park and the installation of park benches, flower gardens, a flagpole and an engraved boulder. Today, the organization has 8 members and a determination to elevate the

- Allan Richards, motion LHA supports Lincoln Highway bridge through interpretation second by Joyce Ausberger. Motion passed.
- UNI Decision-making group to come to Tama for meetings to determine planning and growth
- IDOT Historical Site sign at turn from HWY 30 so people can go to bridge and travel over it (Joyce)
- Reference audio tour from IVSB.
- Online support from national and international

**Bridge Issue**

Question regarding city support for bridge (Goodlove); Judy clarified city is in support and is working with RC&D to find and apply for grant funds

Idea for bridge project/publication throughout the entire state along the Lincoln Highway. Focusing on bridge design, historical bridges(National Register), unique engineering, etc. (Bob Ausberger) **CMP FOCUS** Add bridge locations/map to ILHA website

**Minutes** from July 12<sup>th</sup> Meeting. Dean Parr motioned to approve the minutes with Van Becker seconding. Unanimous approval.

**Treasurer's Report** Given by Joyce Ausberger. Bank Balance=\$8,078.45 Investment Account=\$5,957.00. Motion to approve Treasurer's Report by Lyell Henry, seconded by Deb Rothmeyer. Unanimous approval.

**Membership Report** Comp 27, IA 50, MT 27, Life 10 Natl 195, total=309 Dean will make updates to addresses at local and national level by next ILHA meeting in January. Iowa is

**State Director's Report** Dean submitted to the Forum. Joyce recommended discussing the potential of a bus from Iowa traveling to the National conference in Ann Arbor, MI.

**Director at Large Report** Van presented National Historic Highway Conference will be discussed at upcoming meeting.

**Website Report** Sandii reported ----Get new website up by March 2015.

#### **Newsletter**

**RC&D Report** Work continues on the NRCS Conservation Innovation  
Angie will be leaving Prairie Rivers of Iowa. The interim contact will be the Executive Director, Penny Brown Huber @ 515-232-0048 or [pbrownhuber@prrcd.org](mailto:pbrownhuber@prrcd.org) Prairie Rivers of Iowa will continue to support the association,

CMP meetings will start in January. John Mazzello will be scheduling CMP meetings in January. If you are interested in meeting with John

Jim Cassler sells metal Lincoln Highway signs

John—over by Ralston, signs are in wrong place (about 1 mile north of LH)

(Lincoln Highway Mayors) Mayor's Club: electronic, online way for mayors to work together and share information about LH ideas and economic development throughout the state

2014/15 Auto Tours- Bryan and Caron Osberg sent out survey after 2014 tour. The consensus was to have a 3-day tour for 2015

**BuyWay Yard Sale** Best year, but still gaps throughout the state. Deb recommends having someone else take it over and run the Yard Sale by region, more than one person needs to help out.

### **2017 National Conference**

Deb Rothmeyer reported that a check for \$2000.00 has been sent to Boulders for the main convention center for the conference. The check is coming from the National LHA.

(Approximate room rates: ~\$80 for single, \$90 double)

. 21, 22 Tours; speakers/awards on day 4. Last day will be at Cronks. It saves \$800 to have it out of Boulders.

Pens? LH Pens or donated pens? Consensus to get the pens donated. Brian Butko may have pens that can be donated.

June 20-24 2071

Schools across LH will provide artwork in an “art room” with LH focus

Byways of Iowa Foundation – has there been endowment money put into Foundation? (Allan Richards) Currently finalizing Foundation board and then communities will be visited

**Make a report for January Meeting on Foundation Updates**

### **New Business:**

#### **Nominations/Elections**

- President: Deb Rothmeyer, (**new** email address: [debrothmeyer@gmail.com](mailto:debrothmeyer@gmail.com))
- Vice President: Sean Fitzsimmons
- Treasurer: Joyce Ausberger
- Secretary: Penny Brown Huber (interim until new byway coordinator at Prairie Rivers of Iowa is hired)

#### **Schedule for 2015 ILHA Meetings**

- January 10, 2015 – State Center, IA
- April 11, 2015 – Council Bluffs, IA
- July 11, 2015 – Clinton, IA (combine with Illinois)
- October 10, 2015 – Denison, IA

### **Consul Reports**

**Clinton**—No report. Please continue to network and search for someone who is willing to be the Clinton county consul.

**Cedar**—Joe Goodlove: There are issues with getting the general press releases about the Lincoln Highway in the Tipton Conservative and Lowden Sun. If there are articles you would like in these papers, contact Joe Goodlove. A historical fun fact is that the Lincoln Highway was the biggest conduit from Eastern Iowa to Illinois during prohibition.

**Linn**—Van Becker: There is a new “9<sup>th</sup> and Final Kiosk”, 9A will be installed in the Cedar Rapids Fire department. This is a digital kiosk that will be located in the entrance to the building.

The kiosk will be connected to Wi-Fi and have a link to the National Lincoln Highway website. There are four sections to the kiosk: Rick Siebeck's PBS series, a map with the Lincoln Highway route through Cedar Rapids, and a fourth category to notify people about the Lincoln Highway.

**Benton**—Mike Kelly reported that the Youngville Fall Apple Festival was late September and it was very successful. The festival featured a fall apple peeler demonstration by **Lyell Crute-sp?**) Belle Plaine: The Herring Hotel needs a plan for restoration to keep it up; Mary Preston is working on the museum. The Dodge Brothers group is coming into Belle Plaine June 2015 and traveling on to Ames. The Wayfarers Cottage on the East side of Belle Plaine was found on a farm near Belle Plaine.

**Tama**—Allan Richards reported on the section on the road from Tama to Chelsea. The Iowa DOT will leave the road there but is requiring the county to take over maintenance. Jeannie Sieck will be taking over as Tama County Consul for Allan Richards. A local farmer, Gib Chantlin, wrote a poem about the Lincoln Highway and the Lincoln Highway Bridge. This poem was read by **Byron ??**. Look for the poem in the next ILHA newsletter! Also, the King Tower Café is for sale.

**Marshall**—Harlan Quick reported the last farmer's market was Friday, October 10<sup>th</sup>. The city of State Center received a tourism grant from the Iowa Department of Transportation to help fund the restoration of the historic mobile station. The State Center Old-Fashioned Christmas is December 2<sup>nd</sup>. Harlan and Marcia Quick made a request to the ILHA to restore the stamped iron signs for permanent collection at new fire station in State Center. Dean Parr made the motion to approve this request, seconded by Bryan Osberg. Prairie Rivers of Iowa is looking into directional signage that can be placed along the byway to direct travelers to the restored mobile station. The Iowa Department of Transportation has "Historical Site" signs that may be the signs needed.

**Story**—Scott Berka reported that the Colo Farmer's Market ended in September. There is a need for volunteers to help out with Colo Crossroads Committee. Jerry and Lynda Alger from Fruitport, MI traveled the Lincoln Highway in 2011 and this year decided to travel the Jefferson Highway. They discovered the Jefferson Highway when traveling through Colo in 2011. There is an application out for the Jefferson Highway to become a state-designated byway. The development group is working on signage and funding to get more Reed-Niland signs up. The Society for Commercial Archaeology (SCA) Magazine featured the Reed-Niland corner in their Spring 2014 (Vol 32:1) To purchase a copy of the article visit the URL: < <http://www.sca-roadside.org/sca-journals>>. There were over 75 5<sup>th</sup> and 6<sup>th</sup> graders touring the corner over the last year.

**Boone**—No Report

**Greene**—Bob Ausberger reported that the Lincoln Highway Museum in Grand Junction is more than willing to loan historical materials to anyone who might be interested in housing some of the materials. Contact Bob if you are interested in this. The USA garden continues to develop. If you are interested in helping out, please contact the Ausbergers.

**Carroll**—No Report. Please continue to network and search for someone who is willing to be the Carroll county consul.

**Crawford**—Deb Rothmeyer reported that the Denison mayor & CDC are working on a streetscape plan for the city to be completed before the 2017 National Lincoln Highway Association Conference is held there. Deb has an updated email address: [debrothmeyer@gmail.com](mailto:debrothmeyer@gmail.com) (Please send all email correspondence to Deb here)

**Harrison**—Kathy Dirks sent an update to Dean Parr that the BuyWay Yard Sale was not very successful, with less people participating and a lower quality of items at the sales.

**Pottawattamie**—No Report.

**Adjournment** Motioned by Van Becker, Seconded by Deb Rothmeyer. Meeting adjourned at 12:26pm.

**Lunch followed.**