

DRIFTLESS AREA SCENIC BYWAY



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Spring 2014 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.

Capoli Ranch & Capoli Cabin



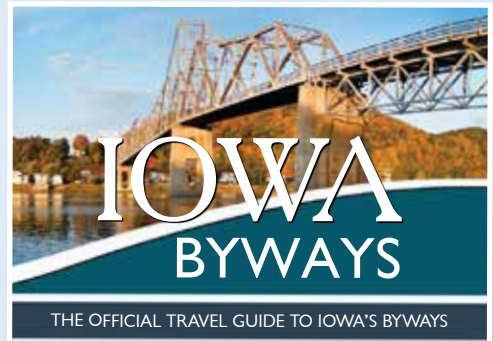
The Capoli Ranch & Capoli Cabin are located seven miles south of Lansing, Iowa, in the bluff lands of the Upper Mississippi River in a special place known as the Driftless Area, a narrow band of land overlooked by the glaciers in the last ice age. In the heart of the major U.S. migratory bird flyway, the ranch's remote private 800 acres includes

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Byway Promotional Material

1. Iowa Byways Travel Guide

If you are planning a trip in 2014 and need some ideas on where to go, pick up a copy of the Iowa Byways Travel Guide. Browse through this guide and you'll find the distinct flavor of what is available along Iowa's two national scenic byways and nine state scenic or heritage byways. Included in this guide are descriptions and photos of each byway to give you a glimpse of what makes these designated roadways special. Discover recreational, historic, cultural and scenic attractions using the maps and lists provided in the guide. You'll also find numbered attraction for each byway, making it easy to plan out an itinerary of things to see and do while on your road trip. This is an excellent tool to help you plan your next vacation in Iowa. To order your free Iowa Byways Travel Guide, or to view the guide online, visit www.iowabyways.org.



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Point of Interest

two miles of scenic river frontage, limestone cliffs, hardwood savannah forests, ancient goat prairies, effigy mounds, natural springs, fields of native wildflowers, an abundant and diverse wildlife population and 10 miles of private trails. Access to Capoli Ranch is gained from The Great River Road (Co. X-52) or by limited access via boat. To reach the cabin all wheel drive is suggested or arrangements may be made with the hosts for transportation.

Capoli Ranch is owned and operated by Raleigh and JoEllyn Buckmaster. The Buckmaster family have been the stewards of this land since 1958. They practice Aldo Leopold's notions of sustainable land use which include restoration, preservation and conservation of the rich natural and cultural history. Their historic conservation easement with The Iowa Natural Heritage Foundation protecting the bluff lands and river frontage is a testament to their long term commitment to the land. The 150 acres in conservation easement includes all of the bluff land and Effigy mounds on the property. The INHF interns work and stay at Capoli Ranch each summer.

Though close to a multitude of activities, Capoli Cabin is a destination unto itself. The elegantly rustic, handmade cabin created from timber and materials off the land has three separate sleeping areas; a porch and a loft each with two twin beds and a living room pull out twin. The cabin sleeps eight with supplied cots. The well equipped kitchen, living and dining room, bathroom, sauna, outdoor BBQ and fire pit make for a unique "get away from it all" ambience for those seeking a very special experience. The cabin is equipped with electricity, appliances, hot water and is fully furnished. Check the Buckmaster's website for rates and availability at <http://www.capoliranch.com>.

A bald eagle's nest located on the property is viewable from many vantage points including the bluffs! The owners can also provide guided nature and history tours upon request. Along with hiking, fishing, photography, bird watching and countless other outdoor pursuits, the arts and music have always been an important part of the Capoli story. Joey designs and creates handmade quilts and Raleigh makes heirloom, hardwood manuscript stands. To rent Capoli Cabin visit their website at <http://www.capoliranch.com>, call 563-586-2590 or write, Capoli Ranch, 1698 Capoli Road, Lansing, Iowa 52151.

Recently Awarded Grants

1. IBSP Phase III Project from the IDOT

On April 1, 2014, phase three of the highly successful Iowa Byways Sustainability Project (IBSP) will officially begin. Having started in 2008, the program is a cooperative effort between the Iowa Department of Transportation (IDOT) and the Resource Conservation & Development Councils (RC&Ds) across Iowa whose goal is to promote the long-term sustainability of Iowa's Byways. Deliverables through IBSP Phase III will include the facilitation of stakeholder meetings, the inventory of byway signage, identification and prioritization of locations for developing scenic overlooks, development of byway marketing materials, assisting stakeholders in preparing grants, development of an interpretive master plan and completing an inventory of roadside vegetation along the byway. Funding of the IBSP Phase III also means that the Driftless Area Scenic Byway Coordinator, Jared Nielsen, will be able to continue to work on byway-related projects.

2. CIG Project from NRCS

In an agreement between the Iowa League of RC&Ds, Inc. and the USDA Natural Resources Conservation Service (NRCS), a conservation innovation grant (CIG) was awarded to Northeast Iowa RC&D to help the Driftless Area Scenic Byway Board demonstrate promising conservation technologies, practices, systems and approaches through interpretive panels along the Driftless Area Scenic Byway. The project will help promote landscape-based systems that tell the story of environmental protection and natural resource enhancement. Through this project, staff at Northeast Iowa RC&D will work with at least two EQIP eligible producers, a representative from NRCS and Driftless Area Scenic Byway board members to obtain pictures and create text that will tell the story about these conservation systems

on how they help protect the resources, manage nutrients, enhance grasslands, reduce sediment loads and enhance wildlife habitat. At the completion of this project, two interpretive panels will be installed along the Driftless Area Scenic Byway. This project is scheduled to begin in March of 2014 and be completed in September of 2015.

3. Spring 2013 Grant from ACCF

The Driftless Area Scenic Byway Board of Directors was awarded funding from the Allamakee County Community Foundation (ACCF) for the design and fabrication of one professional display banner. This banner and stand will be used to promote the byway at conferences, welcome centers, events and other public and private venues. The phrase "The 100-mile driving route features important birding areas, 8,500 acres of state forest, trout streams & opportunities to enjoy wineries, creameries & orchards," was used to help brand the byways features.



Through the CIG project, the Driftless Area Scenic Byway board will work with EQIP eligible producers, reps from NRCS and Allamakee County Conservation to develop two kiosks similar to the one depicted above.

2. Tear-Off Map

More than simply a wayfinding map, the Driftless Area Scenic Byway tear-off map was established in Allamakee County as a convenient 11"x17" map that is often found on a store's countertop. The map front marks the rivers, trout streams, towns, water trail access points, scenic overlooks, public land and most byway friendly businesses in the categories of art & culture, food & drink, historic sites, parks and campgrounds, recreation/entertainment, shopping and visitor information. The back of the tear off map features a brief description of each point of interest along with contact information. This is a great publication for visitors who inquire about sites in the area or are specifically interested in the Driftless Area Scenic Byway.



We are happy to supply any of the River Bluffs Scenic Byway publications to businesses along the byway. If your business is in need of information about the byway to pass along to visitors, please contact Jared Nielsen at 563-864-7112 or jared@northeastiowarc.org and we will make arrangements to have them delivered to you. Below is a list of publications that currently offer information about the Driftless Area Scenic Byway:

- DASB Tear-Off Map
- DASB Promotional Handout
- DASB Promotional Banner
- Iowa Byways Travel Guide
- Website: www.iowabyways.org
- Northeast Iowa Travel Guide
- Allamakee County Travel Guide
- Allamakee Driftless Safari Brochure

Main Street Lansing Updates

Tourism Market Analysis

In July 2014, Main Street Iowa is bringing in a tourism consultant from Boston to help the byway community of Lansing better understand their tourism market. An analysis along Main Street in the form of intercept surveys and studies will be conducted. At the end of it, Lansing will have a report which will shed light on what their market is and where they can improve. The information will be then used to help steer the direction of promotions and will also be presented to the local business owners.

New Tourism Website

www.lansingiowa.com is currently under development. The website will focus on the

tourism offerings of Lansing, the history and a vast and in-depth business directory.

Nomination to the NRHP

Lansing will begin to develop a historic walking tour in the spring/summer of 2014 which will aim to give a deep insight into the history of Lansing's Main Street.

Low Interest Loan Program for Builders

Administered through Main Street Lansing, this program hopes to be in place during quarter one of 2014. The program will provide low interest loans to building owners who are looking to update and repair their main street buildings. The repairs and improvements will need to follow Main Street Iowa's design guidelines

Stakeholder Meeting

At the end of March/early April the Driftless Area Scenic Byway Board Members will be hosting a byway stakeholder meeting at the Lansing Community Center to gather information from local community members for inclusion in the Driftless Area Scenic Byway Corridor Management Plan (CMP). This meeting, along with a complimentary dinner, will provide a chance for participants to learn more about the byway and for board members to gather ideas and input from the public. The Corridor Management plan will be used to guide the byway board's work and to help them secure grant funding for partners and communities along the designated route. The Driftless Area Scenic Byway board will be looking to gather input

from the for the following four sections of the CMP:

History: Inventory, interpretation, and preservation of historic sites and structures

Art: Inventory, marketing, and development of existing and new art along the byway

Recreation: Development, marketing, and interpretation of current and planned recreational opportunities

Interpretation: Interpretive themes, inventory existing & needed wayshowing signs

Local Foods: Interpret, promote, and develop culinary tourism opportunities and prioritize future culinary tourism projects

If you would like to attend the stakeholder meetings, or join a sub-committee to help provide input for any of the four sections above, please contact Jared Nielsen at 563-864-7112 or jared@northeastiowarc.org. Sub-committees are being formed NOW and will meet quarterly until the section is complete.



Byway Business to be Renovated

What might you think would be the ultimate experience in family dining? You got it – The Main Feature Theatre & Pizza Pub. As one drives down Main Street, Waukon, they are greeted by the large theatre marquee boldly displaying the movie currently playing. This is an immediate temptation, but the idea of adding pizza to that venue creates a truly unique experience for the entire family.

The Main Feature has been in its present location since it was built in 1938. Over the years as ownership of the theatre changed, the idea of adding a pizza and pasta menu was a welcomed addition to the movie going experience. In 2007 the business came up for sale. At this same time, The Iron Ridge Church of Waukon had been meeting at the High School Gymnasium but was seriously looking for a building to buy to hold their church services, so the Ridge Ministries purchased the business. A part of their vision besides spiritual was to be good community citizens, giving back what they could to the community in which they resided. This building and business offered them the opportunity to do just that as they felt the importance of keeping a movie theatre and the movie theatre experience alive in the community.

In recent years, it became apparent that if they were going to continue in the movie theatre business, they would need to make a

major investment in a digital projector system in order to compete in obtaining current first run movies. That new projector and sound system has now been installed and they are pleased with the outcome. The Main Feature has and is undergoing some other renovations including the installation of a new heating and cooling system, roof repairs and a new marquee with LED signage. The costs for all of these improvements are on-going but the fact that the theatre is considered a not for-profit entity, fund-raising, donations and grants help them attain their goals. Besides the movies, another way the Main Feature gives back to the community is their sponsored community events such as the Halloween Trunk or Treat and the Christmas Presence held in conjunction with the Holiday Lights Parade.

The theatre is located at 38 W Main Street and is open seven days a week, 4:00 p.m. to 9:00 p.m. Movie times are 6:30 p.m. Mondays through Saturdays and 5:30 p.m. on Sunday evenings with no movie shown on Wednesday evenings. The theatre is managed by Mandy Halverson and currently employs 12 people. The most unique aspect of the theatre is that they offer a large variety of pizzas/pastas to enjoy during the movie. Reservations and pizza orders are encouraged ahead of time so that the pizza is ready at the start of the movie. Pizza orders are also available for



take-out or delivery service. Another great community service is that the theatre is also available during the day for any group or organization wishing to hold luncheons, meetings, receptions or parties. With the new projection equipment, it is ideal for power point presentations during business meetings.

For a long time now, families have been enjoying the “one-stop” opportunity for family fun and entertainment and thanks to the Ridge Ministries, and their belief in the community, that tradition will continue for years to come. So the next time, you are thinking of a movie and dinner, check out the Main Feature Theatre & Pizza Pub as they will be showing the same current movie as the town down the road and at a fraction of the cost for just a movie and popcorn.

Allamakee County Economic Development is proud to feature this business member and is proud of the efforts and services they provide to not only Waukon but the entire county.

Calendar of Events

March 2014

7	Wine Tasting - Waukon Greenhouse	Waukon	563-568-3711
13	Stained Glass Creativity	New Albin	563-544-4789
15	St. Patricks Dinner - St. Patrick Parish	Waukon	563-568-2624
16	St. Patricks Day Parade	Waukon	563-568-2624
23	Ham Dinner - St. Paul's Methodist Church	Waukon	563-568-3678
29	Sportsman's Hunting & Fishing Exchange	New Albin	563-382-3085
wknds	Winter Film Festival - Effigy Mounds	Harpers Ferry	563-873-3491

April 2014

4	Wine Tasting - Waukon Greenhouse	Waukon	563-568-3711
12	20th Annual Fireman's Wild Game Feed	Harpers Ferry	563-873-3491

May 2014

2	Wine Tasting - Waukon Greenhouse	Waukon	563-568-3711
13	Good Sam Potato Bake	Waukon	563-568-2624
26	Memorial Day Parade	Allamakee County	563-568-2624

June 2014

6	Wine Tasting - Waukon Greenhouse	Waukon	563-568-3711
9 & 23	Music on Main	Waukon	563-568-4110
13-15	Thunder in the Park	Waukon	563-568-4110
13-14	New Albin Days	New Albin	563-568-2624

Byway Staff

The Drifless Area Scenic Byway is a non-profit organization of diverse stakeholders that work voluntarily and collaboratively to protect and promote the qualities and features of the DASB. Coordinated by staff at Northeast Iowa RC&D, the DASB Board meets quarterly to discuss, consider and/or recommend actions that support and promote the byway.

Questions?

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

