



Stone City, Iowa 1930  
Grant Wood, 1891-1942  
Citizens United for Responsible Land Use

## ANNUAL REPORT 2010

***Promoting responsible development that conserves and protects our natural resources; revitalizes our neighborhoods, towns and cities; and improves the quality of life for future generations.***

### Smart Planning the Iowa Way

*A Message from Interim Executive Director,  
LaVon Griffieon*

I'm taking more than a little bit of inspiration home with me today. Over the years, as 1000 Friends of Iowa has advocated for comprehensive land-use planning for the state, we have often heard that land-use regulation is a local concern. The intent of those comments usually doesn't reflect a true concern for land use at a local level, but are to redirect the focus of the conversation away from any land use regulation at all.

Iowa has 948 cities and over 900 of those report populations less than 10,000. That usually means they have no access to a city planner on staff. Most mayors and city council hold down a "real" job and volunteer to run the city with very little time available to get training on the correct way to run a city. Planning often is reactive instead of proactive. Of Iowa's 900 cities with a population under 10,000 less than 30% report having comprehensive plans.

Small towns in Iowa have had an uphill climb to find help. The federal Housing Act of 1954 heavily promoted local and regional planning, but with the advent of the Reagan administration such programs were reduced or eliminated. At our state level, in 1985 Iowa's Office for Planning and Programming was dissolved by Governor Branstad and the legislature. That office provided an umbrella to oversee eighteen state agencies and twenty-eight boards, councils and committees which were concerned with one or more aspects of land resource allocation or planning. For the past twenty-six years Iowa has had no one agency which is aware of land use planning or programming in our state.

In 1985, Governor Terry Branstad proposed bringing Main Street Iowa to our state as an economic development program. 1000 Friends believes Main Street Iowa to be Iowa's most successful economic development program. Main Street Iowa has tracked more than \$1 billion in private investment in the purchase, construction and rehabilitation of downtown property in participating commercial districts, significantly increasing the state's job and business base. In addition, almost two million hours of volunteer time has been logged collectively by local main street organizations.

We have brought our annual meeting to Greenfield today. Greenfield, population 3,452, has made land use a local concern and they have bucked the state trends for small communities. We are going to meet community members who sought and received \$8.2 million in grants to rehabilitate buildings on the town square. We are going to hear about the importance of Greenfield being one of 45 Main Street communities in Iowa. We are seeing firsthand what can be accomplished to restore and revitalize Main Street when the members of the community get involved and the State of Iowa gives a little support

We are also honoring six 2012 Best Development Award winners today. This award program annually highlights outstanding projects across the state that implement Smart Growth Principles and illustrate sustainable development practices. These winners had stiff competition and truly are the cream of the crop. I am sure Greenfield will be eligible to apply in several categories in 2012 with the many fine projects we will be seeing today.

It often seems as if 1000 Friends concentrates on pointing out what is wrong with development in Iowa. But today we are here in Greenfield to celebrate what is right with development in Iowa!

# PRESIDENT'S REPORT

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## 2011 Annual Meeting President's Report

**Transitions:** Linda Gobberdiel joined us two years ago as our part-time Executive Director. Linda resigned in April to work as an independent food systems consultant. LaVon Griffieon is, once again, serving as Interim Executive Director.

Gordy Mills resigned his board position but now serves on our Advisory Board; we are most grateful for his continued counsel.

Ray Meylor resigned as board member to devote more time to his outdoor activism via the Isaac Walton League.

Center On Sustainable Communities accepted our invitation to share office space; they moved into our Merle Hay Mall suite this October and are still unpacking. We anticipate closer collaboration with COSC once they are settled in their new space.

Upon the closing of the Rebuild Iowa Office this summer, the Iowa Smart Planning Task Force was left without a budget or a home. LaVon continues to advocate our message by serving on Task Force committees.

**Issue Focus/Citizen Empowerment:** This year we launched a campaign to better educate Iowans and legislators about the issues surrounding **Tax Increment Financing** usage in our state. A new display board and brochure helps to spread our message that this state effort is in need of serious reform. We will continue to lobby the legislature for the return to TIF's original intent to "eliminate slum and blight" in deteriorated areas.

Former President Laura Belin has vigorously monitored activities in support of passenger rail funding in Iowa; matching federal monies remain a possibility but the Governor has not yet agreed to the required state match. This will remain a long-term

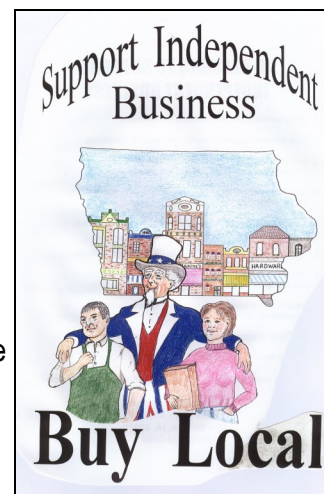
effort for our organization as **transportation** decisions directly effect land-use practices.

The committee report on **farmland protection** remains stagnated in the Iowa Department of Agriculture and Land Stewardship. 1000 Friends is committed to pushing this issue to greater public awareness.

Board member Erv Klaas has developed a presentation on **grass-roots movements** focused on sustainable living at the community level. A group utilizing the "Transitions" model meets regularly in our Merle Hay offices. "The Natural Step" model is also gaining in popularity.

Our Office Manager Crystal Leto makes effective use of our website and electronic messaging to keep our members informed of land use issues in their areas that need our attention and input via our **Public Policy Updates and Action Alerts**. Our Farm-A-Save signs along I80 west of Des Moines continue to get noticed and our quarterly Land Use Bulletins provide in-depth information and analysis of our focus issues. We also added Constant Contact as a tool to more rapidly message our legislators.

1000 Friends of Iowa **Buy Local Posters** continue to be distributed to shops in small towns and neighborhood stores. The interest in supporting local businesses and buying locally continues to grow. While the impact of our specific Buy Local poster is unknown, the Buy Local movement continues to gain momentum and strength.



## PRESIDENT'S REPORT

**Programs:** Our 2010 Annual Meeting was held last autumn at the Griffieon Family Farm near Ankeny. Keynote speakers included former 1000 Friends board member Tom Dunbar and Davenport Urban Planner Darrin Nordahl who discussed efforts supporting urban food production. The meeting included a Silent Auction of donated items.



*Mary Brubaker and Linda Gobberdiel  
2010 Annual Meeting Silent Auction*

Our second annual **Sustainable Planning Workshop** was held in Perry, IA, this past June. Keynote speaker was Roger Miller from Smart Growth America. This is a most successful collaborative effort with several organizations, originally spearheaded by Linda Gobberdiel.



*Linda Gobberdiel, Roger Millar, LaVon  
Griffieon and Mary Brubaker at the  
2011 Sustainable Planning Workshop*

**Membership:** In spite of these tough economic times, our membership has remained stable and loyal in support of our mission. We were, once again, successful in meeting our membership match for the Iowa Foundation for Education, Environment and the Arts grant.

This year, our Central College intern created a very clever brochure as a young adult membership recruitment tool. Additionally, our educational displays serve as a wonderful membership recruitment tool. Recent venues have included Iowa Horticultural Society; Iowa Environmental Council; Women, Food and Agriculture Network; Natural Living Expo; Central College Eco-Fair, DMACC Eco-Fair, and the National Main Street Conference.

When 1000 Friends was organized in 1998 we filled a void with our advocacy surrounding land use issues in Iowa. It is heartening to see how many organizations are now working toward greater appreciation of the value of our natural landscape and we welcome the many opportunities they provide for collaborative efforts. We continue to focus on those issues we find the most compelling by their lack of public focus and awareness and their impact on our environment. It is comforting to see so many join us in the effort but daunting to recognize how much work remains to be done.

We thank you for your continued support of this most important cause. I have been honored to serve as your President these past two years.

In your service,

A handwritten signature in cursive script that reads "Mary Ellen Miller".

Mary Ellen Miller

# FINANCIAL REPORT

# ACKNOWLEDGEMENTS

## Financial Report

As of December 31, 2010

### ASSETS

#### Current Assets

Checking/Savings	
1000 • MetaBank	<u>22,467.12</u>
Total Checking/Savings	22,467.12

Accounts Receivable	
1100 • Accounts Receivable	<u>-170.00</u>
Total Accounts Receivable	-170.00

Other Current Assets	
1200 • Undeposited Funds	<u>4,330.00</u>
Total Other Current Assets	4,330.00

Total Current Assets	<u>26,627.12</u>
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**TOTAL ASSETS** 26,627.12

### LIABILITIES & EQUITY

#### Liabilities

Current Liabilities	
2110 • Direct Deposit Liabilities	-1,021.37
2400 • Payroll Liabilities	<u>1,975.99</u>

Total Current Liabilities	<u>954.62</u>
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Total Liabilities	954.62
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#### Equity

3000 • Opening Bal Equity	36,015.68
3150 • Temp. Restricted Net Assets	1,769.92
3200 • Unrestricted Net Assets	10.57
Net Income	=

<u>12,123.67</u>	
Total Equity	<u>25,672.50</u>

## 2010 Staff

### Executive Director (Jan-April)

Linda Gobberdiel

### Interim Executive Director (May—present)

LaVon Griffieon

### Office Personnel

Crystal Leto

## Acknowledgements

### Office Space

1000 Friends of Iowa appreciates the generous contribution of office space from the Merle Hay Mall Corporation, arranged by 1000 Friends of Iowa Board Member Elizabeth Holland.

### Projector and Computer

A much needed projector and desktop computer were donated to 1000 Friends of Iowa by Des Moines Community College, arranged by John Card.

### Annual Meeting Sponsor

1000 Friends wishes to acknowledge and thank John Morrissey for his generous 2011 Annual Meeting sponsorship!

### Best Development Awards Judges Panel

*Charles Connerly*, Professor and Director, UI Department of Urban and Regional Planning  
*Regenia Bailey*, Iowa City Council member  
*Mark Seabold*, Shive-Hattery Architects  
*John Yapp*, Executive Director Johnson County Metropolitan Planning Organization

**Annual Meeting Organizers** A special acknowledgement and our gratitude to **Jay Howe and residents of Greenfield**. When we were invited to hold our Annual Meeting in their town, we did not anticipate the amount of help the residents of Greenfield would provide. They have gone above and beyond assisting the organization of, and hard work in preparing for, our 2011 Annual Meeting. We cannot name all who had a hand in the successful planning of the meeting, but we appreciate and thank all who were involved.

# 1000 Friends of Iowa

## 2011 Annual Business Meeting

Saturday, November 12, 2011  
Greenfield, IA

- Call to order, President Mary Ellen Miller
- Review and Approve minutes from the 2010 meeting
- 2010 Financial Report, Treasurer, Erv Klaas
- Re-election of Current Board Members (three-year terms)
  - Doug Adamson, Des Moines (2005)
  - Laura Belin, Windsor Heights (2002)
  - Elizabeth Holland, Chicago (2005)
  - Karen Howard, Iowa City (2008)
  - Dale McKinney, Sioux City (2005)
  - Mary Ellen Warren, Waterloo (2005)
- Election of Officers
- Election of New Board Members (three-year terms)
  - Edward Cox, MO
  - Lynn Laws, Des Moines
  - Drake Larsen, Ames
- Board Member Reports
- Other Business
- Adjourn, President Mary Ellen Miller

# 1000 Friends of Iowa

## 2010 Annual Business Meeting

October 30, 2010  
Griffieon Family Farm, Ankeny, IA

**Call to order and introductions:** called to order at 2:25 p.m. by President Mary Ellen Miller

*Officers and Directors Present*

Mary Ellen Miller, President  
Mary Ellen Warren, Vice President  
John Morrissey, Secretary  
LaVon Griffieon  
Karen Howard  
Erv Klaas  
Mary Brubaker

*Absent*

Dale McKinney, Treasurer  
Doug Adamson  
Liz Holland  
Craig Malin

*Also present*

Linda Gobberdiel, Executive Director  
Crystal Leto

### **Treasurer's Report**

The 2009 financial report was presented to the membership. LaVon Griffieon moved and Laura Belin seconded a motion to approve the financial report as submitted. President Miller noted that the year has been challenging for all non-profit organizations, but that 1000 Friends managed to survive another year. She reported on a seminar she attended where it was predicted that 11 non-profit organizations in Iowa would close or merge. Motion to accept the financial report carried on a voice vote.

### **Executive Director's Report**

Executive Director Linda Gobberdiel presented her report. She noted the organization made a significant investment in a new member management software package. The efforts of Crystal Leto to organize the annual event and run the office were recognized by a thank you from the membership.

### **Election of board members**

The slate of nominees was presented. Ray Meylor and Stephanie Stegeman both resigned from the board during 2010, leaving two open seats. Secretary John Morrissey decided not to stand for reelection. The board nominees are:

LaVon Griffieon  
Erv Klaas

President Miller solicited nominations from the floor. Hearing none, she asked the nominations be closed. Moved by Sue Ravenscroft and seconded by Karen Howard to approve the nominations as submitted. Motion was approved by voice vote.

Motion was made by Mary Ellen Warren, seconded by LaVon Griffieon to adjourn the business meeting. The motion was approved by voice vote at 2:35 p.m. Adjourned at 2:35 p.m.

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# 1000 Friends of Iowa Board of Directors 2011 Nominees

**Ed Cox** is a staff attorney with the Drake Agricultural Law Center in Des Moines. Ed graduated from Drake University Law School in 2009 with a Certificate in Food and Agricultural Law. He has published a number of articles on the interplay between public policy, land use, agriculture, and sustainability. In addition, he has developed a "Sustainable Farm Lease" website and edited a series of mini-documentaries on the role of public policy in sustainable farmland management. During law school Ed was an intern with the Iowa Natural Heritage Foundation, where he analyzed reform of tax increment financing as a potential source of funding for natural resource protection, and worked as a law clerk on the Iowa NRCS Easement Programs Team. Ed grew up in the rural Missouri Ozarks and enjoys canoeing and wildlife photography. Prior to his legal and academic career Ed was enlisted in the U.S. Coast Guard. He now lives in Columbia, Missouri with his wife and their daughter.

**Drake Larsen** is a recent graduate of ISU with a MS in Sustainable Agriculture and is currently working as a research associate in the Department of Natural Resource Ecology and Management at ISU examining Iowa farmers' perspectives on strategic placement of perennial conservation practices. A native of central Iowa, Drake was active in FFA and has a deep interest in waterfowl biology and wetlands conservation. He operated a successful guide business resulting in thousands of hours spent on Iowa's landscape where he witnessed the impact of our vast corn monoculture on wildlife and the consequences of "irresponsible" agricultural practices. He brings good experience in working with volunteer organizations (fundraising, public speaking, media relations and event planning) which will be an asset to 1000 Friends. Drake and his wife Sarah currently live in Ames.

**Lynn Laws** is an independent communications and outreach professional with 26 years experience. She worked for the American Red Cross Central Iowa Chapter for 15 years and most recently was the Communications Director for the Iowa Environmental Council for 6 years. She has B.S. degrees in journalism and environmental studies from Iowa State University. Lynn serves on the Board of Directors for her church and volunteers for Transition Des Moines, a group of Des Moines area citizens working together to create more vibrant, livable neighborhoods and communities, as we transition away from a world dependent on fossil fuels. Lynn currently lives in Des Moines, has two children and one grandchild for whom she wishes to leave the world a little better place.