

Along the Lincoln Highway

The Newsletter of the Iowa Lincoln Highway Association
February 1998 Volume 3 Issue 1

Letter from the Presidents

Something came over us at around 9 PM on October 10 in Missouri Valley when Joyce Ausberger asked for nominations (volunteers) to run for president of the Iowa Lincoln Highway Association. Maybe it was the break from the real world we had just had in traveling the back roads from Ames through Madison County to Missouri Valley. Maybe it was the inspiration we have gotten from the Ausbergers or the look in Joyce's eyes when she asked, again, for volunteers. Maybe it was just time for us to do more to preserve and promote the Lincoln Highway. Whatever it is was, here we are the new co-presidents of the Iowa Lincoln Highway Association. HELP!!!

That will be our rallying cry for the next two years to you, the members. Our number one mission will be to get as many of you involved as possible, not beyond your desires or limits, but involved in at least one thing to push forward the cause we all love, the Lincoln Highway. In that way, we will surely work ourselves out of a job in no time at all!

In the last four months we have become even more impressed by the many projects you are already doing and by the many people who are already involved--and the many who have said they want to be involved. We have your phone numbers! The Merchants Association, the newsletter, the Walking Tours, the interpretive sites at Harrison County, Greene County and Youngville Station, the Crafts Committee, the reprinting of the map pack, and the Web site are just some of the projects underway.

We even have a few ideas of our own, such as the road rally/scavenger hunt to Salt Lake City, the spring bi-annual meeting in Ames and the committee structure. (See details in other parts of this issue.) And we all have many challenges ahead, such as raising a great deal of money to make the interpretive sites in Greene County (\$40,000 needed) and at Youngville Station (\$10,000 needed) as great as they can be.

We are overjoyed to assure you that Bob and Joyce Ausberger are far from retiring from the ILHA. Bob will continue as State Director and Joyce as Secretary. They will continue talk with many of you and to initiate and stimulate many exciting projects. We will organize and help with communications. Together we will all accomplish many more great things in the two years ahead.

So we are glad to be here, glad you are there and rest assured that you will be hearing from us!

Margaret Elbert-Benson and Jeff Benson

Special March Conference

Interpretive Sites: Stimulating Economic Development

On March 5 a special conference will be held on the economic development potential of Lincoln Highway interpretive sites such as Youngville Station. The conference will be from 2:00 to 5:00 PM at the Belle Plaine Community Center at 1309 Fifth Avenue in Belle Plaine. Speakers will be:

- **Jana Debrower** from Eastern Iowa Tourism on the scope and scale of tourism in that region.
- **Bob Ausberger**, ILHA on a statewide vision for interpretive sites.
- **Anne Schoonover** of Youngville Station on the local vision of that interpretive site in economic development.
- **Becky Hess**, a Lisbon business owner on making the Lincoln Highway useful for local economic development.
- **Katherine Ollendieck**, from the Benton County economic development group on local economic development opportunities.

Judging from a similar economic development conference in Ogden last year, this conference will interest area business people, county and local government officials, Chamber of Commerce officials, members of economic development and tourism groups, members of historical societies and Lincoln Highway supporters. No fee will be charged.

For further information please contact ILHA Benton County Council (Director) Anne Schoonover at (319) 477-6191, 5939 15th Ave., Garrison, IA 52229.

Lisbon's New Vision Features Lincoln Highway

When the Visioning Committee in Lisbon explored how to enhance its image and environment it did not overlook the fact that its Main Street is also the Lincoln Highway.

The Visioning Committee's work is part of the Iowa's Living Roadways ISTEVA Visioning Program, which involves Trees Forever, the Living Roadway Trust Fund, Iowa State University Landscape Architecture Extension and in Lisbon's case landscape architects from Shive Hattery, Inc. of Cedar Rapids.

According to ILHA and Visioning Committee member Rebecca Hess, "Promoting the Lincoln Highway is high on our priority list. Along with brick crosswalks and planters, we're looking at hanging more Lincoln Highway banners from period street lights on the Lincoln. At the intersection of the Lincoln Highway and U. S. 30 east of town, we will establish plantings and a sign welcoming travelers to cruise into Lisbon on a scenic and historic route."

She goes on to say, "We're very excited about the prospects and are working hard towards our goals. There probably won't be any evidence of our work until this fall or spring of 1999, but good things take time. Even the Lincoln Highway wasn't built in a day."

If anyone has old photos or other information about the Lincoln Highway through Lisbon, please contact Rebecca Hess, Canton Studios, 122 E Main St., Lisbon, IA 52253.

Meanwhile, the town of Clarence, down the Lincoln to the east, has also been selected for Visioning, so hope for the best!

Another "Lincoln Highway" Business

"Lincoln Highway Antiques" on the Lincoln Highway in Lisbon celebrates its grand opening on Saturday, February 28 from 10 AM to 6 PM. The store is so named not just because it is on the Lincoln Highway, also known as Main street, but also because the highway and the shop share historic value. The shop features quality antiques such as furniture, glassware, and pottery. The owner, Sharon Rothbart, is a native Iowan and now enjoys walking to work rather than commuting to Cedar Rapids.

Lincoln Highway Antiques is open 10 AM to 5 PM, Tuesdays through Saturdays and is located at 129 E. Main in Lisbon. (319) 455-3009.

Lincoln Highway Wood Paving Blocks Available

The Pottawattamie County Genealogical Society is raising building funds by selling salvaged 100-year-old wood paving blocks from Broadway, the route of the Lincoln Highway through Council Bluffs.

The blocks sell for \$41.10 apiece including shipping and sales tax. Sent with the blocks is some information on the history of Broadway, on the genealogical society and an Iowa Lincoln Highway Association brochure. So not only will the wood block sales help the PCGS move from its cramped quarters at the First Bank building, but also promotes membership in the ILHA!

Orders with pre-payment can be sent to the PCGS, P. O. Box 394, Council Bluffs, Iowa 51502. For more information, look for the genealogical society's Internet site or call the president, Marsha Pilger at (712) 325-2637.L

Test Your Lincoln High-Wayfinding!

The annual meeting of the national Lincoln Highway Association is June 17 through 20 in Salt Lake City, Utah. For something a little different, how about an ILHA trip to Salt Lake City in June that is a combination scavenger hunt and individual road rally? Everybody who signs up would receive a disposable camera and a list of increasingly obscure landmarks along the Lincoln Highway between Iowa and Salt Lake City. As you travel, get photographs of yourself with these landmarks.

In Salt Lake City the film would be developed quickly and provide proof of your talent for following the Lincoln Highway! We could give prizes for those who found all of the landmarks correctly. Instead of a bus tour, it would be just you, your favorite traveling companions, your favorite mode of transport, your map packs and the Lincoln Highway, at your own speed! Okay., so it won't be as much fun as off-roading in a Greyhound bus, but it is an idea. A modest fee would cover the cost of pictures and prizes.

If interested, contact Margaret or Jeff by March 31, so we can plan and mail. June is just around the corner! L

Spring General Meeting

When: April 11, 9 AM to 5:30 PM.

Where: Sun Room, Iowa State University Memorial Union, Ames.

What: Business meeting, informative presentations, lunch, guided tour, fun!

How much: Meeting/lunch: \$15, guided tour: \$10.

Also: Board of Directors meeting, 6:30 PM, April 10 (location to be announced).

See registration flyer in March.

Can't wait? Want to help?

Margaret Elbert-Benson (515) 233-1445, 1505 Curtiss, Ames, IA 50010-5241. L

Merchants Association Goes Statewide

Our latest crisis is the proposed reconstruction of the Mt. Vernon Road from Mt. Vernon to the "seedling mile." We realize that this segment needs repair, but don't like the looks of the county plan to completely reshape this historic section. After a meeting in Mt. Vernon, it appears that the Lisbon, Mt. Vernon, and Linn County Preservation Commissions will request a meeting with the Linn County Board of Supervisors on this issue. Call for information or updates. L

LeeAnna Ausberger had great success last year in developing and promoting the Lincoln Highway Merchants Association in Greene and Boone Counties. Now the ILHA is taking the program to other counties, with the help of volunteers.

The purposes of the Merchants Association are:

- Improve tourism business for merchants on and near the Lincoln
- Increase consumer awareness of shopping alternatives
- Encouraging hometown support for local businesses
- To make tourism travel more enjoyable and meaningful

Merchants can participate at various levels, from linking their business with the Lincoln Highway name and identity, to joining the LHA and selling products developed by our crafts committee, with many possibilities in between.

Attractive promotional packages have been developed and a marketing plan is being prepared, with the assistance of Missouri & Mississippi Divide Resource Conservation & Development. Coordinators have been designated in the following counties:

Clinton County

Elmer Ketelson (319) 246-2650

Cedar County

Keith L. Whitlatch (319) 945-6670

Benton County

Anne Schoonover (319) 477-6191

Tama County

Ron Cory

Story County

Margaret Elbert-Benson (515) 233-1445

Boone County

Ty Casotti (515) 432-2796

John Fitzsimmons (515) 432-3697

Greene County

LeAnna Ausberger (515) 386-4694

Carroll County

Norma J. Berns (712) 792-5880

Harrison County

Elaine Ehlert (712) 647-2049

These coordinators are helping to complete the marketing plan and making and coordinating contacts with potential merchants in their counties. The ILHA is also seeking an intern from the Iowa State University Business College to assist in coordinating and improving the program.

This program has great potential for linking tourism related economic development with the Lincoln Highway and expanding awareness of the Lincoln Highway in new ways. Contact one of the above coordinators or co-president Jeff Benson to help or get more information. L

Interpretive Sites Take Off!

In the fall of 1995 the Iowa State University Department of Landscape Architecture and the ILHA began developing a process to interpret the story of the Lincoln Highway and its importance at various scales, interpreting them in their national and state contexts as well as at the regional and local levels. Interpretive sites, coinciding with the scale of interpretation and the level of significance of related features are being proposed throughout the state.

The Iowa Lincoln Highway Association along with other partners is on the threshold of developing the first Lincoln Highway interpretive sites in Iowa.

The first **regional site** will be located **at Lions Club Tree Park one mile east of Grand Junction**. The three-acre site has historically significant regional assets and bridges from three Lincoln Highway/

U. S. 30 routes can be seen there. The ILHA is partnering with the Iowa State University Department of Landscape Architecture and Greene County.

To make sure that this first project sets a standard of excellence for future projects, the Department of Landscape Architecture is directing and managing the project and has assembled a design team which includes architects, graphic designers, landscape architects, the Greene County engineer and historians, ILHA members Lyell Henry and Jim Hippen.

Obtaining a large part of the funding for this \$300,000 project from the Federal Highways Historic Highways Program requires \$40,000 to be raised by the Lincoln Highway Association. If you would like to help, please contact your County Director whose name, address and phone number appear elsewhere in this issue.

Anne Schoonover and many others have been working hard this past year on a **local site, Youngville Station**. Plans have been completed, federal and local funding has been secured and the building has been much improved inside and out. Ahead is critical fund-raising, interior renovation, site work and much more hard work.

In a recent development, the **entry site at Harrison County** has received approval from the Commission of the Iowa Department of Transportation for its federal funding. This will be an addition to the welcome center east of Missouri Valley.

All of these projects have received federal funding through the enhancement portion of the ISTEA program, which is the main federal transportation program. U. S. Congress has not yet renewed this program and public support is critical if such funding is to continue. All of this federal funding requires local matching funds, so all of these projects will need fund-raising by the ILHA. Please contact your County Council (Director) or any officer to offer your help. L

Committee Structure Strengthened

Many people are doing many exciting activities to promote, research, preserve, mark and support the Lincoln Highway, as the By Laws of the Iowa Lincoln Highway Association call for. Committees help organize and coordinate such activities and help members to get involved. The By Laws establish the following standing committees and purposes.

Organization Committee

- Draft By Laws and revisions

Finance Committee

- Manage funds, fund-raising

With the agreement of the County Councils (Directors) at their January 10 meeting, co-Presidents Margaret Elbert-Benson and Jeff Benson established the following new committees to reflect and organize all of the work members are now doing.

News Committee

- Solicit and receive news
- Edit and produce newsletter
Publicize LHA activities

Projects Committee

- Interpretive sites
- Merchants Association
Crafts
Historic walking tours
Map pack
Archives
Other projects as needed

Events Committee

- Plan organize general meetings
- Plan state's role in national meetings

Membership Committee

- Contact, welcome new members
- Maintain membership list
Help all expand membership

Margaret and Jeff are now contacting ILHA members to serve on these committees. **If you would like to join one of these committees or get more information,** please contact Margaret or Jeff at (515) 233-1445, 1505 Curtiss Ave., Ames, IA 50010-5241.

Calendar of Upcoming Events

- | | |
|--|---|
| <p>March 5 <u>Conference</u></p> <p>2 - 5 PM Interpretive Sites: Stimulating Economic Development,
Belle Plaine Community Center</p> | <p>June 30 <u>Deadline</u> for July/August "Along the Lincoln Highway"</p> |
| <p>April 10 <u>Board of Directors Meeting</u></p> <p>6:30 PM (location to be announced)</p> | <p>July 11 <u>Board of Directors Meeting</u>
(location to be announced)</p> |
| <p>April 11 <u>Spring Meeting & Tour</u></p> <p>9 - 5:30 ISU Memorial Union, Ames</p> | <p>August 30 <u>Deadline</u> for Sept./Oct. "Along the Lincoln Highway"</p> |
| <p>April 30 <u>Deadline</u> for May/June "Along the Lincoln Highway"</p> | <p>October 9 <u>Board of Directors Meeting</u>
(location to be announced)</p> |
| <p>June <u>National LHA Meeting</u></p> <p>17 - 20 Salt Lake City, Utah</p> | <p>October 10 <u>Fall Meeting & Tour</u>
East-central Iowa</p> |
| | <p>October 30 <u>Deadline</u> for Nov./Dec. "Along the Lincoln Highway"</p> |
-