

# TURKEY RIVER RECREATIONAL CORRIDOR

Annual Report

## SUMMARY FROM THE DIRECTOR

Throughout 2019, the Turkey River Recreational Corridor Board has been continuing work on infrastructure and development projects to further their mission to “connect Clermont, Elgin and Elkader to develop and enhance the existing natural resource base through the creation of land and water trails to serve as the catalyst for economic growth and development.”

The TRRC Board has continuously updated their vision plan future development. A current draft of the vision plan is included at the end of this report.

This year, the board worked with Fayette County Conservation to celebrate the grand opening of the TRRC Trail Bridge in Elgin, supported the completion of the Clermont Depot Stabilization and Interpretation project, supported and promoted the Elkader Art in the Alley project, developed a professional promotional video for the Turkey River, helped the City of Elkader update their city website, worked with Northeast Iowa RC&D to develop a Clayton County Trout Fishing guide, represented the Corridor at the Iowa State Fair and Canoecopia, coordinated the 8th annual Turkey River Safari, promoted multiple events and fundraisers with Clayton County Conservation, worked with Clermont, Elgin, and Elkader to assist with community visioning and planning, and began working with infrared technology to regularly account for trail users in the Corridor.

Thank you for your continued support. Your support and partnership with us is incredibly important and essential for these accomplishments to continue. The TRRC Board and I look forward to the exciting projects and events to come in the next year!

Regards,

Mallory Hanson, TRRC Director



Clermont Depot - Clermont, Iowa

## TASK 1

### SMALL PROJECT GRANT WRITING AND FACILITATION

#### Accomplishments

- Researched and gathered information about potential small grant opportunities
- Worked with the TRRC board to develop funding applications consistent with the TRRC mission and vision planning
- Worked on grants that were secured before or during the contract period
- Completed related grant reporting requirements and administration
- Regularly provided an updated list of ongoing grant activities to the TRRC Board

Write and facilitate grants to leverage TRRC and partner funding that will assist the TRRC

#### Highlights

- Provided planning assistance for Elkader Art in the Alley project
- Facilitated a visioning meeting with the Clermont City Council and provided a draft plan outline
- Worked in partnership with Northeast Iowa RC&D and the River Bluffs Scenic Byway to draft a Clermont Depot interpretive kiosk (designed by Jared Nielsen)
- Assisted Fayette Co. Conservation with acquiring quotes for shade systems for the Outdoor Playscape and Petting Zoo
- Finalized Turkey River Promotional Video project
- Reviewed pre-engineering proposals for Elkader to Elgin trail with the City of Elkader
- Provided input and suggestions to Clayton Co. Conservation for a Google Impact Grant (Motor Mill Trail and Inn)
- Submitted Larrabee Building HRDP grant for windows
- Attended the Fayette County Community Foundation awards ceremony with Paul Berland for Northeast Iowa RC&D's Clermont Dam Mitigation grant receipt
- Wrote and submitted an Iowa Tourism Grant for Turkey River Water Trail Guides
- Assisted Jennifer Cowser and the City of Elkader with website updates
- Assisted with Elkader Visioning Application through Trees Forever
- Provided fundraising suggestions for Osborne mural project
- Committed to assisting with fundraising activities for Motor Mill Trail
- Finalized Clayton County Trout Fishing Guide project





Iowa State Fair - Des Moines, Iowa

## TASK 2

### MARKETING AND ADVERTISING PROMOTION

#### Accomplishments

- Coordinated interviews and press releases to promote TRRC activities
- Maintained a presence at area events within the TRRC
- Offered OnMedia Commercial Advertisement(s) to area partners and businesses
- Acquired updated photography
- Continued development of TRRC promotional materials
- Ensured TRRC logo and recognition is included on relevant publications

#### Highlights

- Secured 2019 Mediacom partnership with FCCB and CCCB directors
- Continued to update TRRC info. on the Fayette County Courthouse Kiosk
- Represented the TRRC at the Iowa State Fair through Fayette County/NE Iowa Booth
- Attended and photographed Elkader Art in the Park
- Represented the TRRC at the Fayette County Fair
- Attended and manned a TRRC booth at Music and Monarchs event on May 11th, 2019
- Planned and facilitated the TRRC Trail Grand Opening in Elgin on June 29, 2019

Promote the TRRC through various marketing and advertising strategies





January, 2019 Recreational Workshop - Elkader, Iowa



### Accomplishments

- Coordinated 2019 Turkey River Safari (May 2019-September 2019)
- Partnered with area partner events

### TASK 3

PROGRAM AND  
EVENT  
COORDINATION

### Highlights

- Facilitated 2019 Turkey River Safari with over 500 participants
- Coordinated Recreational Workshop on January 16, 2019 with CCCB
- Attended and photographed the Motor Mill Bridge Lighting on November 23, 2019
- Assisted with Motor Mill Trail fundraising event on November 23, 2019
- Promoted Paddle, Pedal, Pour event in Clayton County
- 2019 sponsorships received - \$4,125
- Represented TRRC at the Osborne Welcome Center 30 year celebration on May 2nd, 2019
- Attended Canoeconia and manned the NE IA Whitewater booth on March 9th, 2019
- Held Motor Motor 5k (March 23rd, 2019) in partnership with Clayton Co. Conservation

Facilitate and  
coordinate  
programs and  
events for and  
within the TRRC







TRRC Trail Grand Opening - Elgin, Iowa

## TASK 4

ONLINE  
CONTENT  
MAINTENANCE &  
DEVELOPMENT

### Accomplishments

- Developed content for the TRRC Facebook Page, Twitter, & Instagram Account
- Updated trail maps for paper and online distribution
- Updated and maintained the TRRC Website ([www.turkeyrivercorridor.com](http://www.turkeyrivercorridor.com))

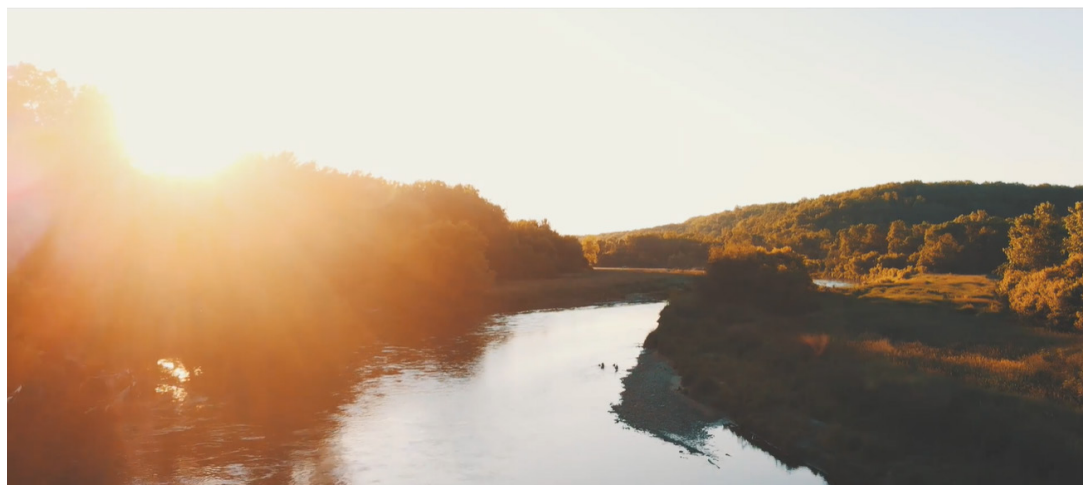
Advertise and  
promote the  
TRRC online

### Highlights

- Continued with a positive social media presence on Facebook and Twitter
- Released Turkey River Promotional Video on Facebook
- Created a TRRC Instagram account

### Facebook Insights for Promo. Video Post

7,840 People Reached | 3,170 3-Second Video Views | 394 Reactions, Comments, & Shares  
251 Likes | 48 Loves | 2 Wows | 17 Comments | 76 Shares | 718 Post Clicks







Whitewater Park - Elkader, Iowa (Photo Credit: Ross Evelsizer)



### Accomplishments

- Hosted and facilitated monthly TRRC meetings (1st Tuesday of the month)
- Maintained regular communication with TRRC board members
- Attended regular partner meetings, including:
  - Northeast Iowa Tourism Association (NEITA) Meetings
  - River Bluffs Scenic Byway (RBSB) Meetings
  - Upper Explorerland Regional Planning Commission (UERPC) Enhancement Committee Meetings
- Attended local, regional, and statewide conferences and meetings

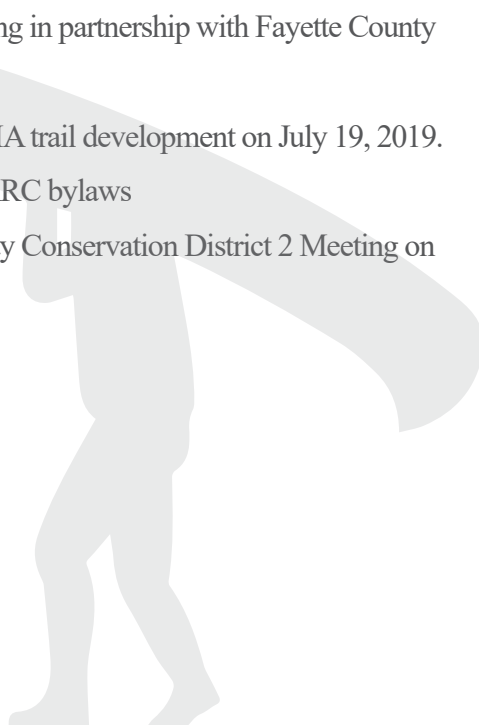
## TASK 5

### BOARD MANAGEMENT/ PARTNERSHIPS

### Highlights

- Facilitated Elgin community visioning meeting in partnership with Fayette County Economic Development & Tourism
- Met with Andrea Boulton (INHF) about NE IA trail development on July 19, 2019.
- Updated and gained approval for updated TRRC bylaws
- Presented about the TRRC at the Iowa County Conservation District 2 Meeting on April 25th, 2019

Foster and maintain the TRRC board and build upon partnerships with organizations and groups







Gilbertson Conservation Education Area - Elgin, Iowa

## TASK 6

### TRAIL COUNTING/ ECONOMIC STUDY

#### Accomplishments

- Coordinated volunteers to conduct a trail count and survey on July 6th and 7th, 2018
- Partnered with Northeast Iowa counties to compile trail count data
- Assisted with Backbone Trail Economic Study surveys in the TRRC
- Managed and maintained infrared trail counters in the TRRC

Coordinate with  
UERPC to  
conduct trail  
counts and  
surveys

#### Highlights

- Distributed trail survey posters and information to Corridor businesses and sites
- Monitored infrared trail count devices in Clayton and Fayette Counties
- Compiled July, 2019 trail count results from 4 locations in both counties:

**Bicyclists:** 150      **Pedestrians:** 236      **River Users:** 605      **Total:** 991

## TASK 7

### IOWA GREAT PLACES STATUS UPKEEP

#### Accomplishments

- Served as the Iowa Great Places Point of Contact
- Wrote and submitted annual Iowa Great Places report for the TRRC

Maintain Iowa  
Great Places  
status for the  
TRRC

#### Highlights

- Continued updating the TRRC vision plan and necessary
- Submitted Iowa Great Places Grant reimbursement request with the Fayette County Engineer's office
- Attended the annual Iowa Great Places meeting on September 9, 2019
- Wrote and submitted an annual Iowa Great Places report
- Coordinated installation of a replacement Iowa Great places Road Sign (Clermont)





Downtown - Elgin, Iowa



### Accomplishments

- Provided verbal and written reports at regularly scheduled TRRC Board meetings
- Identified opportunities to leverage TRRC funds and work with the TRRC Board to develop a strategy to maximize their funding and Corridor impact

## TASK 8

### ACCOUNTABILITY & SUSTAINABILITY

### Highlights

- Reported activities to TRRC Board members.
- Finalized 2019 Turkey River Recreational Corridor report and presented to TRRC partner entities.

Communicate with and engage TRRC Board members and partner entities.

NE IA RC&D will write up to one large infrastructure grant per year, as funding needs require, that will further the development of infrastructure related to the TRRC's mission and goals.\* \$1,000 will be allocated from the TRRC budget for NE IA RC&D's up front grant writing fee.

## TASK 9

### LARGE INFRASTRUCTURE GRANT WRITING

### Highlights

- Provided letters of support for Clayton County Conservation's State Rec. Trails and Fed. Rec. Trails grant applications
- Submitted Clayton County Conservation (Motor Mill Trail) REAP Grant.



Fishing at the Elkader Whitewater Park - Elkader, Iowa (Photo Credit: Rockadot)

## VISION PLAN DRAFT

The TRRC Board is currently working to implement various projects in association with the strategic priorities and goals below.

### Strategic Priorities

TRRC Expansion & Promotion

Natural Resource Conservation & Enhancement

Recreational Opportunity Expansion

Historic & Archaeological Preservation & Restoration

Community & Regional Development

Economic Development & Tourism

Art/Cultural Support & Expansion

Goals and projects for leadership and/or partnership have been identified by the TRRC Board:

- Social Media Promotion: Facebook, Twitter, Instagram, YouTube
- Website Improvement: Interactive Map and Attraction Listings
- Event Partnerships: Workshops, 5ks, Trivia Nights, Fundraisers
- Promotional Materials: Trout Guides, Hiking Guides, Water Trail Guide
- Marketing and Advertising Partnerships: Mediacom, Turkey River Videos
- Turkey River Dam Mitigation: Studies, Feasibility, Cost Estimates
- Natural Resource Area Interpretation: Osborne, Gilbertsons
- Water Quality Improvement and Flood Mitigation: TRWMA Signage
- Multi-Use Recreational Trail Development: Motor Mill, Elkader to Elgin
- Visitor Resource Expansion: Trail Signage, Mile Markers, Interpretation
- Turkey River Water Trail Improvement: Launches, Safety
- Historic Structure Restoration: Clermont Depot, Larrabee, Keystone Bridge
- Historic Site Interpretation: George Maier, Osborne Pioneer Village, Depot
- Public Facility Development: Clermont Planning, Elgin Bandstand
- Community Wayfinding Improvement: Elkader Visioning
- City Park Development & Expansion: Play Equipment (Bouldering Boulders)
- Local Business Expansion: Recreation Outfitters, Bicycle Rentals
- Art and Cultural Expansion: Trail Art, Elkader Art in the Alley

The vision plan is a living, breathing documents and is regularly updated with new projects and ideas. Projects benefit the entire Turkey River Corridor and all of its communities and partners, including the City of Clermont, City of Elgin, City of Elkader, and Motor Mill Historic Site.



## FISCAL YEAR 2020 BOARD MEMBERS

### Representatives

- Jennifer Cowsert (City of Elkader) \*Vice-Chair
- Sharon Harris (Clermont City Council)
- Bob Hendrickson (Elkader City Council)
- Rod Marlatt (Fayette County Conservation) \*Chair
- Matt McElree (Assistant to the Fayette County Engineer)
- Alex Popenhagen (Elgin City Council)
- Kenneth Slocum (Clayton County Conservation)
- Marty Stanbrough (Fayette County Supervisor)
- Larry Stone (Motor Mill Foundation)

### Alternates

- Janell Bradley (Fayette County Supervisor)
- Aimee Hilgerson (Elgin City Council)
- Jenna Pollock (Clayton County Conservation)
- Dina Taylor (Clermont City Council)



## FISCAL YEAR 2020 FINANCIAL REPORT

July 1, 2019-June 30, 2020

Total Projected Income (Partner Contributions, Grants, Fundraising, etc.): \$39,278.08

Total Projected Expenses (Programming, Events, Supplies, Personnel, Grants, etc.): \$38,228.82

Note: These funds include completed and projected work for Fiscal Year 2020. Income and expenses listed above do not reflect projects lead by partnering entities. TRRC Board Members receive monthly financial reports that provide income and expense details.

TRRC funds are audited as part of the Northeast Iowa RC&D Annual Audit. (Proof of audit is available upon request).

## FISCAL YEAR 2021 REQUEST

July 1, 2020-June 30, 2021

The Turkey River Recreational Corridor Board would like to request a total contribution of \$31,000 from partner entities for activities to be carried out in Fiscal Year 2021. A detailed contract for services and task list for Fiscal Year 2021 will be determined by the TRRC Board of Directors prior to the start of Fiscal Year 2021.



Turkey River Recreational Corridor  
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