

DRIFTLESS AREA SCENIC BYWAY



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Fall/Winter 2012 Newsletter

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Point of Interest

There are over 100 sights and locations of interest along the Driftless Area Scenic Byway. Each newsletter will give you an insight into a unique opportunity one can experience along the byway.

WW Homestead Dairy



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If you haven't made a trip to the newly opened WW Homestead Dairy, be sure to stop in the next time you are traveling the byway for an udderly good time. Located in the town of Waukon, this creamery was born in 2011 when two local families decided they would make homegrown dairy products in Allamakee County a reality once again.

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Driftless Area Interpretive Center

The Driftless Area Scenic Byway Board was excited to learn that the Allamakee County Conservation Board (ACCB) was notified Thursday, August 2 that it had been awarded a National Scenic Byway Grant in the amount of \$1,361,400 for the development of the Driftless Area Education and Visitor Center being planned at the Columbus property south of Lansing.

The ACCB, with the assistance of the Northeast Iowa Resource Conservation and Development (RC&D) Office in Postville and the support of the Allamakee County Board of Supervisors, was able to secure the discretionary grant funding through the National Scenic Byways Program (NSBP) sponsored by the U.S. Department of Transportation's Federal Highway Administration. ACCB Director Jim Janett

says the professional grant writing skills of the staff at the RC&D Office played a vital role in securing the funding.

The grant will help fund a three-level building with views of the Mississippi River from both inside and outside the building. The location of the proposed Driftless Area Education and Visitor Center is on the historic Columbus property owned by Allamakee County and located at 1978 Great River Road, south of Lansing.

Janett further states that the location of the property offers excellent opportunities for grant funding due to it being located on three National Byway designations, including The Mississippi River Great River Road, The Mississippi River Trail, and the Driftless Area Scenic Byway.

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© 2012 Jared Nielsen

View from the Columbus property near Lansing looking north upriver. An education and visitor center being planned for the property was recently awarded a \$1.3 million grant through the National Scenic Byways Program. Submitted photo by Jared Nielsen.

Point of Interest

A year after opening its doors, WW Homestead Dairy continues to offer their customers a full dairy product line that features non-homogenized pasteurized milk, butter, fresh cheese curds, and over 30 different flavors of premium ice cream. For a special treat, stop in on Tuesday or Friday to experience fresh made cheese curds, or swing by on Wednesday to try recently made homestyle ice cream.



Curious about how the dairy products are produced? Guided processing-plant tours are available Monday-Friday to take you through the milk processing plant and explain how the dairy turns its milk into fresh, high quality dairy products. If you prefer to learn on your own, customers are welcome to do a self-guided tour through the viewing hall at any time. Located in the back of the dairy, the viewing hall will allow you to see the hard work, effort and quality that goes into making the milk, ice cream, cheese and butter.



To schedule a guided tour or receive more information, contact WW Homestead Dairy at 563-568-4950 or visit their retail store located at 850 Rossville Road, Waukon.

Scenic Byway Poker Run

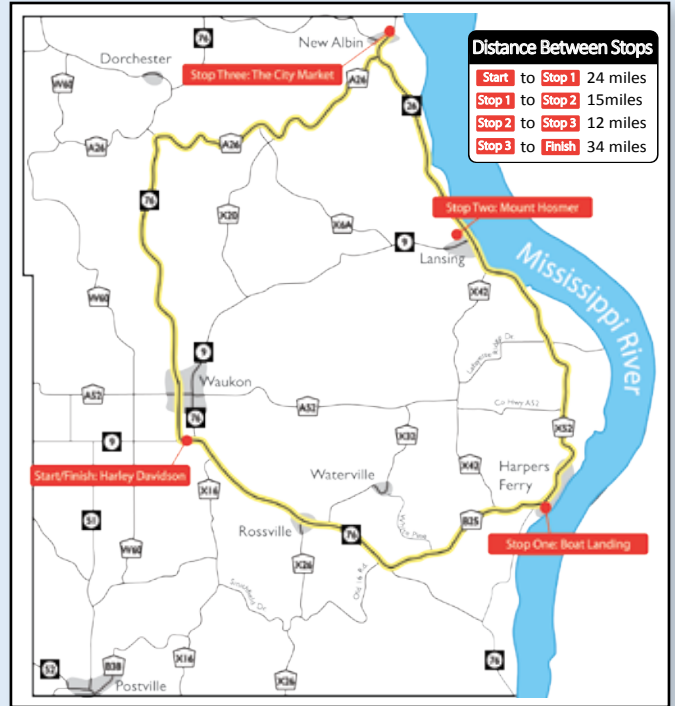
The Driftless Area Scenic Byway Poker Run presented by Waukon Harley Davidson and the DASB Board of Directors was held on Saturday, September 29th to help raise financial support to develop marketing materials for the Driftless Area Scenic Byway.

Poker run participants enjoyed an 85-mile route along two of the most scenic byways in Iowa, the Driftless Area Scenic Byway and the Great River Road. Riders were treated to beautiful colors and spectacular fall views while making their way to stops at the Harpers Ferry Boat landing, Mount Hosmer City Park and The City Market in New Albin. Registered participants were encouraged to collect signatures at each stop along the way for a chance to win door prizes and awards for the highest and lowest poker hand.



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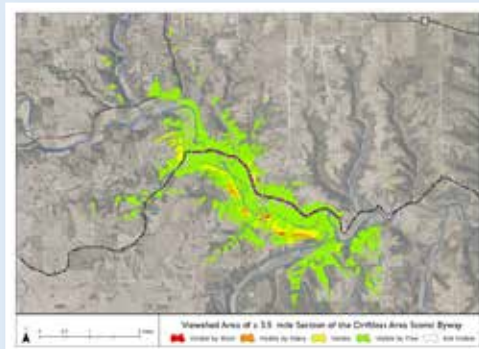
The Driftless Area Scenic Byway Board of Directors would like to thank Waukon-Harley Davidson, Schulte's BBQ & Catering and The Waukon Greenhouse for all of their help and support in making this event a success.



See photos, stay informed about upcoming projects and share your personal stories along the byway. Fund us at "Driftless Area Scenic Byway Experience."

LiDAR Project

Have you ever heard of LiDAR? LiDAR stands for Light Detection and Ranging. This new technology uses lasers to scan the surface of the earth from an aircraft. The length of time it takes light from the laser to reach Earth's surface and be returned is measured in distance and results in an extremely accurate elevation



map. Throughout 2006 and 2007 LiDAR data was collected for the entire state of Iowa.

LiDAR is useful for planning efforts in a variety of fields including transportation, risk assessment, education and research. The Iowa's Byways program will be utilizing LiDAR to determine what can be seen from each byway. Northeast Iowa RC&D will be using LiDAR and other data to develop "viewshed" maps for each byway, which will essentially display what can be seen from any given point along the roadway.

The overall goal of this project is to help each byway board gain an understanding of exactly what lies within sight of their byway. This in turn will help them make wise planning decisions that will protect and preserve the scenic qualities of their byway. Iowa DNR manages the LiDAR data for the state and more information can be found at <http://www.iowadnr.gov/Environment/MappingGIS/LiDAR.aspx>.

Driftless Area Interpretive Center

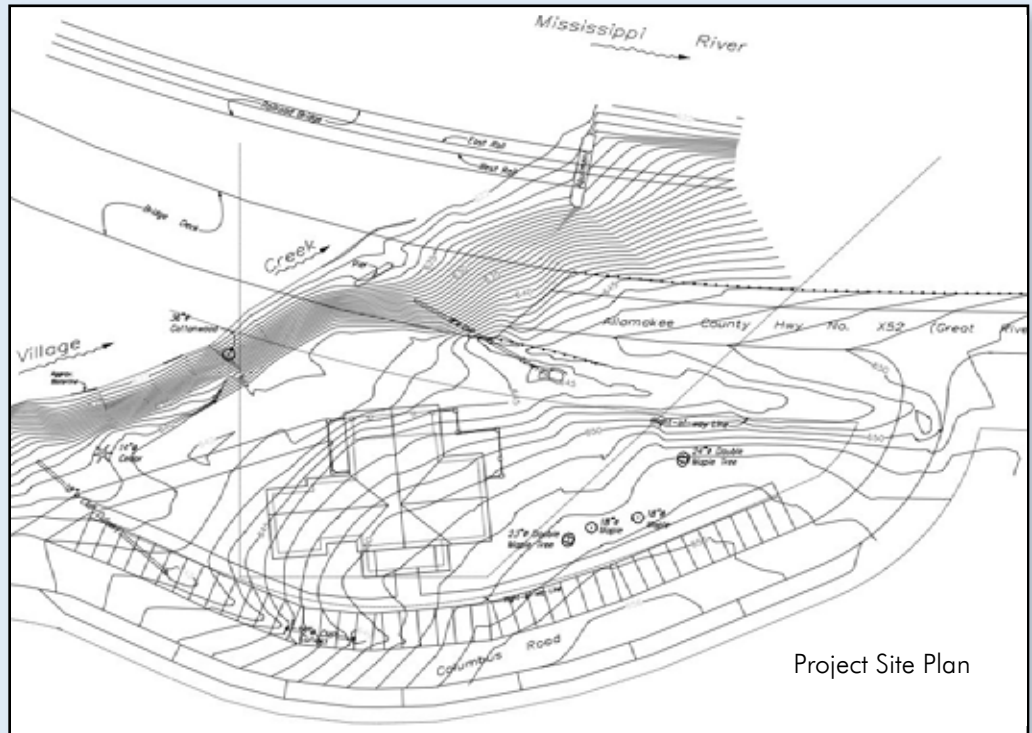
way. It is intended that the proposed development of the property will provide a convenient and beneficial location to serve the public traveling into Allamakee County from Minnesota and Wisconsin, as well as the residents of Allamakee County.

According to ACCB information, the concept of developing a Driftless Area Education and Visitor Center was first presented to the Allamakee County Conservation Board in the early 1990s. For many years trailer rental units occupied the County-owned property. The Allamakee County Board of Supervisors had continual input from the public regarding removing the trailer rental units from the property and developing the property for public use.

The decision was made by the Board of Supervisors over ten years ago to provide notice to tenants of the rental units that the property was going to be cleared of the rental units. Once the trailers were removed from the property, the cleanup and development efforts began with the assistance of Allamakee County Secondary Roads and the Conservation Board. The Board of Supervisors turned over the management and development planning of the property to the Conservation Board in 2007. The Conservation Board considered a number of different usages of the property ranging from a shelter house to an education and visitor center. Based on input from the public, the Conservation Board made the decision to pursue the design and funding of an education and visitor center.

The Conservation Board applied for and received two separate grants from the Allamakee County Community Foundation totaling \$12,000 for planning and design options on the property. The Allamakee County Conservation Board also formed a "friends" group and the 501(c)(3) Allamakee County Conservation Foundation was established. The Allamakee County Conservation Foundation has worked cooperatively with the Conservation Board regarding design concepts and fundraising options for the property.

The RC&D Office staff met with the Conservation Board on a regular basis and conveyed



to the Conservation Board the wide variety of opportunities that were available to the Conservation Board for grants due to the property being located on designated byways.

Application for the grant funds were encouraged by the Federal Highway Administration (FHWA) from states, cities, tribal governments and local planning organizations. Nearly 1,500 requests poured in from every state, Puerto Rico and Washington, D.C. totaling approximately \$2.5 billion in grant requests through 12 different funding programs. Grant funding was made available through enactment of the Surface Transportation Extension Act of 2012, Part II. "Investments in transportation projects like these create jobs right away in communities across the country, and lay a foundation for future economic growth," said U.S. Transportation Secretary Ray LaHood. "Thanks to these grants, states, cities and local communities can move forward with the transportation projects Americans need to reach their destinations more safely, quickly and efficiently."

Within the National Scenic Byways Program

through which the grant funding for the education and visitors center was received, there were 261 grant applications in the amount of \$111,843,630, with only 125 of those being awarded in the total amount of \$37,054,987. "The demand for these funds demonstrates a clear need for increased infrastructure investment," said Federal Highway Administrator Victor Mendez. "The President asked us to rebuild America - we have work to be done and Americans ready to do the work."

The National Scenic Byways Program (NSBP) recognizes roads having outstanding scenic, historic, cultural, natural, recreational and archaeological qualities. NSBP funding supports projects that manage and protect these roads and improve visitor facilities. A state-by-state list of the Fiscal Year 2012 grants is available at <http://www.fhwa.dot.gov/discretionary/2012grantdata.cfm>.



Byways of Iowa Website

The DASB Board was excited to be informed that the Iowa Department of Transportation (IDOT) officially launched its new Iowa Byways website on October 1, 2012. The launch came as a result of IDOT's desire to have an online presence capable of marketing the appealing and collective touring experiences found along each designated route. The IDOT and DASB Board hope that the site will help to boost local tourism within Fayette and Clayton County by providing visitors with an attractive view of what the DASB and the surrounding communities have to offer.

Visitors to the website can learn about Iowa's 11 byways, be informed about things to do and create custom travel agendas by utilizing the site's trip planner. Detailed descriptions, photos, history and contact information for each route are provided as well. The site also features a kid's activity page and scenic byway-related publications for viewing and download.



For those looking to research and view a wide variety of diverse interests, the "things to do" section allows users to search events, attractions and travel services by different categories. Users can direct their search to target arts & culture, dining, events & festivals, historic sites, natural areas, recreation, shopping and lodging. With the site offering these attractive, easy to use travel-planning tools, visitors will be able to conveniently research, plan, enjoy and share the exceptional experiences available along all of Iowa's scenic touring routes.

If you would like to be added to the Driftless Area Scenic Byway website free of charge, please send a description and photo of your business or attraction to jared@northeastiowarc.org.

We also encourage all of you to include a link on your website to www.iowabyways.org. Search engine ranking improves as the number of links to a website increases, and that includes the ranking for each individual page on the website. The result is that increased visibility for the Iowa Byways site translates to increased visibility for local Chambers as well as for regional tourism promotion efforts.



Promotional Handout

Winter is nearly upon us, which means the landscape will soon be blanketed with snow. Why not enjoy the winter weather by taking a drive along the Driftless Area Scenic Byway? There is plenty of beautiful scenery, unique history and hidden treasures to be discovered throughout the area. Stop by the Allamakee County Economic Development & tourism office or Northeast Iowa RC&D office to pick



up a copy of the Driftless Area Scenic Byway card for information about the byway route and points of interest to make the most of your drive!

Byway Staff

The Driftless Area Scenic Byway is a non-profit organization of diverse stakeholders that work voluntarily and collaboratively to protect and promote the qualities, features, recreation and scenic beauty of the DASB. Coordinated by staff at Northeast Iowa RC&D, the DASB Board of Directors meets at least quarterly to conduct board business and to discuss, consider and/or recommend actions that support and promote the following vision:

The byway corridor will reflect a thriving multi-jurisdictional community that has successfully balanced growth and economic development with respect and protection of its rural and agricultural landscapes, river valleys, scenic vistas, bluffs, natural areas, cultural traditions and historic places, all of which give the byway corridor its sense of place. It will be a place where both visitors and residents experience, understand and appreciate the intrinsic qualities of the byway and Northeast Iowa through recreation and experiential learning.

Questions?

Contact DASB Coordinator Jared Nielsen at Phone: 563-864-7112 Email: jared@northeastiowarc.org

Calendar of Events

December 2012

1	Holiday Open House	Harpers Ferry	563-873-3491
1	Kitchen Kraft's Gingerbread Contest	Waukon	563-535-8000
1-2	Annual Holiday Pottery Sale & Firing	New Albin	563-544-4378
7	Canadian Pacific Holiday Train	Lansing	
9	Ecumenical Concert	Waukon	563-568-3435
20-21	Shop 'Till You Drop at Gift Center	New Albin	563-544-4703

January 2013

1-3/25	Effigy Mounds Winter Film Festival	Harpers Ferry	563-873-3491
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February 2013

23	Effigy Mounds Bald Eagle Appreciation Day	Harpers Ferry	563-873-3491
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March 2013

17	St. Patrick's Day Parade	Waukon	563-568-4577
30	Lion's Club Variety Show	Waukon	563-568-3662