

Four elected to KIB board

At the February meeting of Keep Iowa Beautiful Board of Directors four new members were elected to the Board. Doug Shull was elected treasurer replacing Thomas B. Hadden III. A complete list of officers and board members is on page two.



REO MENNING

Public Affairs Director at Metro Waste Authority



DENNY PRESNALL

Executive Director, Iowa Farm Bureau



MARGO UNDERWOOD

Community & Municipal Relations Representative, Waste Management



KENNETH W. WALLER

Executive Vice President & Chief Administrative Officer, Hy-Vee Inc.



Spring 2009

Keep Iowa Beautiful program funds awarded

According to Iowa Department of Transportation (DOT) officials, nine Iowa communities or nonprofit organizations have been awarded funds from the Keep Iowa Beautiful (KIB) program.

Funding for this program is generated through Iowa's state income tax check-off, which generated \$29,510 in the 2007 tax year. This is the sixth and final year of funding for the program, and applications totaling \$67,777 were received. Seventy percent of those funds are allocated to local beautification efforts and 30 percent to KIB's statewide initiatives.

Iowa DOT Program Administrator Kathy Ridnour said, "In the six years since the tax check-off began for Keep Iowa Beautiful projects, Iowans have given generously and are now seeing their contributions make a real and lasting impact in many Iowa communities. The Iowa DOT is proud to continue to be part of the Keep Iowa Beautiful effort."

Projects funded from this round of funding are:

- Charles City Area Chamber of Commerce - \$2,500
- Greenfield Chamber/Main Street - \$2,800
- Hamilton County Agricultural Extension District - \$850
- Iowa Whitewater Coalition Inc. - \$2,000
- City of Kellogg - \$2,500
- Red Oak Optimist Club and Rotary Club - \$2,812
- River Action Inc. - \$2,500
- City of Sioux City - \$3,000
- Winneshiek County Soil and Water Conservation District - \$1,696

Local applicants received \$20,658 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 \$8,852 will be used for statewide efforts.

Deep River - Millersburg School awards



L-R Katie Clabaugh, Maggie Anthony, Maria Van Dee and teacher Barb Hagerty.

Awards are given out twice each school year -- mid-semester and end of the year. The "Making It A Better World" award is given to students (and staff) nominated by school personal who are noticed doing more to help keep their school buildings, school grounds or community clean of litter and MORE BEAUTIFUL.

Inside

New Flood Recovery Effort for Columbus Junction	3
KIB Receives Grant	3
D.O.T Grant to Promote NOLITTR Hotline	3
Board Election	4

Return Service Requested

Des Moines, Iowa 50309

300 East Locust • Suite 100



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



Board of Directors

- Kevin Techau
Chairman
- Donald F. Lamberti
Honorary Co-Chair
- Robert D. Ray
Honorary Co-Chair
- Anthony J. Colosimo
Secretary
- Doug Shull
Treasurer
- Miriam Erickson Brown
Des Moines
- William J. Fultz
Des Moines
- Reo Menning
Des Moines
- Kathy Morris
Davenport
- Denny Presnall
West Des Moines
- Nancy Richardson
Ames
- Janis Ruan
Des Moines
- Margo Underwood
Mason City
- Kenneth Waller
West Des Moines
- Inky Westfall
Council Bluffs

Staff

- Gerald F. Schnepf
Executive Director
515-323-6507
 - William H. Jackson
Associate Director
515-323-6537
 - Beth Hicks
Director of Advancement Services
515-556-0586
 - Jim Gabriel
Education Consultant
319-430-0216
- www.KeepIowaBeautiful.com

Smoke, Smoke, Smoke That Cigarette!

Gerald F. Schnepf, Executive Director



This phrase from the popular Phil Harris song back in the 50's and 60's lamented cigarettes and the health problem they caused. The second line to that song is "Puff, puff, puff and if you puff yourself to death, tell St. Peter at the Golden Gate that you just hated to make him wait!" Smoking continues to be a health threat today and also translates into a significant litter and environmental problem for not only Iowa, but the nation.

Iowans have a strong sense of pride in their State. They get highly irritated when they pull up behind a vehicle and see the driver or a passenger throw a cigarette butt out the window. The same is true when running the gauntlet of smokers outside a business building and having to look at the cigarette butts on the ground (even with smoking receptacles nearby).

There are an estimated 430,000 smokers

in Iowa according to the Iowa Department of Public Health (early 2008 data). Assuming an average of one pack smoked a day, smokers produce an estimated:

- 7,300 cigarette butts per year per smoker.
- 31,390,000 butts (the majority of those are with a filter) per year, with each weighing 0.10 of an ounce or 2.0 ounces per pack.
- 2,341,750 pounds (approximately 142 tons) of cigarette butts per year.
- That represents 7,847,500 or 35.5 tons of cigarette butts that end up on our landscape (assuming a figure of 25% of the cigarette butts), negatively impacting our natural and cultural environment each year. Remember that a filter can last from three to seven years so the cumulative effect can be even more significant.

For those of you that are still smoking, please be considerate of others and our environment - smoke in designated places and dispose of your cigarette and tobacco litter properly. Keep Iowa "Clean, Green and Tobacco Free" as well as beautiful.



Twelve KIB affiliates/partners attended the annual meeting in Des Moines. Topics included discussion of KIB programs this year and "best practices" from around the state.

New Flood Recovery Effort for Columbus Junction

The city of Columbus Junction, community leaders, Keep America Beautiful (KAB), Keep Iowa Beautiful (KIB) and the consulting firm of RDG Planning/Design have entered into a unique partnership. Over the next 12 months they will use the recent flooding history in the community and vitality of its citizens to develop a plan of action that will not only help in the recovery, but, serve to move the community into the future as a more attractive place to live, work and play.

Community leaders with the urging of Mayor Dan Wilson will be utilizing and expanding the community development committee under the

leadership of Tim Wink (city attorney) to involve all segments of the diverse population of the community to participate in this effort.

At the same time, Keep America Beautiful (KAB), Keep Iowa Beautiful (KIB) and RDG Planning and Design will be assembling a team of special volunteers and professionals that will work with the expanded development committee to build on existing efforts and to design and implement a new community identity and image. Additionally, the combined group will utilize citizen input and develop a number of "hands on" projects that will enhance the overall image and attractiveness

of Columbus Junction. The results of this effort should encourage residents and enhance the community while building increased levels of pride, respect and commitment.

The Columbus Junction Development Committee and the team from KAB and KIB will be meeting the first full week in May to undertake the intense and detailed planning effort. To make sure that the project is also fun and enjoyable (as well as the hard work) – the combined groups will be called the "C.J. Resuscitators" (short for Columbus Junction Resuscitators) bringing a new spirit for the future to the community.

Keep Iowa Beautiful Receives \$10,000 Grant from Prairie Meadows



Front row: Bill Jackson, KIB Associate Director; Kevin Techau, Chairman KIB Board of Directors; Reo Menning, KIB Board Member and Beth Hicks, KIB Director of Advancement. Back row Prairie Meadows Board members and staff.

Keep Iowa Beautiful has received a \$10,000 grant from Prairie Meadows Racetrack and Casino through its 2008 Community Betterment Grant Program.

Grant funds will help to produce and market promotional and education materials for the Litter-Free School Campus to central Iowa school administrators, PTA administration and key community leaders. These materials and marketing efforts will provide educational and financial/technical assistance information on litter and illegal dumping prevention, recycling/

waste management, beautification, and community enhancement tools.

The Prairie Meadows Grants Advisory Committee, comprised of education, religious and business leaders from the greater metro area, reviews all grant requests and recommends funding levels.

Since 1996, Prairie Meadows has contributed more than \$399 million to promote education, economic development, agriculture, jobs and tourism in Iowa.



Keep Iowa Beautiful (KIB) recently received a \$161,500 Iowa Department of Transportation Statewide Enhancement Grant to promote the 1-888-NOLITTR hotline and brand and expand the Adopt-A-Highway program. Litter hotline marketing efforts will be focused at welcome centers and rest areas along with TV, radio, newspaper and billboard advertising. KIB will work with state and local officials to design a consistent branding for the Adopt-A-Highway program and recruit service clubs and other community organizations to participate. This year-long grant is expected to start Spring 2009.

