Northeast Iowa RC&D Names Mallory Marlatt as Scenic Byway Project Coordinator

Mallory Marlatt Brings Enthusiasm for Tourism and A Love for Iowa’s Outdoors to Northeast Iowa RC&D

Northeast Iowa RC&D is excited to announce that Mallory Marlatt has been named Scenic Byway Project Coordinator for the Delaware Crossing and Grant Wood Scenic Byways. Mallory has been selected to coordinate a regional initiative, which will help the RC&D provide assistance to Scenic Byway Boards and develop the capacity of the Delaware Crossing Scenic Byway and the Grant Wood Scenic Byway.

Mallory received a Bachelor of Arts degree in Music Management with a minor in Theatre/Dance from Luther College. Last year, Mallory worked for Luther as the Acting Coordinator for Music Tours and Marketing where she marketed and coordinated the Luther College Nordic Choir and Jazz Orchestra Tours. The opportunity to utilize her experiences to coordinate these two beautiful Scenic Byways has Mallory energized. “I am excited for the opportunity to learn about these byways and to bring people to the area to travel and enjoy the wonderful experiences they have to offer,” said Mallory.

Mallory will be working with the RC&D and Byway Boards in an effort to showcase Iowa’s natural beauty, history and culture found along the Delaware Crossing Scenic Byway and the Grant Wood Scenic Byway. In addition to promoting the scenic byways to local, regional and national travelers, Mallory will be working with partners to develop a corridor management plan to ensure the qualities of the scenic byways are maintained.

Questions or comments? Contact Mallory at Mallory@northeastiowarcd.org or call 563-864-7112

New Signage!

The new Grant Wood Scenic Byway signs are here! The signs were installed in August 2011 and have been long awaited! Through a grant from the National Scenic Byway Program to develop and install the new signage along the route, the Grant Wood Scenic Byway worked collaboratively with the Iowa Department of Transportation (IDOT) to design and install the signs. The grant awarded funding for nine other Iowa byways to receive similar upgrades to their signage as well.

The comprehensive signage system and the artwork were developed by Shive-Hattery Architectural Engineering and David L. Dahlquist Associates LLC. Each of Iowa’s ten designated Scenic Byways received similar upgrades to their signage as well.
byways worked with David to develop different logo designs, helping give each byway a unique graphic identity.

The Grant Wood Scenic Byway logo displays the famous window from Grant Wood’s painting *American Gothic*. Wood’s inspiration came from a cottage designed in the Gothic Revival style with a distinctive upper window. In the background beautiful rolling hills and farmland are depicted just as you would see traveling the byway.

“The new signs are a very important part of a new wayshowing program to increase safety and help byway users more efficiently navigate the state’s byways,” said Troy Siefert, Iowa Byways Program Coordinator for the Iowa Department of Transportation. “The project has also demonstrated how successfully public/private partnerships can work together towards a common goal, in this case, working to create a vision for greatly improved wayshowing on byways throughout Iowa, funding that vision, creating great sign designs and producing and installing new signage. It’s a great example of what’s in the future for the Iowa Byways program and byways organizations such as Northeast Iowa RC&D are playing a critical role.”

**What’s Happening In Iowa?**

There are nine other byways participating in the Iowa Byways Sustainability Project and there is a lot going on all around the state!

- Working on Corridor Management Plan development (2 year project)
- Project planning for Iowa Mormon Trail Planning Grant
- Planning a seminar on Map Training for Byway Businesses to be held in March
- Continuing stakeholder development along the Byway
- Completing a two year Corridor Management Plan revision project
- Developing a cell phone based audio tour
- Assisting with two archaeological digs along byway in spring
- Planning Road Rally for August
- Building Byway Board
- Producing test merchandise
- Working on policy and procedures manual
- Raising funds to print more byway brochures
What’s Happening In Iowa Continued...

- Natural Resources Inventory with 3 Interpretive Panels
- Corridor Management Plan
- Established Byway Council

- Archaeological Survey of the Glenwood Resource Center State Preserve
- Historic Structure Report for the Todd House
- Corridor Management Plan Update

- Strengthening the relationship between the byway and the Iowa Lincoln Highway Association and other stakeholders.
- Building visibility for the Lincoln Highway Heritage Byway through online, print, and other avenues.
- Establishing relationships with residents, businesses, and governments of the communities along the Lincoln Highway to learn how the byway can help these groups achieve their goals.

- Promotional Material - In the process of developing merchandise (posters and bumper stickers), kiosks for the Allamakee County Conservation Board that will identify county parks and the DASB, quarterly newsletters and an updated DASB map.
- Corridor Management Plan - Plan to begin the development of the DASB CMP as project funding begins this quarter.
- Grant Writing - Submitted a National Scenic Byway grant titled Great River Road & Driftless

- Promotional Material - Developed kiosks for the Turkey River Watershed that identifies water access points along the river and the RBSB. Also in the process of developing merchandise (posters and bumper stickers), fun facts about the byway handout cards, quarterly newsletters and a byway activity book for kids.
- Corridor Management Plan - Plan to begin the development of the RBSB CMP as project funding begins this quarter.

- Starting to develop a Corridor Management Plan
- Determining Summer 2012 Events
- Preparing for a sign unveiling for Spring 2012
A Glimpse of the Byway

Ken West is a freelance photographer who specializes in commercial and architectural photography. He is based in Little Rock Arkansas with more than 30 years experience and thousands of assignments completed for architects, advertising agencies, book publishers, boat manufacturers and corporations. Ken captured the beautiful photos below while he was out on the Grant Wood Scenic Byway.

Find Us On Facebook!

Keep up on the latest, view photos and share your byway experience online! Find us at “Grant Wood Scenic Byway”

Northeast Iowa Resource Conservation & Development (RC&D) is a grass-roots directed, non-profit organization dedicated to accelerate the development, conservation, and wise use of human, financial, and natural resources in order to improve the standard of living and quality of life in Northeast Iowa. The organization serves as the project leader for the Driftless Area Scenic Byway. Visit www.northeastiowarcd.org for additional information.

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