

# Western Iowa Tourism Region Membership Meeting

Wed., Oct. 24, 2018

Registration begins at 10 a.m.

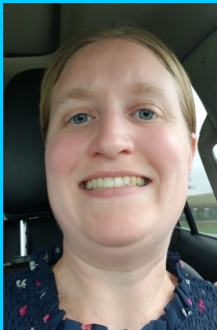
Saints Center for Culture & the  
Arts, 320 N. Fremont St., Stuart



## There are some great opportunities in Iowa, but who do we contact?



**Bethany Waltersdorf,**  
Right of Way Agent



Bethany Waltersdorf has been a Right of Way Agent with the Advertising Management section of the Iowa DOT for 9 years. Currently she is the Coordinator of the Tourist Oriented Directional Signing (TODS) program, Private Directional signing program and the Violation program.

### So what sign program is best for you?

**TODS** Tourist Oriented Directional Signs are located along primary routes in rural areas to identify activities or sites of interest to the traveling public.

**Private Directional Signs** are intended to inform motorists of public & privately owned attractions.

**Logo Signs** are along interstates & primary highways of service attractions for the traveling public.

**Billboards** are off premise signs that identify locations other than the sign site.

**Official, City, county & public agencies signs** display non-commercial destination information.



### **Brad Riphagen,** Field Coordinator

Southwest & Western Iowa  
He has been a Trees Forever Field Coordinator since 1995 and has worked in almost all of the program areas. Brad is energized by the interaction with volunteers around the state and especially in southwest and western Iowa.



### **Iowa Living Roadways Community Visioning**

Encourages visionary & strategic thinking about improvements in smaller communities with the development of conceptual plans for improvements.

### **Trails Visioning**

Works with a trail group to identify attributes and opportunities for improvements to trails.

### **Iowa Living Roadways Projects**

Helping smaller communities compete for additional funds to enhance their transportation corridors for residents and travelers alike, and beautification of communities.

**Ask questions about how you can become involved.**