



Quarterly Newsletter



Keep Iowa Beautiful Board of Directors / Staff

EXECUTIVE COMMITTEE

Donald F. Lamberti

Co-Chair
Ankeny

Robert D. Ray

Co-Chair
Des Moines

Anthony J. Colosimo

Secretary
Des Moines

Thomas B. Hadden, III

Treasurer
Altoona

BOARD MEMBERS

Miriam Erickson Brown

Des Moines

William J. Fultz

Des Moines

Kathy Morris

Davenport

Ron Pearson

Des Moines

John Schneller

West Des Moines

Doug Shull

Indianola

Ed Skinner

Altoona

Mark Wandro

Ames

STAFF

Gerald F. Schnepf

Executive Director

William H. Jackson

Consultant



Iowa Department of Transportation... Check-off Funds Awarded

According to Iowa Department of Transportation officials, 18 Iowa communities or non-profit organizations have been awarded funds from the Keep Iowa Beautiful (KIB) check-off grant program.

Funding for this program is generated through Iowa's state income tax check-off. This is the second year of funding for the program. During the 2002 tax year \$62,784 in check-off funding was received. Seventy percent of those funds are allocated to local beautification efforts and 30 percent to KIB's statewide initiatives.

DOT Program Administrator Kathy Ridnour said, "For the second year Iowa taxpayers have sent the message they consider the Keep Iowa Beautiful initiative valuable. They have seen their contributions having an excellent return on their investment."

Projects funded from the 2002 tax check-off are:

- ? Marshalltown Central Business District; \$5,000
- ? Jackson Elementary Parent Teacher Association (Davenport); \$4,000
- ? Guttenberg River Front Development Task Force; \$2,950
- ? Iowa Recycling Association (Des Moines); \$2,600
- ? Shenandoah Community School; \$4,000
- ? Keep Fort Dodge Beautiful; \$5,000
- ? Orange City Parks Department; \$1,588
- ? Downtown Partnership of Sioux City; \$3,000
- ? City of Linn Grove; \$3,000
- ? Harris-Lake Park Community School; \$1,500
- ? Long Grove Park Board; \$1,000
- ? Randall Community Club; \$750
- ? City of Dows; \$4,000
- ? North End Partnership Association (Mason City); \$1,000
- ? Hartman Reserve Nature Center (Cedar Falls); 1,989
- ? Bank of Memories Museum/City of Orient; \$300
- ? Williams Intermediate School Science Club (Davenport); \$1,000
- ? Carlisle Garden Club; \$1,000

Local applicants received \$43,677 in funding to implement community projects related to litter removal, litter prevention, beautification, waste management or recycling, illegal dumping abatement, and public nuisance abatement. The remaining \$19,107 will be used for statewide efforts.

During the first two years of the program Iowans "checked-off" nearly \$120,000. Grants were awarded to 28 communities or non-profit organizations.

The next deadline for submittal of applications is Dec. 31, 2004. Project application forms are available online at: www.dot.state.ia.us/forms/index.htm.

PAINT IOWA BEAUTIFUL

Diamond Vogel Paint and Keep Iowa Beautiful awarded 500 gallons of paint to 33 projects. The program provides free paint to a wide variety of public service projects throughout the State. Drew Vogel, President and CEO said, "Diamond Vogel has long been a supporter and donor to various paint projects within the State. The partnership with Keep Iowa Beautiful allows us to focus our charitable donation of paint to projects that are more diverse in nature and that will effectively improve the beauty of Iowa."

Diamond Vogel was pleased and excited with the inaugural program and doubled the number of gallons this year.

Diamond Vogel is an Iowa based, family owned company started in 1926 by Andrew Vogel. They serve 13 states with seven manufacturing facilities and over 80 service center outlets.

This year there were over 90 applications. All were very good and worthwhile projects. Awards were made to:

ORGANIZATION

Albia Chamber of Commerce
Algona Morwens Kiwanis Club
Anamosa Comm. HS
Belmond Historical Soc.
Bryant-Page Elem. School
Butler Co. Historical Society
Carlisle
City of Cumberland
Corwith Beautification Comm.
Earlham Historic Soc.
Fairfield Beautification Comm.
Fejervary Neighborhood Assoc.
Forest City Chamber
Friend of the Fair
Guthrie Co. Ext
Hardin Co. Farm Museum
IA Lincoln Hwy Assoc
Johnston Hist. Soc.
Laura Ingalls Wilder Park/Museum
Lester Friendly 4-H Club
Louisa Co. Historical Society
Marion Co. Historical Society
Mason P&R
Mt. Ayr Chamber
Murray Com. Res. Dev.
Rock Rapids Mural Soc.
Sioux City Goodwill Ind.
Siouxland Hist. RR Assoc.
St. Theresa's Cath. Grade Sch.
Time for Tots Daycare/Preschool
Urbandale Lions Club
Ushers Ferry Historic Village
Utica Lucky 4's 4-H

PROJECT TYPE

Historic Structure
Local Homes
Mural Painting
One Room Schoolhouse
US Maps at Playgrounds
Anna Pals' 1910 Sears House
Downtown Mural
Historic Grocery Store
Park Facilities
Hockett Historic House
Paintathon
Graffiti/Train Tressels
Two Main Street Bldgs.
Barn for Fairgrounds
Mural Wall
Ag. Display Bldg. Ext
Historic Streets
Hist. Farm House
Hotel Museum Exterior
Historical Fire Station
Historic Structure
Great Western Coach Inn
Locomotive
Town Park Shelter Houses
Brush School/Bandstand
Exterior Mural
Summer Camp Buildings
Roundhouse Bldg.
U.S. Playground Map
Exterior of Day Care Center
Gazebo Floor
Historic Building
Cemetery Restoration

Keep Iowa Beautiful is the charitable riding partner for MotorIoway. To learn more about MotorIoway's 500 mile classic car tour in June, check out their website at: www.motormemories.com

A Big Thanks To All The...

KIB Volunteers

Volunteers staffed the Keep Iowa Beautiful booth at this years Iowa Flower, Lawn & Garden Show and Sale in March at the Iowa State Fair grounds. This years show attracted nearly 10,000 visitors stopping by 400 booths at the Varied Industries Building.

Don't forget to mark August 12-22, 2004 on your calendars! It's the Sesquicentennial anniversary (150 years) of the Iowa State Fair and we will again be looking for volunteers to staff the KIB booth. **If you would like to volunteer to work the booth, please contact Bill Jackson 515-323-6537 or bjackson@keepiowabeautiful.com**



Volunteers Pat and Bob Stump from Carlisle.



Volunteers Peter Streit (manager of Hy-Vee) from West Des Moines and Dorothy McClatchey from DM



Volunteer Larry Barnett of Des Moines and KIB Board member Kathy Morris from Buffalo.



Visit us at: www.keepiowabeautiful.com

The \$62.50 Sandwich...

By Gerald F. Schnepf

Buying a sandwich normally costs between \$1 and \$10. It is not often that you pay \$62.50 for a sandwich. There is a story behind this expensive sandwich. Not long ago I was visiting with a Deputy Sheriff from one of Iowa's more urban counties. The subject of the visit was my favorite topic of littering, litter laws and enforcement or lack of enforcement. During the visit it was discovered that the officer had never written a ticket for littering. I challenged the officer to watch for someone littering.

I recently had an e-mail from that Deputy indicating that he had written his first litter ticket. It was to a woman that he had seen throw a fast food sandwich bag from her car. Needless to say the woman was highly upset. She became even more upset when she discovered that it was going to cost her not only the \$35 dollar littering penalty but and additional \$10.50 surcharge and \$17.00 in court costs for a grand total of \$62.50. It was an expensive sandwich – probably the highest price she has ever paid for one. It is even more costly for society if everyone is allowed to litter. We can ask if the penalty is too high or we might even question whether it is high enough to serve as a deterrent.

Littering is not a crime that rates up there with severe criminal actions with the exception that the enforcement community has found that if they maintain active enforcement of smaller crimes like littering, it can have the impact of reducing the level of larger crimes. This has proven to be the case in New York City under former Mayor Giuliani is now the case under the new Police Chief of Los Angeles – Bill Bratton. In approximately one year's time, through the enforcement of smaller crimes, the homicide rate in Los Angeles has been reduced by over 20%.

It's called paying attention to detail – littering is one of those details. In the enforcement world it is called "Broken Window Enforcement" If you don't repair a broken window it sends the message the rest of the windows are free to break and the downhill slide begins for the building and potentially the neighborhood. The broken window is a sign or symbol of civil disobedience just as litter is a symbol. Other "smaller" crimes such as vandalism, drug dealing and use, public intoxication, purse snatching, graffiti, turnstile jumping are also signs of civil disorder or disobedience "broken windows". They are "warning signs", details that tell something is wrong in society.

Throwing out the sandwich bag is one of those signs of disregard or disrespect. The story of the \$62.50 sandwich is one that will be spread around the community. When that happens it will have the additional impact of spreading the lesson to others – it becomes infectious. Enforcing the small or non-violent laws can have a significant impact on society and making it an attractive place to live and work – improving our quality of life.

Miniature Golf Tournaments...

Benefit Keep Iowa Beautiful

The Northwest Iowa community of Cleghorn is host to the Iowa Lions Miniature Golf Tournament and the Iowegian KIB Masters Miniature Golf Tournament. Dates for the event scheduled for the Heritage Links Miniature Golf Course are May 30-June 5.

The beautiful and uniquely crafted miniature golf course is surrounded by a native Iowa arboretum. The educational arboretum consists of 40 different identified native Iowa tree species. There are many activities planned in Northwest Iowa over the Memorial Day weekend including: Lewis and Clark activities, the Loess Hills Prairie Seminar and the Cherokee Rodeo. Many will be camping and visiting Iowa's beautiful state parks.

Participation in the week long event can be any day between 1:00-7:00 PM and will cost \$10 for two rounds of golf.

Proceeds from the tournament will go to Keep Iowa Beautiful, The Lions Club International Fund, The Iowa Lions Foundation, The Leader Dog Program and the Marcus-Meriden-Cleghorn Educational Foundation.

For more information contact Robert Byers-712-436-2552 or e-mail SREYBDR@NETINS.NET

New Program for...

Keep Boone County Beautiful

Keep Boone County Beautiful, Boone County Conservation Board and Boone County Engineers office have created an "Adopt-A-County Road" program.

The objective of the program is to create public awareness of environmental needs along the county's secondary roads by making adopted sections an example of opportunities to improve the aesthetics of their county.

Pictured below are Missy King, Boone County Naturalist (contact her for information 515-795-2809), and Lois Powers, Coordinator of KBCB.



Visit us at: www.keeptowabeautiful.com



300 East Locust, Suite 100
Des Moines, Iowa 50309

Return Service Requested

Nonprofit Org.
U.S. Postage Paid
Des Moines, IA
Permit No. 5525

2004 Calendar

March-May –Great American Cleanup

May 30-June 5—Miniature Golf Tournaments-Cleghorn

August 12-22—Iowa State Fair—Volunteer to work the KIB booth-Call now & reserve a time.

September 2—2nd Annual Tee Off On Trash Golf Outing

October 20-22-Iowa/Nebraska LITTER/BEAUTIFICATION Conference – at the Lied Center-Nebraska City

December 31—KIB Check-off Grant Deadline

New KIB Board Member

John C. Schneller has been elected to the Keep Iowa Beautiful (KIB) Board of Directors. Mr. Schneller began a career with The MONY group 31 years ago and has Managing Director in Iowa for the last 10 years.

“It is important to educate people on the long term disastrous effects of litter,” Schneller said, **“There is no reason Iowa should not be the cleanest state in the country.”**

Through the generosity of John Schneller and his wife Judy, The Litter Enforcement Award program was established. Each year two enforcement officers are honored for their efforts in keeping their community beautiful and awarded \$1,000 for their favorite charity.

KIB AFFILIATES

Clarion Enhancement Team
Fairfield Beautification Comm.
Keep Boone County Beautiful
Keep Central Iowa Beautiful:

- Altoona**
- Ankeny**
- Bondurant**
- Carlisle**
- Clive**
- Mitchellville**
- Norwalk**
- Pleasant Hill**
- Polk City**
- Urbandale**
- West Des Moines**
- Windsor Heights**

Keep Fort Dodge Beautiful
Keep Linn County Beautiful
Keep Richland Beautiful
Keep Scott County Beautiful
Keep Woodward Beautiful
Leon Beatification Committee

SEND US SOME GREEN AND HELP KEEP IOWA BEAUTIFUL

MAKE YOUR COMMITMENT TODAY...BECOME AN ANNUAL SUPPORTER

Your dollars are needed to support our education programs, our affiliates program, website and this newsletter.

KIB is a charitable organization under Section 501 (c) (3) of the IRS code & your donation is tax deductible

FOR A \$25 CONTRIBUTION WE WILL SEND YOU A BEAUTIFUL WILD ROSE LAPEL PIN

Your Name _____
Address _____
City, State, Zip _____

Return this coupon & your check:
Keep Iowa Beautiful
300 E. Locust-Suite 100, Des Moines 50309



Visit us at: www.keeptowabeautiful.com
Contact us at: Gerald F. Schnepf gschnepf@keeptowabeautiful.com
515-323-6507
William H. Jackson bjackson@keeptowabeautiful.com
515-323-6537
Fax: 515-244-9477