

DRAKE
NEIGHBORHOOD ASSOCIATION
Des Moines, Iowa

MINUTES

DRAKE NEIGHBORHOOD ASSOCIATION

JANUARY 26, 1983

Present: John Neubauer, Larry Cunning, Mike Earley, Faye Vilmeck, Mary McKenzie, John Wilken, Gladys Burkhead, Preston Daniels, Faith Fere', Diane Munns, Rich Raabe, and Cathy Wright.

Motion to accept past minutes. Passed

Motion to accept the treasurer's report with the recommendation that the Tree Fund be shown separate from the General Fund, so that we may know how much we have to spend on trees. Passed. Faye will check on the Electronic Fund Debit.

Motion to send a letter to the editor of the Register in regards to tree planting being an activity DNA has helped set precedent for. Passed. The editorial was passed around the table for the board members to sign.

Historic Book has \$843.15 in it's account. Three neighborhood stores, Vilimek's, Boulevard Mart, and Blind Munchies have pledged to sell a total of 200 books. Mike Earley approved a \$3,800, 12-month note at prime rate, and added that the bank will be purchasing some of the books to help with the promotion. Motion to approve the Board's go ahead in publishing the book. Passed.

Suggestions for further promotion of the book include:

1. Form a small committee to touch base with Historic Societies to see if they will take some books (i.e. Iowa Geneology Society).
2. Form a small committee to see if other communities involved with the Iowa Community Betterment Program would be interested in doing similiar publications in their areas.
3. Larry offered to explore the possibilities of purchases by the Drake Alumni.
4. Get the book jackets out early.

Old Business

DNA received \$1000 grant from the state for Judy McClure to package the applications at \$2.00 per form.

Reed Ryerson is being paid 20¢ a picture from the DNA fund, and the state supplied the film.

Fund Exploration Committee

Congress has passed funds to continue the VISTA Program. A new work plan has been drafted, building upon the efforts of last year's work. Cathy Wright will be the continuing VISTA worker. Motion to accept the new work plan. Passed.

Faith Fere' conducted a survey about why people do and do not shop in the Drake area. This list was taken at a Fellowship dinner from people who live between Harding Rd. and 35th, Franklin to the Freeway, who "attend" the First Christian Church. This material was turned over to the Commerce Company. Faith generalized that most people would like to go to a nice lounge that was not student oriented and they would like to see a family restaurant and/or coffee shop come into the area.

DRAKE
NEIGHBORHOOD ASSOCIATION
Des Moines, Iowa

Page Two

Safety Awareness Committee

Preston Daniels outlined a three-part plan.

1. The committee is presenting information about the major crimes occurring in the area, to be printed in the Newsletter.
2. Tips on how to prevent crimes from happening to your home, business, and/or person- also via the Newsletter.
3. Print interviews with the neighborhood officers working the DNA area. Preston talked about having an active group of individuals who would go out and deal with individual problems (i.e. The Great Escape), and when the new office is operational perhaps having an information line where people could call in for information, assists on crimes, tips, etc.

Items of Interest

Faye Vilnek was awarded businesswomen of the year by the Chamber of Commerce.

DRAKE
NEIGHBORHOOD ASSOCIATION
Des Moines, Iowa

February 16, 1983

Next meeting: March 16 7:30 am.

DRAKE NEIGHBORHOOD BOARD MEETING

Present: John Neubauer, Wayne Shoemaker, Rich Raabe, Faye Vilimek, Paul Johnson, Mary McKenzie, Gladys Burkhead, Faith Fere', Larry Cunning, Preston Daniels, Colette Barnett, Kerry Graham, Linda Bender and Cathy Wright.

1. Motion to accept past minutes. Passed.
2. Treasurer's Report.

General Fund	\$895.09
Tree Fund	\$269.17
Historic Book	\$895.65

3. Motion to accept Financial Report passed.

4. Committee Reports

Fallfest

Fallfest fund \$1251.74

-Colette is putting together a photo album of the pictures taken at Fallfest. Fallfest will be September 10th this year. Unfinished business is buying playground equipment for Drake Park. Board decided to wait until General Membership had seen a film at the February pot luck, and until the bond issue on the zoo had passed. The upgrading of Drake Park is tied into the bond issue. Agenda item at next meeting: Act upon the Fallfest fund.

Beautification

-Kerry Graham asked several questions concerning the tree planting on Kingman. Suggestions from the board included going door to door along Kingman (with a flyer) explaining what's happening and would they like to sponsor the tree in front of their house, sending letters to absentee landlords, researching properties and contacting those that are two or three-person owned, include return envelopes if letters of explanations are going to be sent, mention the planting in the newsletter, mention the curbing project as an example of continual upgrading in the area. The Board offered to draft a letter on this.

Historic

-Linda Bender described the Historic Renaissance Fest which will be June 4, 1-4 p.m. It is a celebration of DNA existence, acknowledging the part our historical area has played in its growth. There is a walking tour of the area (somewhere between University to Kingman, 28th-31st), Arts and Crafts from the turn of the century, entertainment, food, and sales of the Historic book. Suggestions from the board, included, possibly finding a house that we could put antiques in, ask W.D.M. to put on an antique show in Elmwood parking lot, giving people guided tours in antique cars.

Items of Interest

-Committee chairs will be sent a letter inviting them to participate in the

"Neighbor Helping Neighbor"
DRAKE
NEIGHBORHOOD ASSOCIATION
Des Moines, Iowa

Page Two

monthly board meetings, and offering them our assistance in formal typing and Xeroxing.

- . The first Regional Block Meeting (University to Day, Harding to 24th) will meet this month to help clarify DNA support, initiate more committee involvement from the blocks, let the block leaders hear what ideas and problems other block leaders in their area are having.
- . Perception by city officials is that crime in our area is down 10%.
- . Gladys is curious about where the daffodils will come up.

5. Old Business

John read a letter from Helen Martin of the New Life Center, asking what can be done about "...somebody saying not to live east of 24th street..." She felt that Drake Univ. was contributing to a pocket of deterioration by not renting along the 21st street area. Larry and John offered to work together to investigate the situation and draft a reply. A request that maybe Helen would like to be a board member was put forth.

Adjourned

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Des Moines, Iowa

DRAKE NEIGHBORHOOD BOARD MEETING

March 16, 1983

Next Meeting: Wednesday, April 20th in the new office at 1155 24th St.

Present: John Neubauer, Faye Vilimek, Gladys Burkhead, Bruce Heilman, Kerry Graham, Rich Raabe, John Wilken, Mary MacKenzie, Paul Johnson, and Cathy Wright.

Treasurer's report was given. A motion was made to accept the report. The motion was seconded and passed.

Committee Reports

Beautification

Chairperson Kerry Graham announced the tree planting date as May 7th. He presented a letter to the Board (addressed to the people on Kingman) encouraging residents to buy a tree and help it grow over the years. The Drake Alumni Student Association has volunteered to hand deliver these letters. 200 trees are being planted. There is \$269 in the Tree Fund; \$100 from the cans at the Blind Munchies, and another \$100 will be needed to complete the payment. Mary suggested the committee might want to coordinate its efforts with the Kingman Island Garden Project. Gladys moved to accept May 7th as the tree planting date, and moved that the Board accept this committee's report. The motion was seconded by Rich and passed.

Home Improvement

Rich talked about the last committee meeting where NHS person, Jim Felling, came and described the NHS program. The committee decided to do a windshield survey of the houses between 21st and 31st, Freeway to University, and then send a letter to the "houses in need of attention" informing them of NHS services. John cautioned against publicly identifying "bad homes" and mentioned that some of the letters NHS have sent out have offended several residents. The idea of marketing the homes in the area ads in the shopper, newspaper; possibly inviting realtors to a breakfast at the new office to explain the revitalization efforts in the area, was mentioned. Rich said Operation Paintbrush may be open to other neighborhoods besides Model City if not many people sign up for it in the first few weeks of April.

Historic

An amendment to the last minutes was read. "Renaissance" was inaccurately recorded as the name of the celebration they are planning for, and the Arts and Crafts will be all centuries, not just turn-of-the-century. A 3-4 page Historic Committee Minutes report was passed around. Gladys moved to allow the Historic Committee to use DNA name and recognize them as a Drake Neighborhood sponsored event.

New Business

Board policy concerning boundaries of committees. The Board created the committees and is responsible for their actions if they use DNA's name.

Paul suggested the committees be asked to outline their perimeters as they see them and submit to the Board on a periodic basis. Bruce suggested each committee could write a monthly report, which could be mailed with the minutes. John mentioned having a breakfast meeting with all of the committee chairs to describe to them the Board's guidelines.

Phone

DNA and University Place Commerce Company will have a telephone line separate from NHS when the new office opens. Staffing will be done with volunteers. Bruce suggested we might want to play more of a "message-taking" role so as to guard against the giving out of wrong or misleading information. Faye warned against this, also. Bruce suggested the Commerce Co. pay half of the phone fees. Paul moved we authorize Cathy to make the necessary phone arrangements, having both names listed in the phone book and splitting the cost with Commerce Co. Motion seconded and passed.

Safety Awareness

Mary told about the armed robbery next to her house on Kingman. John said he would gather a list of all of the outcall modeling agencies in our area and Mary and Cathy could go to City Legal and find out what the restrictions are on having these "businesses" in a neighborhood.

Cathy read a letter drafted by several blocks north of Forest, between 23-25, concerning helping Hiskey find tenants for his apartments (on those blocks). The letter requested Hiskey inform the block leader when he had a vacancy and give the residents two weeks to find someone. The effort is to encourage better screening of tenants on Hiskey's part and to help the residents move in people they know, people interested in revitalization of the neighborhood and staying around awhile. Board said it was fine to send the letter.

The meeting was adjourned.

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The meeting was adjourned.

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Des Moines, Iowa

DRAKE NEIGHBORHOOD BOARD MEETING

April 20, 1983

Next Meeting: May 18th in the office at 1155 24th St.

Present: John Neubauer, Faye Vilimek, Larry Cunning, Rich Raabe, Bruce Heilman, Gladys Burkhead, Mike Earley, Kerry Graham, Wayne Shoemaker, Diane Munns, Faith Ferre', Mary MacKenzie, Cathy Wright.

Motion to accept past minutes was made, seconded, and passed.

Treasurer's report was made as follows:

General Fund	\$564.45
Tree Fund	<u>334.67</u>
	\$899.12
Historic Book	\$910.65

Executive Committee Report

A variance was being requested by Maude Ester White as a result of a dispute between herself and her neighbors and she was seeking support from the DNA. She had our support, but as it turned out, DNA never had to go public for she presented her case to the Board of Adjustment, was refused the variance, and is now taking the matter to court.

The 2521 Kingman Restoration Project is underway, and it seems the owners want to put their plumbing supply business in there, and needed a variance to do so in a residential/Historic area. Rich Raabe attended their meeting with the Board of Adjustment and said the variance had been granted with the following restrictions:

- 1) No storage of trucks or supplies on the property.
- 2) No advertising on the premises.

The owner said they would have a meeting maybe once a week - total of 5 trucks, Board said OK.

Larry suggested we make a board policy - do we want to be a general advocacy group (and risk diluting our status as a "planning unit" with city hall), or do we want to make broad, general recommendations when requests such as these effect the neighborhood.

John is calling for an Executive Committee Meeting on the first Wednesday of the month (7:30 a.m. at the office) for the purpose of drafting a Board policy concerning DNA's role in individual grievences, variances, etc.

DRAKE
NEIGHBORHOOD ASSOCIATION
Des Moines, Iowa

- 2 -

Beautification Report

Kerry Graham, chairperson, announced tree planting date May 7th, 9:00 a.m. at 25th and Kingman. He and Drake Alumni students flyered the residents of Kingman with a letter about the project. \$117.00 was raised the Saturday they went door-to-door, and another \$100.00 has come in via the mail.

Membership Report

Diane Munns said they need to take money out of the membership fund to pay for some mailing they plan to do. The Board acknowledged their approval.

Neighborhood Concerns

Motion to authorize Bruce and Gladys to finalize a flyer (DNA introduction) to be passed around her block. Authorization was given to use DNA letterhead. Wayne commented that it was a good idea, but maybe more positive things could be written instead of "Crabgrass & Weeds" when you first read the flyer.

Historic Report

Linda Bender and Ruth Trumbo had a very detailed report of where the committee stands right now. They outlined a budget, gave a list of volunteers (entertainment, flowers, food, etc), a map of the tour area, proposed logo for the festival and a summary of the project to date.

Bruce moved we provide \$200 as a start-up fund for the Historic Committee, and that the Historic Committee look to becoming self-sufficient in future years.

The Board felt that the use of the logo would be confusing if all committees chose a separate logo. They thought it best to keep to the DNA letterhead. (Linda Bender informed us that the logo would be on the posters).

Bruce suggested they double check with the fire station to make sure they can block off Rutland and 29th.

Home Improvement Report

Rich Raabe reported that the committee is putting monthly home improvement tips in the newsletter. The committee is hoping to broaden distribution of the newsletter, maybe even make it several pages, and run some advertising to pay for it. Larry suggested that maybe the Home Improvement committee could do a one-shot mass mailing of one issue of the Newsletter. Rich talked about the idea that if we want to improve the neighborhood, we are going to have to inform them, and inform more of them. Faith suggested they might want to do this mass mailing special edition before the Historic Day, June 4th.

DRAKE
NEIGHBORHOOD ASSOCIATION
Des Moines, Iowa

Fallfest Report

There is \$1,270 in the budget. The theme this year is one of block identity. Building upon last year's organizing, the blocks will have an opportunity to put something together and present "themselves" to the rest of the blocks.

New Business

Faith moved that John negotiate a letter with NHS and the Commerce Company to pay for the office space we are using.

Gladys talked about having a DNA souvenir (i.e. upside candle that looked like a daffodil, a poem by Walt Whitman).

The meeting was adjourned.

April 19th 1983

General Fund (membership fee per block \$4200)	564.95
Treasury Fund (65.50 from doc. to doc. April)	339.67
TOTAL BALANCE	\$ 904.62
Historical Book (Savings Account)	
Balance	904.62
deposits	250.00
Total Balance	\$ 1154.62

Financial Report

April 20th, 1983

Bank Balance 3/23/1983 \$ 857.12

Expenditures

Northwestern Bell	90.00
Postmaster	46.98
Debit memo	.54
Bank Charges	<u>7.24</u>
	144.76

April 19th, 1983

General Fund (membership from ^{March} pot luck \$42.00)	564.45
Tree Fund (65.50 from door-to-door flyers)	<u>334.67</u>
TOTAL BALANCE	\$ 899.12

Historical Book (Savings Account)

Balance	903.15
deposits	<u>7.50</u>
Total Balance	\$ 910.65

PARK'S BOARD
12 July '83

Mr. Chairman, members of the Board.

- * I'm ~~John Neubauer,~~ ^{John Neubauer,} president of the Drake Neighborhood Assn. I'm here today to ask ^{you, on behalf of} the City, to join us in ^{the} rebuilding of the children's playground at Drake Park. If I may first take a few moments to put our request in perspective.
- * It has been our good fortune over the past 3 yrs. to work with Mr. Foley and his employees on a variety of ~~neighborhood~~ ^{neighborhood} improvement projects, all of which have contributed to the Drake area's selection ^{by the Gov.} ~~by the St.~~ Community Betterment Program as the state's most improved neighborhood the past two years.
- * Since 1979, as many of you know, the Drake Neighborhood Assn. has taken on a number of short term and long rebuilding projects designed to make the ~~Drake~~ Drake area one of the state's finest urban living environments by 1990. One of our long range goals ~~shared by Mr. Foley and the Woodland Hillie board has been Drake Park~~ ~~the~~ ~~in~~ ~~the~~ ~~area~~ ~~has~~ ~~been~~ ~~to~~ ~~recreate~~ ~~the~~ ~~same~~ ~~in~~ of the Drake ~~area~~ ~~as~~ ~~a~~ ~~small~~ ~~town~~ ~~atmosphere~~ ~~in~~ ~~a~~ ~~big~~ ~~city~~ ~~neighborhood~~.
- * Central to that goal ~~has~~ ~~been~~ ~~the~~ ~~gradual~~ ~~conversion~~ ~~of~~ ~~the~~ ~~neighborhood~~ ~~back~~ ~~to~~ ~~its~~ ~~ownership~~ ~~patterns~~ from absentee-owned ^{back} to owner-occupied structures, since owner-occupied properties are the key to a stable neighborhood. We have brought ~~to~~ ~~bear~~ ~~a~~ ~~variety~~ ~~of~~ incentives to attract new owner-occupants, and in particular, ~~the~~ ~~families~~ ~~to~~ ~~purchase~~ ~~and~~ ~~reside~~ ~~in~~ ~~the~~ ~~Drake~~ ~~area~~. ^{We have ~~begin~~ ~~to~~ ~~make~~ ~~slow~~ ~~but~~ ~~substantial~~ ~~progress~~ ~~in~~ ~~this~~ ~~regard~~.} ~~In the past year we have seen the number of families slowly start to grow.~~

* Among those incentives is establishing the Cottage Grove area between 21st and 31st, University and the Freeway as a historic district on the National Register. The City Council last fall endorsed our application ^{for such designation} and its inclusion of Drake Park, which would make Drake Park the ^{city's} only one ~~list~~ listed on the National Register. The State is currently processing the application.

* It is within ~~this~~ ^{this} context that we have in the past year begun to focus on Drake Park improvements, which would further attract families to live in the ~~Cottage Grove~~ area. ~~We started by doing~~ The key improvement in that regard, we concluded, was a total rebuilding of the children's playground ~~equipment~~ at Drake Park. ~~Last fall~~ We created a "playground equipment fund" with ~~the~~ ^{\$}600 in proceeds from our annual neighborhood fall festival held in Drake Park ~~last year~~.

* This winter we ~~have~~ ~~looked~~ ~~at~~ ~~the~~ ~~approaches~~ ~~being~~ ~~taken~~ by small towns around Iowa to modernize their playgrounds. We developed a working committee that interviewed neighborhood children and parents ~~regarding~~ ^{for} their ideas on new playground equipment. Our research and planning culminated a few weeks ago with ~~the~~ ⁹ concept design prepared by ^{neighborhood home owners} Mr. Tim Taber and ^{who} Mr. John Gradoville, ~~is also incidentally~~ ~~neighborhood home owner~~ and ~~currently~~ artist-in-residence at the Art Center.

* The ~~design~~ ~~calls~~ ^{concept called} for replacing the existing equipment over a two to three year period with new equipment designed ^{financed} and built ^{primarily with} neighborhood resources. We

* envisioned ~~the new~~ playground ^{a model} ~~to be a model for~~ ^{providing ~~emphasizing~~ creative ^{safe} spaces} with climbing, swinging, sliding and ~~resting~~ ^{playing} by children of all ages.

* We ~~will~~ ^{would} arrange ~~to have~~ ~~for~~ a volunteer labor force ^{of Association adults and children} ~~sponsored by Neighborhood Housing Services and our Association~~ to build the initial pieces shown here (pull out map) ~~x~~ later this summer. Our apologies for not yet having an architect's scaled rendering. We are about a month behind schedule because of ^{unfortunately} having to devote the bulk of our volunteer resources in May and June ^{toward} working with the police on the rapes in our neighborhood. ^{Nonetheless, if} you choose to sponsor this project with us, we will have one developed ~~for~~ ^{for} Mr. Foley's approval before any construction begins.

* We ^{recently} ~~shared~~ ^{shared} our concept with Mr. Foley ^{and his landscape architect Steve Drake} and ^{we were pleased and encouraged by their warm reception.} ~~It was Mr. Foley who~~ ^{raised the prospect} of joint sponsorship ^{and city involvement.} ~~a prospect that would~~ ^{be an} honor to us in the Drake neighborhood. ^{We have arranged for Jesse Lewis and Tom Dunbar to develop a scaled rendering with Stephen Drake from your staff.}

* Because of the recent rash of rapes in the Drake Park area, this project has taken on added importance to us. ~~We want to demonstrate~~ Now that the rape siege is behind us, we want to demonstrate that the cohesiveness and patience displayed by our residents ^{is not a passing phenomenon and in fact is one of the strengths and assets our neighborhood can bring to bear on} ~~the~~ past two months ^{successfully} ~~can be~~ ^{rebuilding project of} this magnitude. ^{Moreover, it} This is also an opportunity to restore ~~the~~ confidence in the Cottage Grove area ^{to} those

July 12 - 1983

* outside our neighborhood. ^{most importantly,} And ~~from~~ ^{from} your perspective, it is an opportunity to set a citywide example of how much can be accomplished with precious, scarce resources thru ~~city-~~ ^{city-} neighborhood cooperation ^{such as this.} ~~Thank you.~~ I have glossed over many details and would be happy to try and answer any questions. Thank you.

936
2436
191.50
2436
27.14
529.13
691.27

Membership 445.60
Dues 245.67
691.27

Historical Fund as of June 30 1983

July 12 - 1983

\$ 524.13

Balance June 14 -
(\$ 31.95 Less bank chg. 7.82)

Expenditures

General	Free
Postage	\$ 15.-
Printer	9.36
Total	\$ 24.36

Income

Membership	Fees
\$ 164.-	\$ 27.50
<u>\$ 164.-</u>	<u>\$ 27.50</u>

Income	\$ 164. + 27.50	\$ 191.50
Less Expense		<u>24.36</u>
Balance June 16		167.14
Bank balance →		<u>524.13</u>
		\$ 691.27

Membership	\$ 445.60
Free	<u>245.67</u>
	\$ 691.27

Historical Fund as of June 30 / 293.86

Newsletter news deadline 10th of month

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DRAKE NEIGHBORHOOD BOARD MEETING
July 20, 1983

Present: John Neubauer, Wayne Shoemaker, Gladys Burkhead, Rich Raabe, Bruce Heilman, Larry Cuning, Faye Vilimek, Diane Munns, Cathy Wright, and Tim Tabor.

Financial Report

Historical Fund	\$1,293.86
Membership Fund	445.60
Tree Fund	245.67

Larry suggested that something be added at the end of next month's to generate dollars (tell the people how much it cost to print the Rape Newsletter, so that we can realize some of the emergency cost returned as contributions.) Gladys and Viola contributed \$50.00 towards the General Fund.

Larry moved to award a one-year membership to those people who contribute money to the Tree Fund. Seconded by Wayne. Passed.

Committee Reports

Playground equipment for Drake Park was described by Tim Tabor. The existing playground in the park will be removed to make way for these new concepts as developed by two area homeowners; Tim Tabor and John Gradoville. The Parks Board gave their approval of the concept. The architects (volunteer) are doing a site survey this week, and building should begin in 4 weeks. Bruce said that we should ask the city to have all liability so we don't have to carry insurance. The Board agreed. Some concern was voiced about sand piles being litter boxes for neighborhood cats. Tim is researching sand as a good cushioning agent vs. the diseases that are rumored to be caused by the cat feces. Alternative cushioning agents are being looked at. Bruce was concerned about the height of the swing set — youth climbing up the poles. The model has the set at approximately 22 feet. A sign is being built to document and advertise the playground changes. NHS has volunteers to do the labor, cost for materials may come to \$35.00. Larry moved that the Board, in the name of the President, exchange letters with Phil Riley to find out present liability conditions for the city's present parks for the purpose of limiting liability for the neighborhood. Seconded and passed. Diane offered to draft the letter. "Great", said a relieved John.

William Stoppel, Director of Cowles Library, wrote a nice thank you letter to Larry Cuning for a copy of the Historic Book he gave them.

Gladys thanks the entire calling committee for their splendid effort in helping to get volunteers on the Rape Newsletter which was distributed.

NHS accepted our offer of \$40.00 a month for rent space; \$20.00 by DNA and \$20.00 by the Commerce Co.

The meeting was adjourned.

Next Meeting: August 17, 1983 — 7:30 a.m. in the office.

"Neighbor Helping Neighbor"

DRAKE NEIGHBORHOOD ASSOCIATION

1153 24th Des Moines, Iowa 50311
274-5579

18 August 1983

Mr. Robert Meier
Chairman
Iowa Development Commission
914 Grand Avenue
Des Moines, Iowa 50309

Dear Mr. Meier:

We respectfully ask the Commission to reconsider at the September 1 meeting its recent decision to eliminate the judging portion of the Iowa Community Betterment Program. Like our friends in small towns throughout Iowa who have expressed dismay at the Commission's action last month, we too have reservations about any changes to Community Betterment that would remove what some commissioners referred to as a "beauty contest."

The Drake area has competed in the "Neighborhood" division since 1981. We believe the competitive judging offers both neighborhoods and small towns important benefits and opportunities. The recognition factor to those directly and indirectly involved increases not only volunteer participation, but also corporate and public sector willingness to support the small town and neighborhood volunteers. The annual "Recognition Day" affair in November is the State Fair showcase for community improvement. The state would not consider eliminating the State Fair; nor should it with the Community Betterment fair. The rewards to rural and urban participants from the Community Betterment Recognition Fair are no different than those of the State Fair.

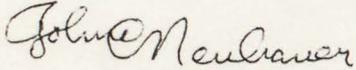
The benefits to small towns and neighborhoods like ours go far beyond the recognition factor. For example, the award money that accompanies first place honors represents almost one-half of our voluntary association's annual operating budget. More important is the leverage effect of first place honors. Such leverages have included, but not been limited to, (1) the \$5,000 bank financing for publication of 1000 historic books (the original having won 1st place ICB honors); (2) commitments secured for almost \$100,000 in public-financed capital improvements and \$500,000 in private-financed building improvements to a neighborhood business district whose revitalization planning had won ICB honors; and (3) joint sponsorship with the city to construct a new playground at a park where joint city/neighborhood improvements had won ICB recognition. Such leverages were possible in large part because of the changing perception toward a neighborhood that, in less than five years, had gone from one classified in 1978 as the city's most rapidly deteriorating area to one classified by the State (thru ICB recognition) as one of the most improved.

The leverage effect from ICB judging and Recognition Day are by no means unique to our neighborhood. Other neighborhoods and small towns have accrued similar benefits for years from ICB honors and awards. As such, they have contributed substantially to the state's economic development. We support and applaud the commission's ongoing efforts to improve Community Betterment; but not at the expense of its proven components. In the pursuit of sophisticated high-tech economic development, please do not forget that viable neighborhoods and small towns spurred on by ICB honors are a key reason why new

Robert Meier
Page Two

industries should and do locate in Iowa. It seems to us that the Governor's economic development goals would be attained more easily by retaining those elements that have brought ICB national recognition. Each ICB dollar spent on the judging and betterment fair leverages more investment of private time and money than almost any other state program. Please reconsider.

Respectfully,



John C. Neubauer
President

JCN:ag

cc: Honorable Terry Branstad,
Governor of Iowa

"Neighbor Helping Neighbor"

DRAKE NEIGHBORHOOD ASSOCIATION

1153 24th Des Moines, Iowa 50311
274-5579

18 August 1983

Honorable Terry Branstad
Governor of Iowa
State Capitol
Des Moines, Iowa

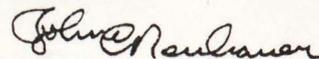
Dear Governor Branstad:

Please find enclosed a copy of our letter to the Iowa Development Commission requesting reconsideration of its recent decision to eliminate the competitive judging and recognition fair from the Iowa Community Betterment Program.

As you know, one of the key strengths of Iowa as a location for new industry is its people - their ingenuity, work ethic and community pride. There is probably no other state that comes close to ours in its demonstration (thru Iowa Community Betterment) of commitment to voluntary community improvement. Community Betterment's competitive judging and recognition fair offer an impressive showcase to potential new industry of our "people" strengths. As such, these Community Betterment components become leveraging tools in the state's overall marketing package for economic development.

Please help persuade the commission to retain Community Betterment's proven components while adding to its current focus. Thank you.

Respectfully,



John C. Neubauer
President

P.S. Also please find enclosed a complementary copy of our historic book which won 1st place honors last year thru ICB.

"Neighbor Helping Neighbor"

DRAKE NEIGHBORHOOD ASSOCIATION

1153 24th Des Moines, Iowa 50311
274-5579

22 August 1983

Honorable Mayor and Council Members
City Hall
East First and Grand
Des Moines, Iowa 50309

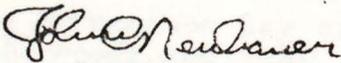
Dear Mayor Crivaro and Council Members:

Please find attached a copy of our letter to the Iowa Development Commission asking reconsideration of its recent decision to eliminate key portions of the Iowa Community Betterment Program. As you know, a number of Des Moines neighborhoods have successfully participated in Community Betterment over the years. Their participation has brought statewide recognition to Des Moines and spared the city expenditures of tax dollars for improvements accomplished by volunteer participation.

Our neighborhood, along with many Iowa small towns, believes that the competitive judging and recognition fair portions of Community Betterment should be retained. We ask you to lend us your support by passing a motion tonight that would express support of the effort by neighborhoods and small towns statewide to retain these components of Community Betterment and that would urge the Iowa Development Commission to reconsider its recent action to eliminate them.

Thank you for your continuing support of our neighborhood's renaissance.

Sincerely,


John C. Neubauer
President

Enclosure

DRAKE NEIGHBORHOOD ASSOCIATION

1153 24th Des Moines, Iowa 50311
274-5579

AUGUST BOARD MEETING MINUTES

Next Meeting: September 21, 1983 - 7:30 A.M.

Present: John Neubauer, Gladys Burkhead, Mary MacKenzie, Bruce Heilman, Faye Vilimek, Diane Munns, Linda Bender, Kerry Graham, Larry Cuning, Cathy Wright.

Treasurer's Report

Tree Fund	\$492.52
Membership Fund	272.19

Larry moved and Diane seconded a motion to accept the treasurer's report.
Motion passed.

Committee Reports

Historic:

Linda Bender talked about the Historic Committee's idea for Fallfest - a series of 10 posters informing people about the committee, inviting them to join, suggestions for a next historic project. She also talked about possible funding for projects from the Iowa Arts Council.

Playground:

A letter was read (submitted by John Gradoville, one of the playground designers) addressing the need to action on getting one playground piece built by Fallfest. The Board gave their go-ahead to do what was necessary without waiting for the formal survey.

Bruce moved to deed all finished playground equipment to the city. Larry seconded the motion. Motion passed.

Block Involvement:

Block events for Fallfest include croquet, volleyball, darts and a pantomime on stage at 2:15 — ask about it.

Beautification:

Kerry Graham said things are "quiet this summer". Thanks Kerry.

Diane Munns read a letter she and Toni Hayes wrote for the Newsletter concerning the rapes that happened, and suggested we give follow-up accounts on the two men caught.

John drafted a letter about the Community Betterment Program being axed. The Board moved to send the letter to the Iowa Development Commission, a copy to the Governor, and one to City Council asking for their support. Motion seconded and passed.

Binnie Lehew is asking for a representative to be involved with the Whistle Stop Program. John suggested we stay with Anne Goslin. Motion moved, seconded, and passed.

The meeting was adjourned.

21 Sept 83

DNA Minutes

* Treas report accepted.

* Report of Nom. Comm. accepted.

* Mike Earley offered Marilyn Cameron of bank to take board minutes at mtg. Graciously accepted.

~~Paul Johnson~~
~~Gladys Buehler~~

* Fall Fest netted over \$400

* Annual mtg. set for Oct 17th Ramsay 6:30 pm

* Playground architects working on site map due for completion Jan. 1.

* Pioneer considering another daffodil ~~to~~ donation.

* IOB failed to alter plans

to change IOB. Governor failed to acknowledge receipt or thanks of Assn. gift of a historic book.

1984
* IDEAS:

Bruce: Better communications among committees and with board - a monthly report at least.

Gladys: Could do more to get donations from neighborhood people.

Attended: Faith V. Ferré

Mike Earley

Faye Wilkins

John Wilken

Kepp Brant

Wayne Shoemaker

Gladys Buehler

Bruce Heilman

Paul Johnson

John Newbauer

~~202-225-3806~~

Rich Bender

1450

UNIVERSITY PLACE
COMMERCE COMPANY

A SPECIAL MEETING NOTICE

For the board of directors

Time: 28 September 1983 7:30 am

Place: 1153 24th

Purpose: With the formal notice by Johnson's Clothing to vacate the University Square Business District in favor of the Uptown Center, there is an immediate need to strategize and develop a formal marketing approach to:

- * Recruiting new business tenants, and
- * Promoting the business district as a place to shop.

RSVP: By phone to John C. Neubauer 255-9934 (after 10am).

John

U. P. C. C. Special Meeting

MINUTES

AGENDA FOR MEETING TO BE HELD
OCTOBER 5, 1983

29 Sept 83

██████████ Council Chambers

* Need to have inventory of available space for rent and price range

- * Logo
- * Brochure ◁
- * Ad campaign
 - * Mass mailings to brokers

* outline of mts. plan at next mts.

TIME: 6:30 P.M.

PLACE: City Council Chambers

ROLL CALL

APPROVAL OF MINUTES

AGENDA:

PUBLIC HEARING ITEMS

1. A request from Southern Hills Limited to approve the 2nd Amendment to the Southern Hills planned residential development in the vicinity of S.W. 30th Street and Park Avenue. (Z71-38.04)
2. A request from Dan Klemmer to amend the development plan of Forest Park Manor in the vicinity of S.E. 19th Street and Glenwood Circle. (01000-77-001.03.03)
3. A petition from Yvonne Larick to rezone property in the vicinity of Hubbell and Tiffin from an "R-2" One and Two Family Residence District to a "C-1" Neighborhood Retail Commercial District. (01000-84-003.03)
4. A petition from Albert Nichols to rezone property in the vicinity of Harding Road and Urbandale Avenue from a "U-1" Floodplain District to a "C-2" General Retail and Highway Oriented Commercial District. (01000-84-004.04)
5. A city Council initiated request for University Place Commerce Company to rezone property in the vicinity of 24th Street and University Avenue from a "C-2" General Retail and Highway Oriented Commercial District to a "C-1" Neighborhood Retail Commercial District. (01000-84-004.05)
6. A Council initiated request for William Knapp to rezone property in the vicinity of 9th and Crocker Street from an "R-4" Multiple Family Residence District to a "C-2" General Retail and Highway Oriented Commercial District. (01000-84-004.06)
7. A City Plan and Zoning Commission initiated request to rezone property in the vicinity of 9th Street and Keosauqua Way from an "R-4" Multiple Family Residence District to a "C-2" General Retail and Highway Oriented Commercial District. (01000-84-004.07)
8. City Plan and Zoning initiated amendments to the Zoning Ordinance by changing Sections 2A-3 Definitions, 2A-10.01 "R-2A", 2A-17 "C-2" and 2A-20 "M-1". (01000-84-005.01)
9. Request from Gene Harding for the vacation and conveyance of the sidewalk right-of-way in the vicinity of Lawnwoods and Valdez Drive. (01100-84-001.20)
10. Request from Polk County Board of Supervisors for the vacation and conveyance of portions of Plum and 7th Streets rights-of-way in the vicinity of 7th and Plum Streets. (01100-84-001.21)

NON-PUBLIC HEARING ITEMS

11. Request from the Parks and Recreation Board to approve the location of a Japanese teahouse and garden in Union Park. (01200-84-001.04)
12. Request from Des Moines Parks Board to convey Mercy Park to the Mercy Hospital Medical Center. (01200-84-001.05)
13. Request for preliminary approval of the plat entitled "Wilhite Place Plat Two", located in the vicinity of S.W. 12th Street and Highview Drive.
14. Request for preliminary approval of the plat entitled "Zion Lutheran", located in the vicinity of Twana Drive and Beaver Avenue.
15. Discussion Item: Determine if the 17th Amendment (Grand/Des Moines Project) to the Capitol Center Urban Renewal Plan is in conformance with the 1980 General Plan.
16. Approval of the Housing Assistance Plan (HAP).
17. Informational Item: Study of area north and west of present downtown urban renewal areas to determine its eligibility to be an urban renewal tax increment district (work under contract to Barton-Aschman).
18. Approval of the Fiscal Year (FY) 1983-84 Revised and FY1984-85 Recommended Budgets.

CITY PLAN AND ZONING COMMISSION
STAFF RECOMMENDATIONS

FOR MEETING TO BE HELD
OCTOBER 6, 1983

- Item No. 1
Z71-38.04 Approval of the request in accordance with the letter dated September 13, 1983 from the Planning staff to the developer.
- Item No. 2
01000-77-001.03.03 Approval of the request. The amendment is only to allow for the construction of a chimney. There would be no adverse affect on or interference with light and air to the adjoining property.
- Item No. 3
01000-84-003.03 Denial of the request. The 1990/2000 Land Use Plan (Proposed) encourages retail, personal and professional needs to be accommodated in existing and proposed commercial nodes at:
1. E. 25th Street and Euclid Avenue
 2. Hubbell and Douglas Avenues
 3. Hubbell and Easton Avenues
- The plan also discourages strip commercial development. The present "C-1" zoning does not conform to the land use plan. The zoning should be held at the present boundary line.
- Item No. 4
01000-84-004.04 Deferral of the request to the October 20, 1983 meeting for the rezoning to be advertised as Commission initiated request. The petition does not contain the signatures of the owners of 50% of the property within 250 feet. Since almost $\frac{1}{2}$ of the property within 250 feet is owned by the Federal Government or the City, a 50% petition is highly improbably.
- Item No. 5
01000-84-004.05 Approval of the request. The 1990/2000 Land Use Plan (Proposed) identifies this area as an existing neighborhood commercial node serving the Callanan-Irving Neighborhoods and the Drake University area. The University Square Revitalization Plan is intended to revitalize the neighborhood commercial district and to encourage local retail and service activities intended primarily to serve the surrounding neighborhood. The proposed change would bring the zoning into conformance with the intent to encourage the development of a neighborhood commercial area and with the Revitalization Plan.
- Item No. 6
01000-84-004.05 Approval of the request. From a planning viewpoint, the area could be developed as residential or commercial. The preference was for residential. But, after several attempts to develop residential on the property, residential development could not be made to work economically. This was partially due to the topography and the size of the property. Therefore, the staff is now recommending rezoning to commercial.
- Item No. 7
01000-84-004.07 Approval of the request. This rezoning is in conjunction with the previous item. The purpose is to not have one parcel of "R-4" in a block of "C-2". The property is a parking lot for the Telco Credit Union.
- Item No. 8
01000-84-005.01 Approval of the request. The current standards for a home occupation in "R-2A" allow any use permitted in "C-1", require at least two off-street parking spaces in addition to those required for the residence, but, do not have any standards to protect the neighborhood from any adverse affects.

- Item 8 Continued The current regulations for car sales lots, car storage lots, and contractor's equipment storage do not have any standards for drainage, dustless surfacing, screening from adjoining residential property or setbacks from residential property or streets.
- Item No. 9 Approval of the request subject to the retention of easements
01100-84-001.20 for existing utilities.
- Item No. 10 Approval of the request subject to the retention of easements
01100-84-001.21 for existing utilities.
- Item No. 11 Approval of the request.
01200-84-001.04
- Item No. 12 Approval of the request.
01200-84-001.05
- Item No. 13 Approval of the request in accordance with the letter dated
Wilhite Place Plat October 5, 1983 from the staff to the developer.
Two
- Item No. 14 Approval of the request in accordance with the letter dated
Zion Lutheran October 5, 1983 from the staff to the developer.

U.P.C.C. Board Meeting
12 Oct 83

PRESENT:

* Treasurer's report

- * \$864 Balance on hand
- * \$600 Paid for Parkings Lot Property Taxes as emergency measure
- * Neubauer reported Univ. Square zoning change unan. approved by Planning & Zoning Dept. and goes to City Council
- * Earley reported no progress in getting Drake & Dr. Miller more involved. Discussion raised on how best to increase Drake's involvement
- * Report given by Professor Eldon Little regarding marketing strategies:
 - * Need to develop vacancy map (Yule working on it)
 - * Info on consumer attitudes toward district
 - * Need more specific goals and objectives
 - * Decided to send letter to area business and property owners to solicit their views on goals and objectives
- * Report by Terry Allen re: security needs of Univ. Sq. district
 - * Has explored possibility of cost spread for a uniformed off-duty policeman patrol
 - * Of 18 busi. & owners surveyed, 17 willing to pay up to \$2 per night
- * Motion to authorize security project as organized by Terry Allen unan. ~~passed~~ passed.

- * Heilman
- * McGuire
- * Wood
- * Friend
- * Earley
- * Eldon Little (Drake Mks Prof.)
- * Yule
- * Neubauer
- * Vilimek
- * Bierman
- * Terry Allen

University Square Business Person:

Place
The University ~~Square~~ Commerce Company is interested in doing a better job of marketing the University Square business area and in helping you market your own business.

Place In order to properly carry out this activity, the University ~~Square~~ Commerce Company has to have a better idea of what your business is and who your customers are. The following questions are intended to help us in this task. Your cooperation will benefit you as well as all members of the University Square business community. Your response will be handled in a confidential manner and specific responses will not be made available.

If general results of the survey are of interest to you, please indicate and a copy will be made available. Thank you in advance for your cooperation.

Sincerely,

Name
Phone number

I would _____ would not _____ like a copy of results.

Name _____ Address _____

Name of Business _____ Approx Sq. footage _____

Neighboring businesses _____

Please identify the type of business you run.

Please indicate any other types of business you would like to see discouraged from locating in the area.

Please identify the primary products and services your offer.

How long has your business been located in the area? _____ yrs.

Do you have adequate parking? _____

Do you feel there is adequate lighting? _____

Please identify the customer groups that you currently serve.

If yes, what is the source? _____

Would your business benefit from increased security service? _____

Would you be willing to pay a small monthly fee for additional security coverage? _____

Please indicate any problems you have encountered recently as a business in the University Square area.

What days of the week are you open? _____

Please indicate any additional information which you feel would

Please indicate any chain, franchise or corporate affiliation your business may have.

Please indicate any other types of business you would like to see attracted to the area.

Please indicate any other types of business you would like to see discouraged from locating in the area.

How long has your business been located in the area? _____ yrs.

Do you have adequate parking? _____

Do you feel there is adequate lighting? _____

Is there a problem with trash in the area of your business? _____

If yes, what is the source? _____

Would your business benefit from increased security service? _____

Would you be willing to pay a small monthly fee for additional security coverage? _____

What are your normal business hours? _____

What days of the week are you open? _____

Please indicate any additional information which you feel would be helpful in improving our business community.

Attending:

Jay Wilmes
 Catherine WRIGHT
 Helen Martin
 Richard Radie
 Louie Cleland
 J.C. - Jorgensen
 Wayne Shoemaker
 Paul Johnson
 H. L. Buckhead
 John Neubauer

- * Minutes accepted.
- * Motion to pay Judy McClure \$1000 from state grant for historic accepted.
- * Treas. report accepted.
- * Moved to file and pay penalties for reinstatement ^{with Secretary of State} of corporate papers. Accepted.
- * ICB Subcommittee of Shoemaker & Johnson ^{appointed} to decide whether Association should have a representative at ICB annual awards day.
- * Neubauer handed out ^a background piece on Association history to old and new board members. Reviewed status of each committee with instructions to be prepared to address committee weaknesses at next mtg.
- * Neubauer reviewed suggestions from Oct. 17 annual meeting with instructions to be prepared to formulate responses at Nov. bd. mtg.

[OVER]

* Neubauer reported book sales have trickled to almost none with more than 500 of the 1000 still unsold.

* New mktg. initiatives to include shopper's ad by Faye Vilimek, letter to all real estate agents and a letter to Mike Earley at bank. Bd. members also suggested getting members to commit to sell 5 each and a promotion shot in Drake's weekly Quix. Bd. members were asked to think of other ideas as well.

* Cathy Wright announced the end of her VISTA service being Jan 1, '84. She will continue to live in area and volunteer as a resident.

* Gladys Burkhead reminded board of "recognition" potluck and to submit names for certificates of appreciation.

Financial Report

Dec. 15, 1983

Nov. 15 balance

1184.34

Expenditures	\$	Member Deposits	
Postmaster	29.37	\$ 3-	Contribution
Alicia Gosssett (letter)	4.16	5.	
N.H.S. Nov + Dec	40.-	8.84	
Pen's	42.45	19.-	
AT + T. Leasing	6.81	25.-	
N. W. Bell	34.44	5.-	
Hawkeye Bk. Introlaw	56.79		
	<u>214.02</u>	<u>65.84</u>	<u>18.36</u> Phone Share

Balance forward \$ 1184.34

Income:

Membership 65.84
Telephone Sharing 18.36

1268.54

Expenses

214.02

1054.52

Free Fund \$ 502.52
Membership 552.00

Historical Fund \$ 867.01

New membership chair - Neal Stillwell

Newsletter Committee N.H.S. { John Campbell - 20th st. old timer
Judy McClure
Carol Waterbeck
Marqy Longford

190 Oct 83

D.N.A. Bd. Mts.

Attending:

Jay Wilms

Catherine WRIGHT

Helen Martin

Richard Kaelin

Louise Cleland

Wayne Shoemaker

Paul Johnson

Malcolm Burkhead

John Neubauer

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"Neighbor Helping Neighbor"

DRAKE NEIGHBORHOOD ASSOCIATION

1153 24th Des Moines, Iowa 50311
274-5579

NOTICE OF BOARD MEETING
7:30 am 16 November 1983
1153 24th

AGENDA

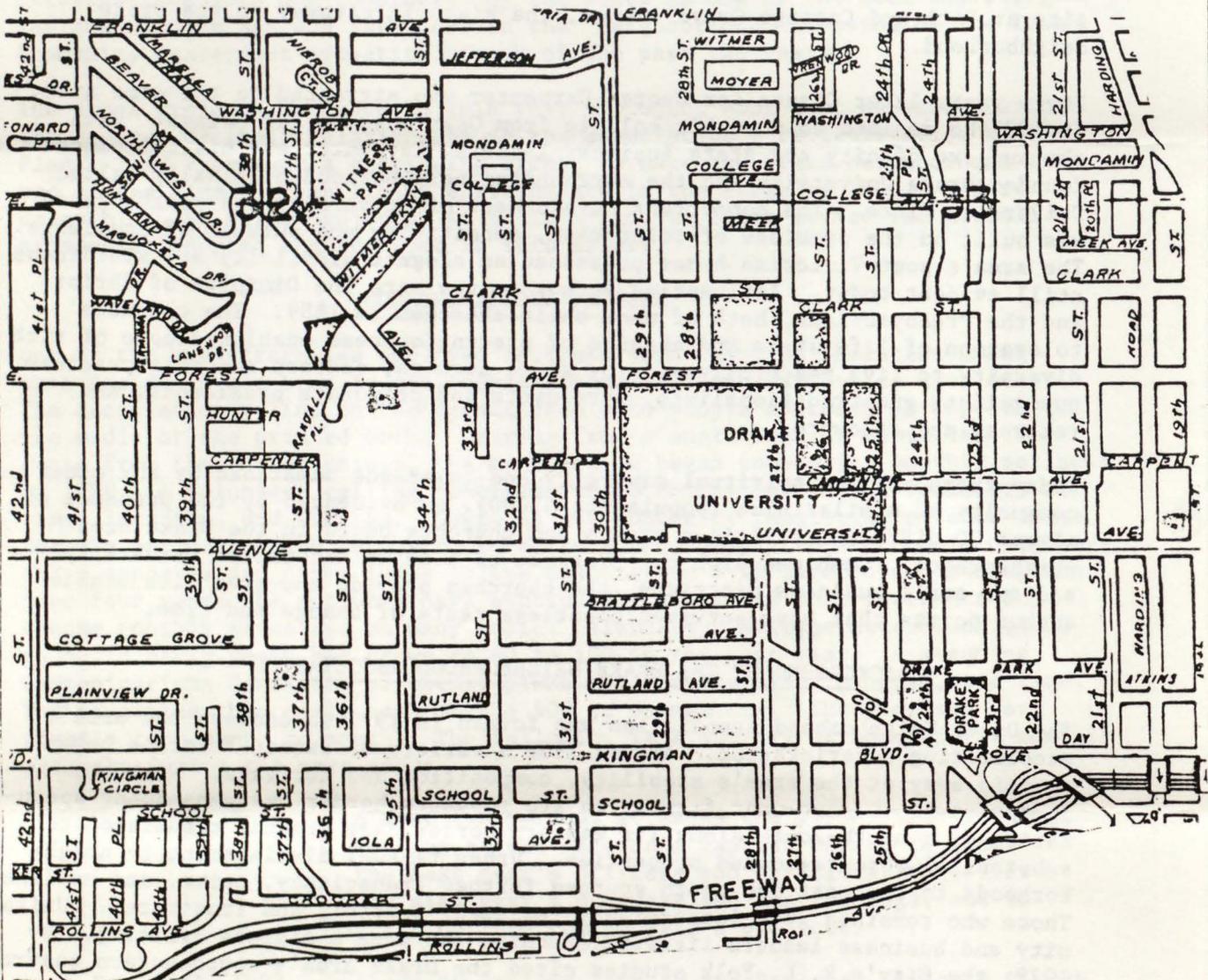
- I. October minutes
- II. Treasurers' report
- III. Committee Reports
- IV. Old Business
 - * Committee analysis & restructuring
 - * Annual meeting recommendations
 - * Recognition awards
 - * [Other]
- V. New Business

Prepared 2 Nov 83
by *JEN*

- * Sign-up list at each project
- * Rearview thru potlucks
chairs

The Drake Neighborhood Association's
1983 IOWA COMMUNITY BETTERMENT BOOK

for
the Drake Neighborhood,
Des Moines, Iowa.



- New Drake Park Playground
- Historic Fest area
- Business District Revitalization
- Tree Plantings
- Association Office
- Potluck sites

DRAKE NEIGHBORHOOD ASSOCIATION
 1983 IOWA COMMUNITY BETTERMENT BOOK

HERITAGE

The neighborhood surrounding Drake University is rich in tradition and pride. Its roots date back almost 150 years to Chief Keokuk in the 1840's. As leader of the Sac and Fox tribes, Keokuk negotiated the treaty that allowed the federal government clear title to Central Iowa in 1845. The treaty was unprecedented. It was the only Indian Treaty ever adopted by the U.S. Senate without amendment. Moreover, it provided the Indians a three-year grace period before their required departure. It was during this grace period (1842-45) that Keokuk was said to have assembled tribal leaders for council meetings atop a plateau overlooking Fort Des Moines' two rivers below. The Plateau sits at 24th and Cottage Grove Avenue, the historic gateway to the Drake Neighborhood.

Forty years later Chancellor George Carpenter was attracted to the same area. In 1881 he decided to move his college from Oskaloosa to Des Moines. With the support of city and state business leaders, Carpenter and his colleagues founded Drake University and the surrounding neighborhood originally called University Place. The concurrent development of university and neighborhood was built on the premises of toleration, sensitivity and pursuit of knowledge. The area's post Victorian homes possessed an elegant simplicity and sturdiness still evident today. Influencing anchor points were The Disciples of Christ and the Presbyterians, both of whom built churches in 1889. The churches' toleration of life-style and absence of pretentiousness enables people of rich diversity to live peacefully side by side; such as, doctors and chiropractors, evangelists and traditionalists, carpenters and corporate presidents, and retirees and students.

Today there remains spiritual diversity and tolerance unmatched by any other community of similar size (population 5,000), as evidenced by the presence of almost 20 different religious groups and churches based in the Drake area neighborhood. Combined with the presence of a major Midwestern University and two small business districts, the churches provide the area with stable anchor points that have survived countless tests of change and time.

BACKGROUND OF THE DRAKE NEIGHBORHOOD ASSOCIATION

The Drake Neighborhood Association was formed in 1979 to address the area's accelerating deterioration. Around 1960 a variety of external forces began to chip away at the area's stability, composition and heritage. With the intrusion of an east-west freeway on its southern border and subsequent speculation of a north-south along its eastern border came gradual transition to substantial absentee-owned properties. Urban renewal displacement in neighborhoods to the east and south spurred further transiency, crime, and decline. Those who remained grew increasingly isolated, fearful, and frustrated. University and business leaders likewise lamented the area's aimless drifting. By 1978, the City's R. L. Polk studies cited the Drake area's southeastern quadrant as the most rapidly deteriorating neighborhood in the city.

The impetus for a broad-based neighborhood revitalization effort in 1979 came from Church Woman United and University officials. The resulting association was a volunteer self-help group committed to rekindle the ageless values of neighborhood spirit, respect, and beauty. Association organizers Gladys Burkhead

and Larry Cunning turned to the area's anchor points for commitment to the budding association. Its initial directors represented the churches, businesses, homeowners, landlords, tenants, and University. It agreed upon a philosophy of patience, prudence, and consensus. It evolved a master blueprint of action and embarked on projects to achieve the goal of revitalization based in part on residential and commercial needs assessment surveys conducted in 1980 and 1981 (detailed in 1981 ICB Project Book). In less than four years the association turned a neighborhood considered by the city as one of the most deteriorating into one considered by the state as one of the most improving. The association has won 1st place in the "neighborhood" division of the Iowa Community Betterment competition each of the past two years.

The three projects included in this year's project book must be viewed within the context of their relationship to the association's revitalization Master Plan. They represent a continuing effort to make the Drake neighborhood area one of the finest urban living environments in the State by 1990. Before describing the three projects, it is important to first review the overall strategies adopted and employed in this effort.

COMMUNICATIONS NETWORK

One of the key strategies employed to break down fear and isolation among area residents has been to get people reacquainted and talking to each other. The association relied on the direct people-to-people approach as opposed to the media or the printed work. Drawing from a small base of committed residents from the anchor points, the association began sponsoring monthly potlucks in 1980. A volunteer calling committee would notify interested residents of time, location, and program. Churches and community facilities offered space for the potlucks which were structured to enable people to meet their neighbors, share concerns and offer ideas to the association's 15 directors. During the past four years the potlucks have continually attracted more residents and become monthly mainstays on many social calendars. Average attendance of 30 to 50 in early years has grown to 80 to 100 in the past year. A standing Communications Committee of twenty plans the monthly site, program, and time. The committee then calls each of the 400 or so members. The programs vary greatly from month to month. The following is a summary of some of the monthly potlucks during the past year:

- | | |
|----------------|---|
| October, 1982 | Almost 100 persons attended the association's annual meeting at the Macedonia Baptist Church to elect the next year's officers and directors, to review the past year's progress and shortcomings, and to chart out the coming year's projects. |
| November, 1982 | About 60 persons came to the Redeemer Lutheran Church to celebrate the association's two first-place ICB honors. |
| January, 1983 | The St. John's Catholic Church hosted 70 persons for a Saturday evening potluck that featured committee reports of planned activities for the year. |
| February, 1983 | About 50 persons attended a dessert-only potluck at the Grace Methodist Church. The program featured a film on "Playground Equipment You Can Make" furnished by the ICB staff. |

- March, 1983 A progress report and slide show on business district revitalization in the Drake area was presented to the 80 persons attending the potluck hosted by the First Christian Church.
- April, 1983 More than 60 persons brought their "discardables" to the annual "White Elephant Sale" potluck at the Cottage Grove Presbyterian Church.
- May, 1983 Des Moines Mayor, Pete Crivaro, highlighted the evening's potluck to 70 persons at the St. Luke's Episcopal Church. The mayor shared his perspective on the direction of city-neighborhood relations.
- June, 1983 Almost 100 persons attended an evening picnic at Witmer Park to hear rape and other crime prevention hints from the director of the Rape/Sexual Assault Care Center and the Police Department.
- July, 1983 About 60 persons enjoyed the annual Ice Cream Social held on the outdoor arcade of Drake University's Fine Arts Building.
- August, 1983 A planned outdoor picnic at Drake Park.

The potluck summary demonstrates a breadth and depth of program content, sites and involvement. Each potluck is usually balanced by the presence of both new and regular participants. This balance enables the association to simultaneously maintain continuity of perspective and injection of new ideas. The potlucks are the principle vehicle to redetermination and refinement of community needs, to identification of resources applicable to needs, to preserving awareness of the association's efforts, and for sharing the joys of actual accomplishment. Most importantly, they reinforce and instill a sense of neighborhood and community that can be so elusive in large urban areas.

These direct communication efforts continue to be supplemented by a monthly newsletter "Neighborhood News." It is the principle written medium used to share the association's accomplishments and efforts with the media and others outside the area. (This past year's newsletters are included as Exhibit A.) The newsletters are published by the Board's Executive Committee with articles written by a variety of resident members. (Below is a sample masthead.)

"Neighbor Helping Neighbor"

DRAKE NEIGHBORHOOD ASSOCIATION

1153 24th Des Moines, Iowa 50311
274-5579

Neighborhood News

Published Monthly By
The Drake Neighborhood Association

July, 1983

COMMITTEE AND ORGANIZATIONAL STRUCTURE

One of the organizational priorities established at the October, 1982 annual meeting was expanding the focus and strengthening the ongoing involvement of committees since the committees form the backbone of the association's long-term effort to revitalize the Drake area. The following list identifies the association's standing committees and their focus. The list moreover reflects the broad-based nature and scope of the association's revitalization thrust:

HISTORIC:

Plan and arrange historic tour, promote historic book and collect information to add to the area's heritage.

SAFETY AWARENESS:

Promote crime prevention techniques, assess ongoing area crime statistics, and research feasibility of neighborhood foot patrols.

COMMUNICATIONS:

Maintains monthly phone contact with all members regarding meetings, pot-lucks, special events, and neighborhood issues.

MEMBERSHIP:

Maintains membership records and recruits new members.

BEAUTIFICATION:

Plans and executes area beautification projects like tree and flower plantings.

FALLFEST:

Plans and executes annual Fallfest, which attracts up to 1000 people to Drake Park for a Saturday of festivities.

HOME IMPROVEMENTS:

Promotes home improvement projects and informs residents of area housing services available.

EXECUTIVE:

Oversees matters between monthly board meetings and publishes monthly newsletter.

ARTS & CRAFTS:

Identify area arts and crafts people, develop and promote inventory of artists, and develop cooperative ideas for displays of area artists and craftists.

YOUTH INVOLVEMENT:

Develop neighborhood youth programs; design and execute "new Drake Park playground."

The committee's work is sanctioned and overseen with the context of policies developed by the association's 15 member Board of Directors. This board, annually elected by the general membership, sets policies and approves projects based on goals established as a result of needs assessment surveys in 1980 and 1981, and based on annual membership reviews to update the association's master

revitalization blueprint. The board's composition draws on all segments of the diverse populations within the Drake neighborhood as the following list of directors reflects:

Drake Neighborhood Association Board of Directors

- John Neubauer (President) - Area homeowner and business manager.
Wayne Shoemaker (Vice President) - Area property owner and church pastor.
*Diane Munns (Secretary) - Area Homeowner and attorney.
Faye Vilimek (Treasurer) - Area business owner and resident.
Gladys Burkhead - Area homeowner and civic leader.
Larry Cunning - Area homeowner.
*Preston Daniels - Area resident and Drake security official.
*Mike Earley - Hawkeye Bank and Trust of Des Moines President.
*Faith Ferre' - First Christian Church pastor.
Bruce Heilman - Area homeowner and dentist.
Rod Rhoads - Area business owner.
LaVon Quang - Area homeowner.
*Mary MacKenzie - Area homeowner and business manager.
*John Wilkens - Area homeowner and Grace Methodist pastor.

*Denotes New Board Member in 1983.

An important step taken this year was the opening of a formal office with a telephone. In its previous three years, the association had operated out of houses, churches, and stores. When Neighborhood Housing Services moved into its newly remodeled headquarters this spring (described more in detail as part of Project I - Business District Revitalization), the association subleased an office and gained access to their board room as well. Five volunteers were then recruited to staff the office a few hours each day during the week. When the office is without volunteer staffing, a record-a-call machine donated by an area business records all calls and furnishes board members' numbers for callers in need of immediate responses. The opening of the office solidifies the association's presence and visibility in the neighborhood, supports the communication network linking the association's revitalization efforts, and strengthens the association's organizational structure.

MASTER-PLAN REVITALIZATION COMPONENTS

The association's over-all strategy to restore the Drake neighborhood into one of the state's finest urban living environments by 1990 consists of short and long term projects that fall within the following categories:

1. Preservation and rehabilitation of the area's aging residential housing stock, most of which is 75 to 100 years old;
2. Preservation and revitalization of the area's business districts, which were among the city's first neighborhood shopping districts;
3. Beautification of the area's appearance and landscape; and
4. The rekindling of neighborhood spirit and a "small-town" atmosphere.

The approaches taken within each of the above areas are summarized below:

1. RESIDENTIAL HOUSING PRESERVATION AND REHABILITATION: The association since 1980 has worked to stimulate residential property improvements by arranging for incentives that would encourage area property owners

to reinvest time and money into the repair and restoration of their structures. One such incentive included city designation of most residential properties for tax abatement eligibility under the state's 1979 Revitalization Law (described in detail in the 1982 ICB project book). Another incentive has been work to establish the area's southeastern quadrant as a historic district on the National Register (described more in detail in Project II in this book). The third incentive has been the successful three-year courting of Neighborhood Housing Services (NHS) to relocate from an area on the city's north side into the Drake neighborhood. NHS is a privately-financed non-profit partnership of city officials, private leaders and corporate executives, and neighborhood residents. It provides a variety of technical and financial services to property owners seeking to repair and improve their houses. (An NHS brochure describes such services more in detail). NHS sports a professional staff, an annual operating budget in excess of \$100,000 and a quarter-million dollar revolving loan fund. It represents the city's largest private venture in residential housing rehabilitation. Since moving into the Drake area in the fall of 1982, NHS has succeeded in designing new programs aimed at increased energy conservation, improved structural safety and increased access to affordable loans and insurance. (The attached letter from NHS Executive Director, Bruce Garber describes such efforts more in detail). NHS represents the principle technical and financial vehicle in the Drake area to help the association accomplish one of its foremost goals: To restore the ratio of owner-occupied structures to its pre-freeway ratio of 75% of the housing stock. (The 1981 and 1982 ICB Project Books described in detail how area ownership patterns in the twenty years following the MacVicar Freeway construction in the 1950's changed from 75% owner-occupied to 75% absentee-owned, as the attached chart from the association's book "From Keokuk On...." reflects:

COTTAGE GROVE HISTORIC AREA
Shift in Owner Occupied vs. Absentee Owned Homes*

Street	1949		1958		1968		1978	
	Owner	Absentee	Owner	Absentee	Owner	Absentee	Owner	Absentee
Cottage Grove	75%	25%	65%	35%	46%	54%	19%	82%
Brattleboro	65%	35%	74%	26%	48%	52%	17%	83%
Rutland	92%	8%	90%	20%	66%	34%	40%	60%
Kingman	80%	20%	80%	20%	53%	47%	35%	65%
Drake Park	80%	20%	85%	15%	50%	50%	40%	60%
21st	63%	37%	75%	25%	40%	60%	30%	70%
22nd	80%	20%	66%	34%	38%	62%	15%	85%
23rd	90%	10%	75%	25%	75%	25%	43%	57%
24th	66%	34%	66%	34%	42%	58%	28%	72%
25th	84%	16%	60%	40%	43%	57%	19%	82%
26th	83%	17%	80%	20%	40%	60%	22%	78%
27th	70%	30%	60%	40%	50%	50%	35%	65%
28th	80%	20%	70%	30%	44%	56%	30%	70%
29th	50%	50%	62%	38%	50%	50%	25%	75%
31st	70%	30%	90%	30%	50%	50%	50%	50%

* Based on City Directory Analysis.

neighborhood housing services of Des Moines, inc.

1153 - 24th Street • Des Moines, Iowa 50311

August 26, 1983

Drake Neighborhood Association
1153 24th Street
Des Moines, IA 50312

Gentlemen:

Our 1982/1983 fiscal year has been a resounding success for the Neighborhood Housing Services program in Des Moines. This year NHS moved into the new expansion neighborhood (see attached brochure) which culminated with the rehabilitation of our permanent home at 1153 24th Street. Our new home, which was rehabilitated by Drake University at a cost of \$60,000.00, had formerly stood vacant for several years.

This past year saw several new activities occur through Neighborhood Housing Services:

The Smoke Detector Program, which was originated by NHS of Des Moines has the potential to become a national project through Neighborhood Reinvestment Corporation for the other 170 NHSs across the nation. NHS of Des Moines gives to owner-occupants free smoke detectors for their home. NHS conducts a fire and safety survey of the home to apprise the homeowner if any safety or fire hazards. NHS then works with the homeowner to help correct any hazards found.

The Insurance Education Component was developed this year in response to concerns by both residents and insurance industry people that an insurance problem existed in the NHS neighborhoods. This problem which is a combination of lack of knowledge concerning insurance and availability is now being erased. NHS has developed an insurance education program which included the hiring of a full time staff person to work with neighborhood residents, property owners and tenants. The staff person's role is to act as a resource to help people obtain adequate and affordable insurance coverage for their dwellings and contents.

NHS with the assistance of United Central Bank was able to put together an energy loan program for bankable homeowners for energy conservation improvements. UCB agreed to lower their home improvement loan interest rate for this program by 1%. NHS further agreed to deposit funds with UCB and buy down the interest rate further to 9.9%. NHS further agreed to work with the homeowners in procuring an energy audit from Iowa Power, recruiting contractors, soliciting bids, and monitoring construction.

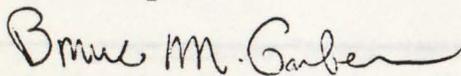
August 26, 1983

Page 2

The NHS program had a unique program during the summer of 1983, dubbed "Special Project '83". NHS sponsored a group of teenage volunteers through the American Jewish Society for Services. These volunteers paid almost \$1,000.00 to come to Des Moines from the New York metropolitan area to work for free. The \$1,000.00 was used to defray the costs of food and air transportation. NHS provided the local housing, transportation, materials and supplies and supervision. These 12 volunteers working as a group contributed over \$14,000.00 worth of free labor to low income, senior citizens and handicapped residents of the NHS neighborhoods.

In closing, 1983 has been an exciting time in the life of Des Moines NHS. Much has been accomplished; much remains to be done. However, we're on our way to seeing the revitalization and rebirth of our community.

Sincerely,



Bruce M. Garber
Executive Director

2. BUSINESS DISTRICT REVITALIZATION: In 1981 the association found considerable interest among the area's 200 business owners for a cooperative revitalization effort to save its declining business districts. The association then spawned a sister non-profit group called the University Place Commerce Company to focus exclusively on the business revitalization. Its progress is described more in detail in Project I of this book.
3. AREA BEAUTIFICATION: Since 1980 the association has undertaken a variety of area clean-up and beautification projects which contributed to the area's ICB selection for 1st place honors in 1981 and 1982. Although there is no beautification project included in this year's ICB book, the association nonetheless has demonstrated once again its continuity of effort by planting more than 6000 daffodil bulbs donated last fall by Pioneer Hi-Bred Corp. and the planting of 200 flowering trees this spring along Kingman Boulevard median islands. The association's tree plantings the past three years have also served as a model for a similar effort by another neighborhood group along Urbandale Avenue (in northwest Des Moines) this spring. This year's tree planting is summarized in the following article excerpted from the association's Neighborhood News (May, 1983 issue).

KINGMAN BOULEVARD TREES PASS 42nd STREET

A biting wind howled down the boulevard. A shivering rain had the hardy planters and diggers tightening their trenchcoats. Amidst such ideal tree planting weather (for the trees, that is) Saturday, May 7 hovered a four-year old child at 31st and Kingman. Smiling bravely at her proud father, she lowered a redbud into its new home. "Is this okay?" she shyly asked the kind, grandfatherly gentleman next to her. "Well, almost", he gently replied. "Here, let Uncle Ray show you". And with that warming remark, City Forester Ray Bair helped another child plant her first tree.

It was one of 150 flowering redbuds planted that Saturday and the following two Mondays by Association members. In addition, a city crew interspersed 25 flowering black locusts that City Forester Bair had earlier salvaged from a demolition site. The city contributed the black locusts and 50 of the redbuds. The Association's tree fund paid for the remaining 100 redbuds. The planting of the 175 trees extended beyond 42nd street. We could have finished the project to Polk Boulevard had the nursery not shorted our order. So the end must now wait until fall or next spring.

The following is a list of those who contributed to the financing, planting and advertising of the project. But first, special thanks to the volunteer efforts of City Forester, Ray Bair, tree waterer Gary Schmalfeldt and his gargantuan watering truck and project coordinator Kerry Graham.

PLANTERS: Roger Munz, Nancy Dickinson, Jeff Pregler, Reed Ryerson, Colette and Morgan Barnett, John Neubauer, Gary Schmalfeldt, Shirley and Iva Lester, Tim Tabor, Dave Patten, Pam Kottke, Bill Smith, Martha Gelhaus, Brian and Sue Ivers, Tom Backoven, Phyllis Bubendorfer, Doug Mackey, and Lauren Shapiro.

LEAFLETTERS: Dawn Timmerman, Tom Olive, Tricia Fazziri, Jane Walk, Cathy Cherneski, Wendy Olson, Jenny Justice, and Dan Peterson.

FINANCIERS: J.R. & Dorris Johnson, Margaret Black, Paul Sweeney, Mike Brown, M/M Philip Riggs, Barbara Danilson, Melva McBeath, Charles Dickson, Mary Trisler, Esther Picken, Betty Rains, Chloris Burkhead, Katring Cole, Jeanetta and Warren Berkley, R.J. Harrington, Lyle and Helen Dawson, Wm. Campbell, Michael and Janeat Rodriquez, Edward and Gloria Berry, Arline Goorley, James Nadig, Eloise and Anne Barrett, Carl Salmons, Roger and Diane Munns, Gerry McGowen, Gladys Austin, Cclette Barnett, S.E. and Catherine Baughman, Harriet J. Danielson, Richard Jorgensen Family, John Morris, Jr., Amy Cupp, Clark McDonald, Margaret and Dennis Tabor, Leslie Babich, Dorothy Guinn at the Cleaning Monster, Jacquelyn Coulson, Ruthis and Larry Matthews, Keven PoKorney and Martha Gelhaus, Nancy Wood, Rae Leverson, Wm. Riley, Mark Havighursh, Richard Raabe, Applegate Associates, Richard Kersner, Kerry Graham, Joseph, Heather and Sadie McGuire at Kinko's, First Christian Church, Blind Munchies Can Collection and Ralph, Trail, thank you for the water pump.

4. REKINDLING "SMALL TOWN" ATMOSPHERE: Since 1979 the most important association focus has been the rebuilding of neighborhood spirit and small town-style pride. The monthly potlucks throughout the area have been one approach. Another has been the annual Fallfest Festival that draws between 500 and 1000 area residents to Drake Park. (A 1983 Fallfest Brochure is included here.) The most significant initiative in this regard was started in 1982. With the help of four federally-funded VISTAs, the association organized block clubs on about 100 of the area's 200 blocks. The block groups were conceived as vehicles to help prevent crime and increase neighborliness among renters and homeowners. The "block organizing" was one of the three projects in the 1982 ICB Project Book. The association in 1983 worked to expand the block concept by sponsoring regional meetings among block leaders to provide ongoing information on area activities and to gain continual feedback from block residents. The block clubs and Fallfest are being linked this year thru the festival's theme "Block Involvement" in which blocks can sponsor a Fallfest activity.

It was the existence of the block group network that enabled the association to respond to a bizarre rash of rapes concentrated in the Drake Park area in May and June of this year. The association's "small town" people network enabled the area to work closely with police to capture the rapists, to disseminate calming information to area residents, and to serve as a response model for other neighborhoods and small towns who find themselves victims of unexpected outbreaks of violence. The association utilized its communication network and block leaders to help maintain calm and dispel rumors. It also mobilized more than 100 volunteers to distribute 3000 of the Neighborhood Alert door-to-door on a rainy Saturday.

The area's rapes and the association's response became a topic of state and national media attention and resulted, for example, in requests for copies of the association's "Neighborhood Alert" from other Des Moines neighborhoods and even the Cedar Falls Police Department. A summary of news clippings,

the "Neighborhood Alert" and a letter from the Des Moines Police Chief demonstrate the stabilizing influence a neighborhood group like the association can have. Had the association not existed when the rape outburst occurred, neighborhood and city officials agree that a mass exodus from the area probably would have ensued. The association's "rape response" was not included as a project because it was not a long-term planned effort. Yet the association's ability to respond successfully to a problem of such magnitude easily makes this effort the year's most substantial accomplishment.

SUMMARY

Thus, it can be clearly seen that this year's three projects are just a sample of the association's continuing effort to rebuild the Drake area into one of the state's finest urban living environments by 1990.

The three projects selected for 1983 ICB consideration include:

1. Business District Revitalization.
2. Historic Area Revitalization.
3. New Drake Park Playground.