

Keep Iowa Beautiful®

Winter 2019

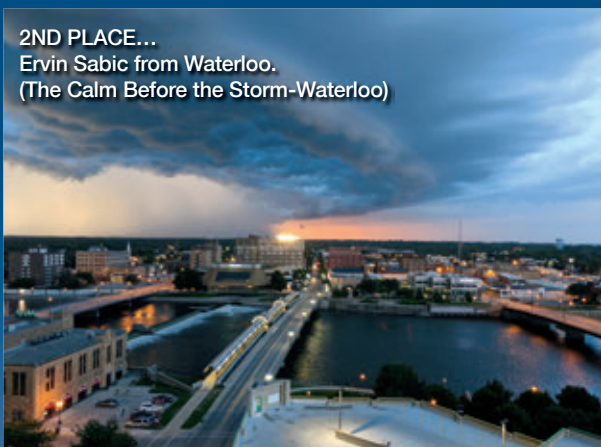
KEEP IOWA BEAUTIFUL PHOTOGRAPHY CONTEST WINNERS



1ST PLACE...
Justin Rogers from Ankeny.
(Boone & Scenic Valley Railroad Steam Engine)

Keep Iowa Beautiful (KIB) is announcing the winners of the 9th Keep Iowa Beautiful Photography Contest aimed at raising awareness of Iowa's natural and environmental beauty. KIB wants to learn what resonates with Iowans based on the photographs they share through this annual photography contest. The contest is a great way for Iowans to share what they like about rural and urban Iowa.

The photos will be featured in KIB's quarterly newsletter and on the KIB website during the year: www.keeptowabeautiful.com
Over 90 entries were received.

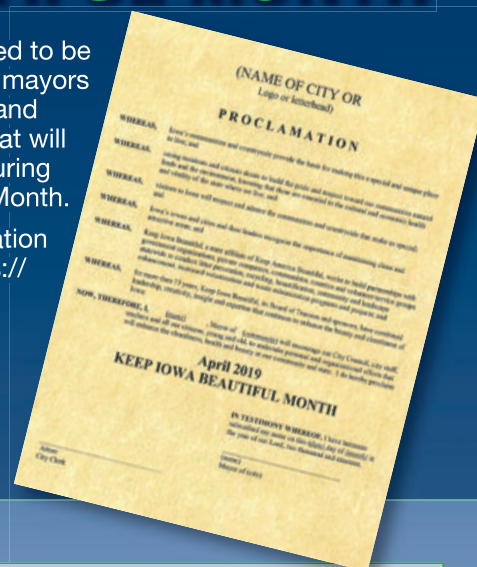


2ND PLACE...
Ervin Sabic from Waterloo.
(The Calm Before the Storm-Waterloo)

APRIL IS KEEP IOWA BEAUTIFUL MONTH

This proclamation is designed to be personalized by community mayors to encourage local officials and residents to plan projects that will enhance their community during April's Keep Iowa Beautiful Month.

PDF copies of this proclamation can be downloaded at <https://bit.ly/2EZDWTj> Please encourage your community city council and mayor to proclaim April as Keep Iowa Beautiful month.



3RD PLACE...
Willard Sharp from Madrid.
(Summer Thunderstorm Near Parkersburg)

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www.keeptowabeautiful.com

NEW BOARD OFFICERS

At the November meeting of the Keep Iowa Board of Directors, a new Chair and Vice-Chair were elected and the secretary and treasurer were reelected.

- Reo Menning was elected Chair and will replace Miriam Erickson Brown who has served on the Board since 2000 and Chair the last two years.
- Mike Richardson was elected Vice-Chair and will replace Kevin Techau. Re-elected was Secretary Scott Smith of Boone and Treasurer Doug Shull of Indianola.

The officers will assume their new duties at the February Board meeting.

Brief bios and photos of the Board officers are below.

CHAIR REO MENNING is Executive Vice President of the Petroleum Marketers and Convenience Stores of Iowa (PMCI) and RINAlliance, Inc®. Prior to PMCI, she was Executive Director of Metro Waste Authority. She's been a member of the KIB board since 2009, and most recently joined the Board of Chrysalis Foundation. She's also served on the Clive Library Board. "Every day, Keep Iowa Beautiful invests in the future of Iowa. We help our communities and regions develop a vision to prosper, and put that vision into action," said Reo Menning. "KIB teaches kids to be stewards of their communities. And it develops future leaders who are driven to ensure we have healthy, vibrant places for all Iowans to call home," she added. "KIB's Board assists with fundraising and provides guidance in making this happen. I'm proud to play a small part in helping this organization achieve its goals."



Reo Menning

VICE-CHAIR MIKE RICHARDSON joined Casey's General Stores Inc. as a field operations supervisor IN 1978. He has served as a store supervisor, District manager, Advertising Director and currently as Vice President of Marketing and Advertising. Mike's activities outside of work have included working in various capacities with the cities and charities where he has lived. From 2008 to 2010 Mike served on the Pleasant Hill Parks and Recreation Committee, was voted Citizen of the Year in 2009 by the Pleasant Hill Iowa Chamber of Commerce and was elected Mayor of Pleasant Hill, IA in 2011 where he served until 2014.



Mike Richardson

SECRETARY SCOTT SMITH is the Loss Control Representative for the Iowa Municipalities Workers' Compensation Association. Scott is part of the IMWCA Loss Control Team that works with Iowa cities, counties, and 28E entities to develop and implement strategies to reduce employee injuries. From 1998 to the 2014 Scott served as the Landfill Administrator/Recycling Coordinator of the Boone County Regional Landfill & Recycling Center and Keep Boone County Beautiful for Boone County, Iowa.



Scott Smith

Scott has worked for governments in Arkansas, Iowa, Chicagoland, and Pennsylvania. In 1986, Scott was honored to be selected as a Legislative Fellow with the Pennsylvania House of Representatives. He received his MPA from the University of Pittsburgh and his B.A. in political science from Indiana University of Pennsylvania.

TREASURER DOUG SHULL is a former State Senator. Doug is a CPA and currently serves as chair to the Warren County Board of Supervisors. Now retired, he served as CFO to Casey's General Stores. Along with being a founding member of Keep Iowa Beautiful Board of Directors, Doug serves on the Bankers Trust Board. He has been Chairman of the Iowa Board of Accountancy and a member of the Iowa Department of Transportation Commission.



Doug Shull

ADD YOUR NAME OR COMPANY NAME TO THE LIST BELOW AND BECOME A

KEEP IOWA BEAUTIFUL SPONSOR.

THESE ARE THE ACTIVE SPONSORS AS OF DECEMBER 1, 2018.

CORPORATE

Albaugh LLC
BH Iowa Gas Utility CO LLC
Casey's General Stores
Fareway Stores, Inc.
FBL Financial Group, Inc.
Iowa Association of Business & Industry
Iowa Bankers Insurance & Services, Inc.
Iowa Farm Bureau Foundation
Iowa Gaming Association
Iowa Natural Heritage Foundation
Keck Inc
Krause Gentle Foundation
Kreg Enterprises Inc
MidAmerican Energy Company
Mindz Eye Marketing LLC
Petroleum Marketers and Convenience
Stores of Iowa
Plastic Recycling of Iowa Falls Inc
Riley Resource Group
Robert W. Baird and Co. Incorporated
Sparta Environmental LLC
Strategic America, Inc.
Vogel Foundation
Willis Auto Campus

NON-PROFITS

Boone County Auditor
City of Adel
City of Bondurant
City of Fonda
City of Grimes
City of Laurens
City of Lime Springs
City of Lohrville
City of McGregor
City of Neola, Iowa
City of Ogden
City of Ottumwa
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City of Reinbeck
City of Wall Lake
City of Windsor Heights
East Central Intergovernmental Assoc.
Edgewood Chamber of Commerce
Grinnell Mutual Reinsurance Company
Iowa Area Development Group
Iowa Assn of County
Montrose Riverfront Inc
South Central Iowa Solid Waste Agency
United Way and Community Foundation
Waste Commission of Scott County

FAMILY

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Weld Family Farms



KEEP AMERICA BEAUTIFUL AFFILIATE

Building Stronger Communities
Developing Sustainable Futures

Keep Iowa Beautiful encourages Iowans to bring cultural and economic vitality into communities through improvement and enhancement programs.

JOIN YOUR NEIGHBORS AND BECOME A SPONSOR!

The face of Iowa reflects the cultural and economic vitality of its countryside, towns and cities. When these areas shine, Iowa shines! Through the financial support of our sponsors like you, partners and grants that make our communities a priority, we all help Iowa shine.

You may fill out this form and send a check to KIB at the address below or use our website and pay online at www.KeepIowaBeautiful.com

Name of individual, business or nonprofit

Contact for business or nonprofit

Mailing address

City

State

Zip

\$----- Corporate (\$250/yr)

\$----- Nonprofit (\$100/yr)

\$----- Family (\$50/yr)

Your donation enhances community cultural and economic vitality - strengthening the community and increasing its chance for not simply survival, but growth with increased pride.



Keep Iowa Beautiful is a 501c3. Your contributions are tax deductible. Tax ID# 42-1497912

KEEP IOWA BEAUTIFUL, 300 E. Locust St.-Ste 100, Des Moines, IA 50309

News from some of our Hometown Pride Communities



CLINTON – The Confucius International Education Group boarding school has opened and accepted 15 international students.



SIDNEY – We would like to officially welcome JB Parts & Supply – NAPA Clarinda, Shenandoah and Sidney!



BELLEVUE – Students in Bellevue raised over \$1900 for the Cole Park playground and Bellevue State Bank matched \$500 helping to raise nearly \$2,500.



PRAIRIE CITY – The Garden Square Park bandstand in Prairie City has been refurbishment thanks to Prairie City Hometown Pride.



ROLFE – The Rolfe Hometown Pride Community Dedication was held this fall for the Three Rivers Trailhead Shelter House Restrooms.



HAMBURG – Popcorn Day was celebrated with a parade on September 7th featuring this impressive Clydesdale rig. Rides were given at City Park following the parade.



Keep Iowa Beautiful and Diamond Vogel Paint have given away 9,640 gallons of paint.

Over 786 community projects have received free paint.

Bob Byers Environmental Scholarships and William J. Fultz Communications & Marketing Scholarship



46 scholarships have been awarded to graduating Iowa high school seniors.

Keep Iowa Beautiful

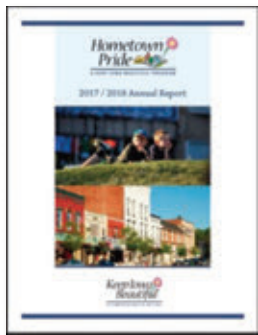
KEEP AMERICA BEAUTIFUL AFFILIATE

Keep Iowa Beautiful was founded in 2000

Keep Iowa Beautiful Seeking New County / Community Partners



Keep Iowa Beautiful (KIB) is excited to announce that it will be expanding its Hometown Pride program in the next five years beginning in 2019. The program, developed in 2012, walks alongside qualifying Iowa communities and coaches them to a more vibrant future. This effort enhances the community and its cultural and economic vitality – strengthening the community and increasing its chance for not simply survival, but growth with increased pride.



“The normal model for the program is for a county and all its communities to agree to the program along with the local economic development entity for that county. One coach can serve from seven to 14 communities. In this manner the program becomes economically feasible and desirable. Another approach could be regional in nature, for example, a chain of communities along a highway corridor, river or trail. A physical or political reason or feature that has a need for the communities to work together around a common purpose. The key is having a larger number of communities (seven to 14) for the Hometown Pride coach to work with and a common goal. This program is not designed for single communities.”
Quote from Gerald F. Schnepf – Executive Director of Keep Iowa Beautiful.

The Hometown Pride program offers leadership training, skill development, planning guidance, youth service learning and a variety of educational components, tools, and solutions for community development. Qualifying communities receive five years of long-term technical and professional coaching assistance. During that time, our trained coaches work to deliver a sense of stability and empowerment. The coaches don’t play the game, but they provide the support and guidance that is required for the communities to succeed. When implemented, communities are rewarded with sustainable plans and programs through leadership and skill development as well as financial security.

KIB Commitment

- \$40,000 per year / \$200,000 total financial match over five years;
- Community coach recruitment assistance, tool kit access, and annual performance reviews with the steering committee;
- Sustainability concepts and leadership and skill development.

Local Commitment

- Five-year commitment by county, communities and the economic development group;
- Establishment of a strongly motivated local steering committee;
- \$40,000 per year / \$200,000 total financial match over five years;

Letter of Interest

- Due by March 15, 2019;
- Identify list of committed communities and contacts within county or region;
- Include statement of financial commitment and identified source of funding;
- Indicate timeframe for program; i.e. how quickly the region, county and communities could initiate their commitments of leadership, dollars and structure.



More Information

Visit the KIB website at www.KeepIowaBeautiful.com/hometown-pride to view our annual reports, explore a sampling of the documents involved in establishing the program, and find a listing of existing and past Hometown Pride communities and their community coaches.

Contact: Gerald F. Schnepf, KIB Executive Director: 515-323-6507 or gschnepf@keepiowabeautiful.com

HOMETOWN PRIDE COACHES CORNER

Building Stronger Communities – Developing Sustainable Futures

Hometown Pride — ClintonCounty-LostNation

Lost Nation HTP committee sponsored the community Halloween event.



Hometown Pride — Sac County-Schaller

A year-long project for Schaller Hometown Pride has been updating all of the signs in their community. These have included all new street signs and new wayfinding signs and now their new entry signs.



Hometown Pride — Pocahontas-Reynolds visit

Governor Kim Reynolds and Lt. Governor Adam Gregg (center) visited Pocahontas in December to talk with community and county leaders about the Pocahontas County Hometown Pride Program and to learn more about the program's accomplishments during the past six years. Hometown Pride Committee members discussed some of their signature community projects with the Governor and Lt. Governor during the visit. Since the program began in 2012, the nine Hometown Pride Committees have received 178 grants for community projects totaling \$1,065,000.

"Empowered by their communities and providing a 'can-do' spirit, the Hometown Pride Committees along with other community volunteers are making a difference in Pocahontas County," stated Margo Underwood, Pocahontas County Hometown Pride Community Coach.



Hometown Pride — Jasper Co-trail

Good news from Iowa DOT for Monroe and Prairie City Hometown Pride. The staff review committee for the Federal Recreation Trails Program has released their recommendations for funding and they include \$531,000 for the Red Rock Prairie Trail. This is the final piece of the \$2.2 million estimated expense of constructing the first phase of the trail between Monroe, through Prairie City, to the entrance of the Neal Smith National Wildlife Refuge. The trail is currently under design with a spring letting and summer construction planned.

The first phase of the Red Rock Prairie Trail is approximately 9 miles in length. It will eventually be extended south to Lake Red Rock and west to Mitchellville, and eventually to into Altoona where it will connect with the Gay Lea Wilson Trail. It will also extend north to link with the Chichaqua Valley Trail.

A series of grants which total \$2.2 million have been procured by the partnership of Jasper County Conservation, Monroe Hometown Pride and Prairie City Hometown Pride. Valuable assistance has been provided by the Iowa Natural Heritage Foundation. Monroe is currently fundraising for a pavilion and restroom structure for the Monroe trailhead.

We look forward to the ribbon cutting this summer!





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Des Moines, Iowa 50309

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HOMETOWN PRIDE COACHES CORNER (cont.)

Hometown Pride — Dubuque, Jackson & Jones

This past summer, several of our partners in the Grant Wood Loop region were contacted by Wellmark to participate in a video they were planning to make, that would highlight the many projects they helped support.

Last week we received a copy of the final product. The Wellmark Foundation has been a tremendous partner. We appreciate their financial investment and this additional publicity for our efforts. <https://youtu.be/dhhuyzM-wKI>

A \$3.8 million federal grant could help pay for the largest-ever municipal construction project in Maquoketa.

The U.S. Department of Transportation recently awarded the Better Utilizing Investments to Leverage Development grant for the project along Platt Street/Iowa 64 — the main east-west artery through town.

The grant was awarded for a \$9.5 million project that would feature the total reconstruction of Platt Street and the installation of new storm and sewer mains and a fiber-optic network for broadband.

“We feel like this grant means that others are taking notes of our community investment and we really believe it will move the community forward,” said Maquoketa Area Chamber of Commerce Executive Director Wendy McCartt.

