

JCED BULLETIN

Jones County Economic Development Newsletter

April/May/June 2022

Blazing New Trails

“An early morning walk is a blessing for the whole day.” -Henry David Thoreau



Grant Wood Trailhead in Martelle, Iowa.

Jones County is lucky to be a recreational hotspot, set in the picturesque landscape of our region. Situated equally between two major metro areas of Cedar Rapids and Dubuque, Jones County is a nearby and amazing escape from the demands and trials of living in a larger metro area. We are home to great museums, fantastic restaurants, enjoyable camping, rivers for boating and kayaking, theatre performances, and much more! However, Jones County suffers greatly in one area: Trails.

Recreational tourism alone in Iowa accounts for more than \$3 billion in sales annually, supplying many people with jobs and income. Trails are a necessary part of that equation as they bring bicyclists, skiers, hikers, and more to our state to sample the great outdoors Iowa is known for. Additionally, trails are known for their health benefits, keeping people active and in shape in their communities. With the last two years of the pandemic keeping people away from gyms, trails become the go-to medium for people to stay active and still be able to socially distance. Increased physical activity can also work to keep health care costs down. Finally, trails make a community seem more appealing. According to the Iowa DOT [Handbook for Iowa Communities](#), “The trail system represents a vehicle for influencing how both residents and outsiders view a community.”

While Jones County does have some trails, they are scattered and disconnected throughout the county. Additionally, they do not tie into any regional trail system to cast a wider net to interested trail enthusiasts. But momentum continues to grow as more research is done on the topic, especially as it impacts local economic development decisions.



Trailhead in Olin, Iowa

As the Iowa DOT [Handbook for Iowa Communities](#) notes, “The trail system can become a way to persuade recreational visitors to think about the community from a business perspective.” With communities wrestling over the need to expand population and workforce, amenities like trails will continue to be a driving factor influencing the new generations of workers. People are choosing where to live first and then finding a job more often now than at any point since the American West was opened. These recreational enthusiasts will not only make up most of the workforce in the future, but will also be the local entrepreneurs in our downtowns and rural communities to help keep them vibrant in the years ahead.

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Visioning for Scotch Grove!



Scotch Grove is participating in the 2022 Iowa Community Visioning Program in cooperation with Iowa State University, the Iowa DOT, Trees Forever, and Iowa's Living Roadways. Iowa State University is gathering information from community members to learn your opinions on how to improve the community's landscape through transportation enhancements. Because residents have the best knowledge of how Scotch Grove's transportation system works, we use focused, small-group conversations, mapping, and photos of

the best and worst to understand local transportation. We conduct focus groups with a variety of user types, including parents, youth, older adults, people with mobility issues, and active recreationists, to identify factors that affect transportation use.

These enhancements include: cars/ trucks/farm equipment as well as walking/jogging, biking, recreation trails and waterways, wheelchair use, golf carts, and ATV vehicles. How do you envision a revitalized Scotch Grove? We can't wait to hear your ideas! The goal of this project is to develop a landscape plan that illustrates a new vision of Scotch Grove. Your input is an important part of this process and your ideas about community design and enhancement are valuable to the Scotch Grove visioning committee.

Focus groups are scheduled for the morning of Saturday, April 23rd at Camp Courageous, located at 12007 190 th St. Monticello, IA 52310. The focus groups will be held from 9:00am-12:00pm, with each session lasting roughly one hour. All are invited to attend. Each participant should plan on attending only one session:

- Group 1 – Older Adults: 9:00–10:00am
- Group 2 – Mobility Challenged: 9:00–10:00am
- Group 3 – Parents: 10:00–11:00am
- Group 4 – Youth 13 and older: 10:00–11:00am
- Group 5 – Youth 12 and under: 10:00–11:00am
- Group 6 – Active Recreationists: 11:00am–12:00pm
- Group 7 – Steering Committee: 11:00am–12:00pm

Having local input is important to Scotch Grove's steering committee because:

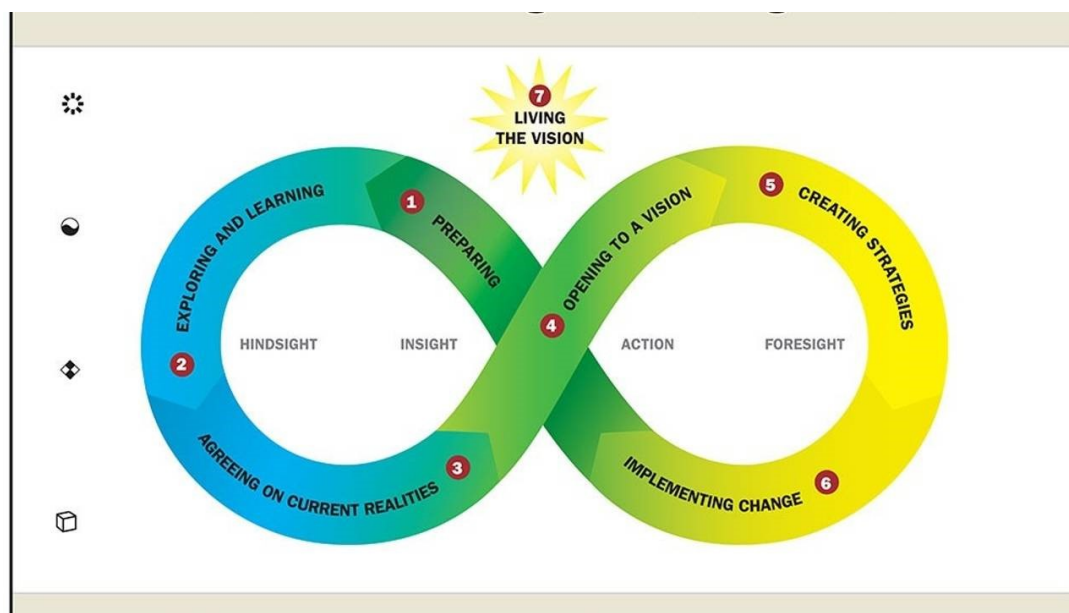
- We value feedback from all community members and try to get as many perspectives as possible
- Developing this transportation enhancement plan will take a community wide effort
- We would like to address as many transportation obstacles or barriers as possible and need as many voices at the table as possible How can you (community member/focus group participant) assist and why?
- In order to make this plan useful to the entire community, we need input from the entire community. This is your opportunity to make your voice heard.
- Participating in a focus group is perhaps the highest form of community pride; it shows that you care about your community, how it looks, and how it can be improved.
- The process is fun! A small group setting is perfect to share ideas and highlight obstacles.

More information about the Scotch Grove Visioning Process can be found at: <https://www.communityvisioning.org/scotch-grove/>

If you would like to take part in the focus groups on April 23rd, sign-up is required. You can complete sign-up and registration at: <https://www.communityvisioning.org/scotch-grove/we-want-to-know-what-you-think/>

For more information: contact Bob Helgens at (319) 389-1859 or Paul Helgens at (319) 210-0696.

**We Hope To See
You There!**



Blazing New Trails (continued from Page 1)



Wapsipinicon Trail in Anamosa

Trail development can seem like a luxury for a community, especially when roads, wastewater plants, etc. seem to be more pressing on the agenda. Also, trails are expensive to build, so most communities are weary of taking on the cost and don't want to do just small segments at a time. However, there are ways to make it more manageable if communities take the time to plan out what they would like to see.

Most communities have taken to making wider sidewalks to help usher pedestrian traffic through a community before connecting to trails elsewhere. The benefit of this is two-fold because the sidewalks already exist and can be widened relatively easily. According to the Iowa DOT, "Sidewalks are an integral component of the transportation system. They

provide a designated area, separated from the roadway, for pedestrians to use for both travel and recreation." By focusing on internal growth of pedestrian systems, it gives the community time to formulate a larger strategic trail vision.

Monticello just connected its high school/middle school complex to the Kitty Creek trail via a sidewalk extension with the hopes of expanding it to Riverside Gardens and the ball diamonds over behind the Monticello Golf Club. Additionally, there is hope to connect the swimming pool and Fountain Park in the future as well as one day connecting out to the Kirkwood Regional Center. Anamosa was part of the Wapsipinicon Trail Loop process that will connect Anamosa to Wapsipinicon State Park and back, crossing over the Hale Bridge and the Dillon Military Bridge over the Wapsipinicon River and via sidewalks throughout the City. Anamosa is also exploring a sidewalk connection from the current Wapsipinicon Loop Trailhead out to the Jones Regional Medical Center along Highway 64. These local sidewalk and trail connections will be important as larger and more regional trail systems develop in the region. You cannot have a trail end at the City limits with no way for visitors to get other places, so the sidewalk connectivity is just as important as trails, especially in regards to maintenance. These projects are important because they show local demand, but they also have government buy-in. The cities of Monticello and Anamosa worked on the sidewalks and the Jones County Supervisors were essential to the long-term success of the Wapsipinicon Trail. Regardless of what work is done, buy-in and financial support are going to be key to the eventual success.

However, communities need to be making sure that they are taking the time to plan for those larger trail elements. The Grant Wood Trail starts in Linn County and goes most of the way to the Jones County line. The trail picks up again on the eastern edge of Martelle and goes a short distance until it ends. Further down that old railroad right-of-way, there is a trail that goes from a midway point between Olin and Morley and stops in Olin. If this regional trail gained momentum, it would connect Marion all the way to Clinton County while going through and supporting the Jones County communities of Martelle, Morley, Olin, and Oxford Junction. Regional trails like this are important because they "link multiple communities and often traverse two or more counties," as noted by Nicolas E. Meyer, a doctoral student at Iowa State University in his dissertation on multi-use trails.

While the Grant Wood Trail is probably the most recognizable trail currently, other groups are working to get other trail systems considered. One group wants to connect Springville to Story City to Anamosa to Monticello and continue into Dubuque County. Another group is looking at putting a trail along the Maquoketa River, connecting Monticello to Camp Courageous to Scotch Grove. As these conversations gain more weight and people & government are willing to put in the time, effort, and resources to see them come to fruition, Jones County will start to develop these trail systems and start to see just how they can positively impact the business and recreational environment in Jones County.



Envision East Central Iowa Update



Since last summer, Jones County Economic Development has worked with ECICOG and several other stakeholders in our six-county region to draft and develop a comprehensive economic development strategy for our area. The pandemic and evolving economic conditions over the past few years provided us an opportunity to re-imagine the region's future. This has been done through multiple focus groups, both in different business sectors as well as in the six different counties that represent the East Central Iowa region.

In March, a regional summit was held to outline some of the findings from the surveys, focus group data, etc. and

to get one last final push of public input. Attendees were asked to review the seven overarching pillars and the underlying tenets and vote on ones which were the most important. There were 22 categories and each attendee had to determine the ten most important ones to the region over the next decade. Additionally, each attendee was asked to sign up to help with those categories they felt most passionate about or interested in.

Over the next few weeks, all of that data will be incorporated into a final document that will be released to the public. After that, the Strategy Committee will work to start mobilizing action teams and get to work with other stakeholders and partners in our region.

If you are interested in learning more, you can contact Jones County Economic Development Director, Derek Lumsden, or follow on ECICOG's Envision East Central Iowa page: talkto.ecicog.org/eeci



2020 Census Information

Morley: 115 down to 95

Oxford Junction: 496 down to 424

Olin: 698 down to 651

Martelle: 255 down to 249

Anamosa: 5533 down to 5450

Wyoming: 515 up to 523

Onslow: 197 up to 201

Monticello: 3796 up to 4040

Jones County's overall population numbers went from 20,638 in 2010 to 20,646 in 2020, a total growth of 8 people or 0.0% in the last decade.

Contact Us

Jones County Economic Development has two convenient offices:

107 S. Ford Street in
Anamosa inside City Hall

200 E. 1st Street in
Monticello inside City Hall

Our Executive Director, Derek Lumsden, can also be reached by Phone at 319-480-7446 or by [email](#).



Jones County Young Professionals learn about mental health and physical well-being from Jenny King at Aspire Therapy.

WHY JCYP?

The Jones County Young Professionals (JCYP) organization was created to help young workers connect with others in the Jones County community. We wanted to have a mechanism where people could continue to learn and grow professionally outside of just their work colleagues. Additionally, we are focused on helping our communities by volunteering to worthy causes and building leadership among ourselves. Finally, we want to grow socially. This can mean getting to know other young professionals in business, but also just finding new friends with similar interests.

We meet the 10th of every month to have some form of activity. In January, we volunteered at the Monticello Animal Shelter. Volunteerism is important because it helps drive community involvement and it gets our members familiar with crucial needs. We helped with all of the cuddly animals and helped take some of the strain off a valuable non-profit!



Meet the Member!

My name is Kaite Ryan! I am a Recreational Therapist and the Assistant Program Director at Camp Courageous, located in Monticello.

I joined JCYP to further my growth as a young professional and give back more to our community while connecting with others my age in the area. In my spare time, I love to rock climb at Pictured Rocks park, hike with my dogs, and garden. I am also taking college courses towards my Master's degree!"



Join JCYP on the 10th of every month!

Sunday, April 10th at 2pm
Bowling Family Fun at
Camp Courageous

Tuesday, May 10th at 5pm
Headshots and Financial Night
at the Cascade Innovation Lab

Friday, June 10th at 5pm
Volleyball Tournament and
Social at Olin City Park

Other months, our focus will be on more professional development opportunities. Sometimes these will have more direct business-related components, but sometimes we will focus more on overarching development. In February, we met with Jenny King at Aspire Therapy. She walked us through the importance of mental and physical health, teaching us ways to help relax and calm our minds while staying physically fit. As we get into stressful situations at work or home, these techniques will be invaluable. Plus, as we become more responsible at our jobs, these techniques will help us become better supervisors and bosses.

Finally, we want to make sure that we are not neglecting the social needs of our members. While some of our members were born and raised in the area, many of our young professionals are from outside the region. Humans are social creatures, but it can be daunting to try and make friends in a new place, especially the older you get. That's why this group is so important. If we can form bonds that go beyond the workplace, we have a support system that can help us in hard times and we have people to celebrate the good times with as they happen. While it might seem like networking should be secondary overall, it is too important to not have as a major leg on our stool. In March for example, we had a fun night out at Axe-Cade in Anamosa. Nothing connects you more to other people than throwing axes together!



The best part about this group is its flexibility. If you cannot make every event, that's understood. We are all young professionals, learning our jobs and roles, as well as still trying to connect with others in our lives. That's also one of the reason we try to diversify where and what we do, so we can continue to grow, but not feel like a burden to anyone in the group. And we are always interested in new ideas and input. This is your group too and we want everyone excited about what we can accomplish!

There are multiple ways to be involved. If your business is a member of Jones County Economic Development, your business could qualify for a free membership. Talk to your boss today to see if you can take advantage of it! Another way is to have your business sponsor Jones County Young Professionals directly. There are different sponsorship levels (attached on the next page) and your business could get even more opportunities to get young professionals involved. Finally, you can join on your own. It's \$25 per year to be a member of the organization and you can pay that by check made out to the Jones County Young Professionals or paying through Venmo!

If you are interested in learning more about the Jones County Young Professionals and expanding your network, reach out to Trevor Hullet at F&M Bank in Anamosa, Derek Lumsden at Jones County Economic Development, or by emailing us at jonescounty.youngprofessionals@gmail.com to learn more!

Don't forget to like our Facebook page:

[Jones County Young Professionals!](#)



JONES COUNTY YOUNG PROFESSIONALS

WHAT WE DO

Jones County Young Professionals (JCYP) is an organization focused on developing networks and friendships among community members. JCYP concentrates on fulfilling this through three main pillars:

- **Socials/Networking**
- **Education/Professional Development**
- **Volunteerism**

BECOME A SPONSOR

Partner Level (\$1,000)

- Get priority pick to be premier sponsor of one event, such as Movie in the Park.
- Reserved seating at professional development events.
- Unlimited JCYP memberships for eligible employees.
- 1 time annual use of movie equipment.
- All benefits below:

Platinum Level (\$750)

- 1 professional development speaker sponsor.
- 4 JCYP memberships for eligible employees.
- Business spotlight in JCYP section of the Jones County Economic Development newsletter.
- All benefits below:

Gold Level (\$500)

- 1 community event sponsor.
- 3 JCYP memberships for eligible employees.
- Business spotlight on JCYP Facebook page.
- All benefits below:

Silver Level (\$250)

- Business logo included in JCYP section of the Jones County Economic Development newsletter.
- 2 JCYP memberships for eligible employees.
- All benefits below:

Bronze Level (\$100)

- Business name listed on Facebook page and JCYP displays.
- 1 JCYP membership for eligible employee.

OUR STORY

JCYP has gone through a recent transition and is looking to build a strong and resilient group of members that is dedicated to bringing enthusiasm and thoughtful ideas to Jones County.

Our goal is to be a comprehensive organization focusing on both social and personal growth for every member, and for the communities in which we live and work.

We meet the second Thursday of every month. We will be varying the towns and meeting times to make JCYP accessible to ALL young professionals in Jones County!

Join today and get a say in how young professionals can help make Jones County a better place for living, working, and growth. You can either fill out the membership side of this brochure, or get your employer to become a sponsor of the organization. Memberships are included with each sponsorship level.

BECOME A MEMBER

Membership is \$25 per year and is good for one calendar year (Jan-Dec). Membership includes admission to all events and activities as well as updates through newsletters, social media, etc.

Questions about becoming a member?

Contact Trevor Hulett.
(319) 329-7291
thulett@fmbank.biz

GET IN TOUCH!

Follow us on Facebook!
Jones County Young Professionals

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