



THE LAND USE BULLETIN

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SMALL TOWN IOWA HOSPITALITY FLAVORS OUR ANNUAL MEETING

After holding the first two annual meetings in Des Moines, our board of directors agreed it was time to move the event to other cities. While Des Moines' appeal as a central location counts for something, we felt strongly that our big yearly gathering should also be a chance to showcase Iowa's many beautiful cities, large and small.

So, it may have involved a little more effort this year for some of our members to attend the annual meeting in Kellogg, located off I-80 between Newton and Grinnell. But when Bob Brierly, one of our earliest Founding Friends, made the offer to work with his hometown of Kellogg (population 626) to roll out the red carpet if we just showed up, he wasn't kidding.

Along with the regular business meeting, budget reports, and election of board members and officers came all the pleasures of small-town Iowa. Hosted at the local Grange Hall on Main Street, our members experienced a citizen-led tour of five museums, a welcome from the mayor, and a delicious meal created totally from Iowa grown products, which was catered by "Cooking By Bonnie" and served by the ladies of the Amboy Grange.

We even had excellent local entertainment, provided by Ray Brown and the BBC Band.

Our keynote speaker was Iowa State University's Ken Stone, professor of economics. Ken shared

some fascinating data he has collected on the impact of Coral Ridge Mall on the economies of the surrounding 16 counties. Ken crammed a 90-minute presentation into 30 minutes and left the entire audience wanting to hear more. The presentation concluded with some excellent audience questions and comments about the importance of supporting our local businesses and the impact our shopping decisions have on rural main streets and urban neighborhoods.

The location for next year's annual meeting has yet to be selected. But attendees were so pleased at the warm reception we found in Kellogg that we are likely to stick with small-town Iowa in the future. If you're interested in discussing the possibility of hosting a 1000 Friends' annual meeting in your town, please contact us at (515) 288-5364 or kfoi@kfoi.org

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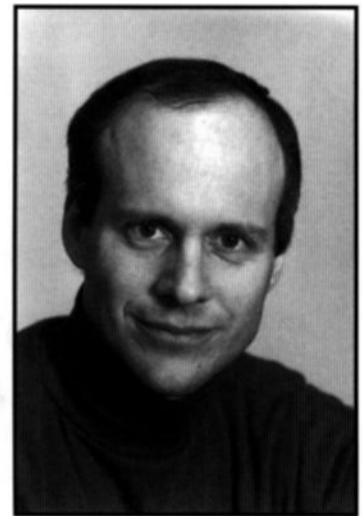
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GROWIN' TIMES

A Midwife Named Bubba

by Ed Fallon



I pity folks who, in search of peace and quiet, buy a new home outside of town only to be surrounded by the din of construction as development eventually swamps them. While I've felt pity, I can't say I've felt empathy. Empathy comes with shared experience, and I simply have never experienced life in a developing neighborhood where noise, dust, mud, traffic and huge machines driven by guys named "Bubba" are dominant features.

Well, empathy has arrived! My quiet little inner-city neighborhood in Des Moines is now a major construction zone. Within two blocks of our home six houses are being moved and fixed up, seven have been torn down and another dozen are being renovated. A grocery store and a church are being built, and a park and a community garden are taking shape. Even on Sunday afternoons, when I normally expect to find some quality quiet time in my garden, the sights, smells and sounds of construction are a near constant annoyance.

Curious how my neighbors felt about the changes, I recently asked an elderly man who lives at a nearby homeless shelter what he thought of it all. "Well, the way I see it," he says, "if you take six houses on one block and move them one block over, that's kind of like taking \$10 out of your left pocket and putting it in your right pocket."

Fair enough. Another neighbor told me he was certain the grocery store was going to fail. "Some people won't respect the property, and though many of us will try to support it, most people in this neighborhood just don't have a lot of money."

A third neighbor, whose home is sandwiched between two relocated houses, can't stand waking up every morning to thumping, banging and pounding. Still another is unhappy about the loss of her garden to one of the relocated homes.

Maybe a better way to approach this is to imagine speaking to a group of women. You ask how many enjoyed giving birth, and only a few stalwarts (probably of Scandinavian decent) smile and raise their hand. But ask how many enjoy their children and, with the exception of those of us raising 14-year old girls, the hands go up and nearly everyone smiles.

So, perhaps development is not unlike childbirth. Maybe Bubba is actually our neighborhood midwife. In about 12 months, when the labor pains are forgotten, I hope to see a community that has been born again. Sure, comments like the one framed by my friend at the homeless shelter may never be satisfactorily addressed. Redevelopment, like childbirth, is messy, awkward and unscientific.

In the end, the people who choose to live and work here will make the difference in whether or not this reborn community grows up to be strong, healthy and vibrant.

A Big Glob of Global Comin' at Ya

by LaVon Griffieon



I'm back from the Netherlands, Belgium and France with a bigger picture than I've ever had. In the past ten years Americans have heard more and more about global this and global that. We live in a global economy, with global trade and global treaties so global companies can attend to global needs and global interests. I often think that Americans' idea of globalization is that everyone should follow our lead and will surely want to emulate us. I say, "Globaloney!"

I saw some pretty neat things in Europe. Quaint villages with their very own identity. Small, sustainable shops selling locally grown and value-added products were the norm. While multinationals like Albertsons, McDonalds, and Coke were in the larger cities, there was no evidence of golden arches anywhere beyond.

After traveling from the Netherlands to Belgium by bus, I took the train (a speedy one) to the south of France. There, I rented a Renault Clio. I drove the car 1000 km back to Paris. I was speeding along between 135 km and 150 km per hour (85 – 100 mph) and filled the tank once. Our petroleum usage in this nation is positively gluttonous. Our diversity in transportation modes is non-existent. Farmers in Holland had no pick-ups; they have a car and bicycles. Large cities had parking lots full of thousands of bicycles, which were ridden even on rainy days. There were no high school parking lots. I saw streets full of people walking. I saw no health clubs or obese adults or children.

I got to meet the adviser on agriculture and rural development for the European Union. Europeans don't want to buy our genetically modified crops that we

keep trying to talk them into. As an American farmer, I continue to hear that it is my job to feed the world. I'm told that we don't need to preserve our world class soils for food production because biotechnology is going to increase our yields to the point we won't need the land. There's lots of pro-GMO language out there. Most of it is coming from the multinational companies that own the technology. If it is wonderful stuff, why is there such a controversy about labeling it so the consumer can identify it as genetically altered? While the U.S. is spinning biotechnology as a trade problem, Europeans see it as a potential health risk. Good global neighbors label their products and don't try to foist them off on countries that seem to be far more health conscious than we are.

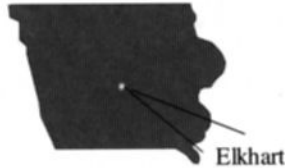
As an American farmer, it is not my job to feed the world. It is my job to see that the world can feed itself.

Global neighbors. Now that's a term you just don't hear very often. As an American farmer, it is not my job to feed the world. It is my job to see that the world can feed itself. Neighbors don't put neighbors out of work. When we globalized economics we also globalized much more. Mass media, films, TV and the Internet have spread images of America worldwide. In many countries and cultures these are images of unattainable consumer lifestyles, endless material luxuries, and much culturally degrading programming. Waving the materialism that we take for granted and many can never hope to achieve under the noses of our neighbors and their impressionable children is not being a good global neighbor. And in the end it will not serve us well either.

Corn production is nearly 40% higher in Iowa than anywhere else in the world. In the mid-1990s, the U.S. Midwest produced 19.75 metric tons of corn per acre compared to 13.25 metric tons produced by the next best corn producing region of the world in China....*World Watch Institute*

NEWS FROM FRIENDS ACROSS IOWA

Subdivision near Elkhart Stopped



Eleven neighbors near Elkhart are standing in opposition to a proposed housing development on farmland. Polk County staff wrote a strong report in favor of honoring the county's comprehensive plan and keeping the land zoned agriculture.

Due to the strong outcry taken by the neighborhood residents, the farmer seeking to plat his land withdrew his request before it reached the Board of Supervisors. Had the neighbors not taken a public stand the development very well may have been approved.

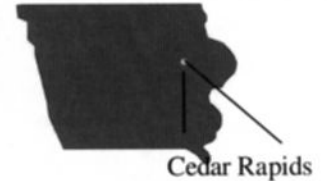
Neighbors questioned why land zoned for agriculture on the county's comprehensive plan would be approved for a housing development. Also brought to the board's attention was the cost of services to the county and school district for increasing unincorporated development that has occurred in the county. The difficulty for farming operations to carry on their daily tasks in an increasing urban environment was also a concern.

QUOTE THIS:

"The second mode {of living with unsafe cities} is to take refuge in vehicles. This technique is practiced in big wild animal reservations in Africa, where tourists are warned to leave their cars under no circumstances until they reach a lodge. It is also the technique practiced in Los Angeles. Surprised visitors to that city are forever recounting how the police of Beverly Hills stopped them, made them prove their reasons for being afoot, and warned them of the danger."

The Death and Life of Great American Cities, by Jane Jacobs, p. 60

Highway 100 and the Rock Island Preserve



The Linn County Conservation Board met November 20 to address the protection of the Rock Island Preserve from the proposed expansion of Highway 100. Specifically, the Iowa Department of Transportation made a presentation about the project.

Based on a presentation the DOT gave to the County Board of Supervisors recently, it is likely that the DOT will propose moving the freeway approximately 200 feet to the north away from parts of the preserve. The stated purpose of this proposed change is to avoid the native sand prairies, which are home to a colony of threatened Byssus skippers.

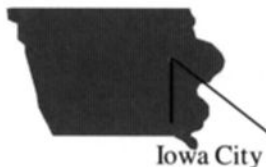
Citizens working to save the preserve have told the Linn County Supervisors that this proposal

- (1) does not address whether this project is needed at the \$86 million price tag;
- (2) does not address whether the proposed road is oversized;
- (3) does not address the more than 10,000 vehicles per day the freeway is projected to add to Collins Road east of the I-380 interchange;
- (4) does not protect the Cedar River Greenbelt from being cut in two by a freeway; and
- (5) will not prevent significant increases in noise and loss of biodiversity at the Preserve.

Rob Hogg with the Cedar-Wapsie Group of the Iowa Sierra Club recently reminded the Supervisors that "we should protect and enhance the Preserve and the River Greenbelt because they are natural treasures which improve the quality of life in Linn County."

For more information, contact Rob Hogg, 2750 Otis Road SE, Cedar Rapids, IA 52403, (319) 247-0223 (h), (319) 362-2137 (w).

Public Input Sought in Iowa City



Iowa City

Iowa City's Comprehensive Plan, which was adopted in 1997, is made up of 10 planning districts. Over the next several months, there will be a number of meetings to gather public input on how to plan for growth in the Southwest District over the next ten to twenty years. The final proposal will be brought before the Iowa City City Council for adoption sometime next year.

The next meeting will be held sometime in January. Everyone is encouraged to come to this and all public meetings. It is important that the voices of citizens concerned about responsible growth be heard in this process.

The Southwest District is a diverse area that stretches from Riverside Drive on the east to a future planned Highway 965 extension on the west. The northern boundary is Melrose Avenue and the southern is Highway 1 (roughly). It includes both commercial development and many acres of farmland and undeveloped land. Many of the western acres are not inside the Iowa City corporate limits, but are within the city's planned growth limits.

The area east of Highway 218 is a mix of single-family homes abutting high-density multi-unit apartments, along with West High School and a few University of Iowa buildings. Park and open spaces throughout the entire district include the County Poor Farm, Willow Creek and Hunters Run Parks and the planned Miller-Orchard Park.

For more information, contact City Council member Steve Kanner at (319) 338-8865 or Karen Howard of the Iowa City Planning & Community Development Department at (319) 356-5251.

Polk County Recreation Trail Unfinished



Polk County

A long-planned 110-mile rural-urban recreational trail looping greater Des Moines is a casualty of two reluctant landowners and a 1999 Iowa law. Even though about 10 landowners agreed to sell property along the edges of their fields, two owners refused to part with strips that would have completed the final 5-mile segment north of Altoona to east of Bondurant.

Two years ago, the condemnation of land for various development purposes became a hot legislative topic. Many farmers and rural landowners felt that government was being far too aggressive in using the power of eminent domain to take their land for roads, industrial parks, commercial projects, lakes, and housing developments. Bike trails have also been built using the power of condemnation, or eminent domain, which allows governments to seize private property and pay the owners a fair market price.

While the 1999 law changes provided what many saw as legitimate protection against the excessive use of condemnation to benefit private enterprise, it also effectively stopped the ability to complete public enterprises such as trails. As it presently stands, without the option to condemn land, Polk County cannot finish what would have been the nation's longest recreational trail for bicyclists, walkers and joggers.

Of course, there are some who feel that the 1999 changes in Iowa's condemnation law did the right thing by preventing the use of eminent domain for trail expansions. This is a good example of how complicated and contentious certain land-use conflicts can be.

For further information about the issue, please contact Ben Van Gundy, Polk County Conservation Board director. He can be reached at (515) 323-5300 or at pccb_info@co.polk.ia.us. The Polk County website is www.co.polk.ia.us.

We continually look for ways to improve the content and quality of the *Land Use Bulletin*. The increased length is one improvement we've added. This change allows us to give you more reports from around the state. But for this, we need your help. Please let us know about news items in your area that might interest other readers of the *Land Use Bulletin*. We hope to raise \$10,000 toward continued upgrades and want to thank the Leighty Foundation for its \$2,000

Transportation options

There are basically four ways people move from place to place on a daily basis:

- Walk
- Ride a bicycle
- Ride a bus, trolley, or train (public transportation)
- Ride in a private automobile

Since 1950, the car has come to dominate transportation.

Miles driven per person in U.S.

1950	1990
2,500	8,500

For many decades, the U.S. Census has kept track of how people commute to work. Each decade, the percentage of car trips has increased at the expense of walking, biking and public transportation. Here are recent figures for how people travel (percent of total trips) in the United states and selected other countries:

Country	Car	Public Transport	Bicycle	Walking	Other
United States	84	3	1	9	3
Canada	74	14	1	10	1
Germany	53	11	10	26	0
France	47	12	5	30	6
England & Wales	62	14	8	12	4
Switzerland	38	20	0	29	3
Sweden	36	11	10	39	4
The Netherlands	45	5	30	18	9
Italy	42	16	5	28	9
Denmark	42	14	20	21	3

Save Our Land, Save Our Towns
Bullfrog Films, Oley, PA 19547

Conservation Strategies for Growing Communities: New approaches to old challenges

This one-day conference will be held March 19, 2002 at Des Moines Area Community College in Ankeny.

Innovative techniques are needed to protect natural resources, comply with regulations, and improve the quality of life in our cities. There are many techniques for urban planning, site design, green infrastructure, and low-impact development that are extremely effective storm water management tools.

Attend and learn how to use innovative practices to create a more sustainable environment that will comply with regulations, save money, and appeal to citizens. Case studies will show the possibilities, including how ordinances and incentives promoted positive change in communities.

For more information, please contact:
Alice Vinsand, Conference Coordinator, at
(515) 225-1051 or avinsand@home.com.

Do you have an idea for a story? Do you have an event in your area pertaining to land use that you would like to publicize for free? The *Land Use Bulletin* is available for any of our members to suggest articles, announcements, or photos.

TRANSIT PROJECTS IN CEDAR RAPIDS/IOWA CITY AREA

Transportation and economic development in the Cedar Rapids/Iowa City area would get a boost from funding U.S. Senator Tom Harkin (D-IA) helped to include in the Transportation Appropriations bill that was finalized in November.

"Transportation is fundamental to the growth of Iowa's economy," Harkin said. He pledges to continue to work to keep this support as the Transportation Appropriations bill becomes law.

7th Street Revitalization Project

Revitalizing urban green space is as critical as revitalizing urban housing. We have formed a wonderful partnership with the National Resources Conservation Service, Conservation Districts of Iowa, and the Adams County Backyard Conservation Team. They advocate the “lasagna technique” of no-till gardening, which can be used on any urban lot, even on concrete. These photos of a recent demonstration session were taken by Dick Treiman with NRCS.

1.



Sheila O'Riley, Iowa's self-described “Ugly Gardener”, first lays wet newspaper to serve as a weed barrier.

2.



Next, Sheila adds a layer of compost, usually about 2-4 inches thick.

3.



Third, Sheila and her volunteers throw on a layer of wood chips.

4.



The local press takes an interest in step 4: a layer of leaves. Just make sure they aren't walnut, which are toxic.

5.



To keep the leaves from blowing away and to add additional nutrients, a layer of grass clippings tops off the bed.

6.



Ed Fallon, self-described “Compost King”, adds one final touch: kitchen scraps, which includes everything but meat and oil.

Highland Park Buy Local Directory

After several months of planning and chatting with members, the Parks Area Buy Local Directory is progressing towards completion. Most of the summer months were devoted to raising money that will go to the production of three different directories, the Parks Area (Highland, Oak and Union Parks in Des Moines), Adel and Iowa City. This fall we began working on the actual content of the directories.

Rose Winkeler, our Buy Local Program Coordinator, has been going to local businesses in the Parks Area to discuss the program and gain business owner input and advertising support for the directory. So far, business owners have been very interested in the project, and many were ready to make a commitment immediately and share a story or two about struggling to be a successful business while being surrounded by big box stores. Making these personal visits to over 100 business owners takes a lot of time, but is necessary in order to prove our commitment to this program and receive theirs in return.

Rose will be visiting businesses throughout the rest of December and will work on the layout and content until it is ready to be sent to the printer. Then, once early spring rolls around, we will be looking for many volunteers to help deliver the directories throughout the neighborhoods and to explain their purpose to the residents.

We want these directories to be not just a resource for looking up local stores, but also a guide to why it is so important that these commercial districts continue to thrive and how they can make it happen.

In order to accomplish this, the directory will include:

- **Why Buy Local?:** An extended version of the 10 Reasons that appear on the back of our posters.
- **What is Local?:** A rundown of various levels of ownership including franchises, local chains, regional chains, etc.
- **An Uphill Battle:** Accounts from Parks Area local business owners regarding the difficulties of competing with discount stores.
- **Price Comparisons:** Several studies have shown that only 10% of products at Wal-Mart are priced lower than those at local competitors. We hope to reinforce this with our own expanded study that will include other box stores that compete with local businesses.

Other features include a section on the benefits of eating locally-grown food and contacts to Iowa farmers that service the Des Moines area, a section tracking the path of money spent at a local business versus that money's path when it is spent at a chain store, and a listing of events and local attractions including the Farmers' Market, the Union Park Carousel, McHenry Park and the Sweet Corn Festival.

Once the Parks Area Directory is almost wrapped up, we will begin working on a smaller version for the town of Adel and a much larger version in Iowa City. Given the varying sizes and personalities of these three areas, the directories will have to adapt to each one, as will our means of gathering information and approaching business owners. We look forward to completing the first leg of this project and to hearing everyone's suggestions and comments.

Producers' Opinions about Land-Use Issues (from Iowa State University Extension, August 2001)

	Strongly Disagree	Somewhat Disagree	Not sure	Somewhat Agree	Strongly Agree
			percent		
Farmers are good stewards of the land	1	5	4	46	44
High land prices prevent young farmers from getting started in farming	4	7	5	35	49
Farm land lost to development is a problem for the future of agriculture	6	13	8	37	36
A landowner's private property rights are more important than the rights of the public to demand land use restrictions	4	12	13	37	34
I would sell my land for a development project if the price was right	21	10	28	25	16

PREVIEW OF THE 2002 LEGISLATIVE SESSION

The next legislative session will convene on January 14th amidst a very partisan environment and the most serious budget constraints in a decade. And because of the need to cut costs, the legislature will meet for only 90 days, as opposed to the usual 100- or 110-day session. Policy debates – usually reserved for the second half of the session – are likely to be brought up first this year. So there will be quite a push to get bills into the hopper right from the opening gavel.

It's hard to anticipate all possible legislation that might be proposed relating to land use. Here are a few ideas that have come to our attention.

Iowa Tax Shift Plan. This idea shifts the property tax burden from buildings to land. Under the current system, if you fix up your home, for example, you pay more property tax. If you allow your property to deteriorate – or allow land to sit idle – you pay less. So, under the current system, we reward negligence and penalize neighborliness.

Tax Increment Financing (TIF). While helpful as a redevelopment tool, TIF robs money from school districts and other local taxing jurisdictions. By law, the state must reimburse schools for the money they lose to TIF. This amounts to around \$30 million a year! It's been suggested that cities and counties choosing to use TIF should compensate the local school districts, instead of dumping the burden back on the state.

Impact Fees. Some cities have sought to charge impact fees to cover the costs of servicing new development. A recent lawsuit by a developer against West Des Moines concluded that, under current law, cities are not allowed to charge impact fees. A legislative change would be needed to help cities be able to do this.

Coordinated Planning. This idea has been on the burner for the past three years and has bipartisan support. The bill is presently called HF 273 but will certainly receive a new number in the 2002 legislative session. Here's an outline of the main points of the bill:

1. Identify goals for the development of land. As cities and counties assemble their strategic development plans, they are asked to:

- Encourage a pattern of compact development.
- Promote redevelopment of existing urban areas.
- Promote the economic health of the entire region.
- Provide for a variety of housing choices.
- Conserve natural resource areas and environmentally sensitive land.
- Preserve prime agricultural land.
- Protect private property rights.
- Provide municipal services concurrently with development.

2. Every county and all cities in that county appoint a committee that puts together a strategic development plan to accommodate growth for twenty years. The plan also identifies land to be preserved for agricultural use. The plan is then submitted to the Land Management Planning Board for review and approval.

3. The bill establishes a process for cities and counties to ratify and amend those plans. If final, amended plans are not ratified by the county and all cities in the county, a system of dispute resolution is established. Cities, counties, and individual citizens may seek judicial review.

4. The bill targets development incentives and subsidies to projects in strategic development areas.

5. The bill establishes a provision for expediting development permits in strategic development areas.

Other bills may come up, and as the legislative session progresses, 1000 Friends of Iowa will keep you posted through our Public Policy Updates, which we send out electronically. If you have changed your e-mail address or want to be sure you are on our listserv, please contact our office at (515) 288-5364 or kfoi@kfoi.org. We look forward to your help in moving smart growth forward in Iowa!

THANKS TO OUR VOLUNTEERS!

Much gratitude goes out to our many volunteers these past few months:

- Pat Headley and Ruth Harstad for their generous donation of \$350 of weather stripping and insulation materials.
- Tom Peterson for help with our Winterset house party.
- Pete McNally for TIF research.
- For the LUB mailing in September: Bob Willis, Tom Peterson, Jim Wheeler, Laurie Jones, Hazel and Maury Glenn.
- For other mailings: Pete McNally, Jim Wheeler, Chris Breitbach.
- For help getting out the annual fundraising mailing: Hazel and Maury Glenn, Chris Breitbach, Mary Ann Martin, Jean Bodenstedt, John Zeitler, Irene Michels, Laurie Jones, and Carolyn Hensley.
- To our stalwart telephoners: Joan Bunke, Phil James, Brendan Greiner, Jim Addy, Tom Peterson, Cathy Engstrom, John Chambers, Pete McNally, Danele Stamps, Margaret Vernon, Chris Breitbach, and Marion Love. (And to Kristin Fallon and Rose Winkeler for providing supper.)

GIVE THE GIFT OF RESPONSIBLE LAND USE

If your gift-list includes someone who "has everything" but who cares about preservation of our land, our natural resources, or our historic places, you can give the gift of membership to 1000 Friends of Iowa. Simply complete the form on the back page of this issue with information about your friend and send it to us, along with your tax-deductible check and your name. We will notify your friend of your gift.

Welcome Laura DeLong



Laura DeLong joined our staff as Office Manager November 12. She has experience in writing, marketing, financial accounting and payroll. Her diverse work experience includes 11 years in direct marketing with Meredith, seven years running her own retail fabric store, and most recently serving as executive assistant/office manager at the Wallace House Foundation. After living in different parts of the country, Laura has loved being home in Des Moines for nearly 20 years. She enjoys choral singing, sewing, weaving and reading. Outdoors, she likes to walk and bike. She looks forward to putting her skills and experience to work for 1000 Friends of Iowa.

WEBSITES OF INTEREST

1000 Friends of Iowa: www.kfoi.org

www.sierraclub.org/sprawl/resources

The Sierra Club has one of the nation's most comprehensive websites on sprawl, including reports, publications, and links to more than 150 websites relating to some aspect of sprawl.

www.nthp.org

The National Trust for Historic Preservation is committed to saving America's historic towns and neighborhoods. Its Main Street program is working with hundreds of towns across the country on redevelopment projects.

www.farmland.org

The American Farmland Trust is the nation's leading organization for preserving farmland in America. Its website includes information on farmland preservation programs across the nation, including the total acreage of farms permanently preserved from development.

www.sprawlwatch.org

The website itemizes ballot measures to preserve open space and manage growth across America.

FOR SALE!

T-Shirts: Short sleeve are \$15 and come in sizes M through XXL. Long sleeve (just in time for the inevitable cold weather) are \$20 and available in sizes L through XXL.

Buy Local Posters: A great way to spread the idea of shopping Main Street and support our growing program. They're \$1 each and cheaper if you want a bunch.

Videos: "Cornerstones" and "A Letter from Iowa" for \$5 each. Use them for educational tools at schools, meetings, and classes to facilitate dialogue about land use in Iowa.

FOR LOAN!

Business Plan for a Grocery Store: If your town needs a grocery store, there may well be ideas in here that could jump start your effort. We're very happy to share it, free of charge.

Considering the loss of farmland, increasing population, and crop yields that are reaching a plateau, some experts predict a major food shortage this century. Unlike current world hunger, this crisis won't be across the ocean. It will be far-reaching, catastrophic, and very close to home.

Save Our Land, Save Our Towns is an hour-long documentary that illustrates the negative impacts of sprawling development and suggests better ways to grow in the future. Tom Hylton, Pulitzer Prize winning journalist, is host of the documentary.

Viewers will learn that the way we use land affects every aspect of American life. Why do so many young people have to rely on adults to take them where they want to go? Why do we have ghettos? Why are we losing farmland and open space? Why is sprawling development a threat to the environment? These are all land-use issues.

For information, contact Bullfrog Films, P.O. Box 149, Oley, PA 19547 or www.bullfrogfilms.com.

A GOOD IDEA THAT'S GOTTEN OUT OF HAND

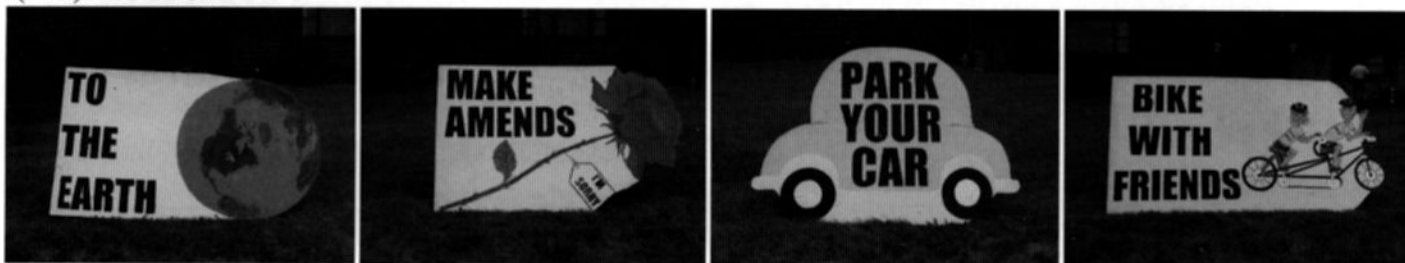
Those Farma-Save signs our volunteers worked so hard to help us complete two summers ago were a great idea. They spread the word about many facets of land use in Iowa. They work! We hear from folks all the time when they see one of our sets of signs along a highway.

But the entire project has gotten a little out of hand. Literally! It seems that when we put our signs in other folks' hands they often run amuck, usually through no fault of our volunteers. One set was damaged when it was run over by a combine in a soybean field. Another never got erected—they were stored for the summer. Another set was just partially displayed.

It requires a good chunk of funding to rent a pick-up to be sure the signs are delivered to various parts of the state, organize press coverage, repaint, repair, and find the personnel to properly erect the signs so the spacing, angle, and placement are right. The signs have to be maintained and are occasionally vandalized or toppled by the weather. Well...you get the picture.

But between excellent press coverage, public outreach, and favorable contacts from people who see the signs, we feel it is well worth the hassle. So, one of our next priorities is to raise the funds necessary to properly maintain our wonderful Farma-Save sign program and possibly add to our present seven sets.

If you have any ideas on where to find such funds, or would even like to help raise them, give us a call at (515) 288-5364.



FOR LOAN!

FARMA-SAVE Signs: Call or write us for a complete listing. We're already looking for spring homes for each of our seven sets of signs (see one example above).



1000 Friends of Iowa
3524 6th Avenue
Des Moines, IA 50313

NON-PROFIT
ORGANIZATION
U.S. POSTAGE
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Des Moines, IA
Permit No. 4996

RETURN SERVICE REQUESTED

MEMBERSHIP DRIVE

Our membership drive is gearing up to make our name a reality. We now have 950 members in 72 counties. We hope to have 1000 \$100 Founding Friends, giving us an operating budget of \$100,000 — a solid position to move forward in our work.

If you would like to be a Founding Friend, but can't afford a lump sum contribution of \$100, we have developed a monthly pledge program for \$8.75 a month. Of course, we gratefully accept annual members at \$20 and up as well.

**Clip and mail with your tax deductible check, payable to 1000 Friends of Iowa.
Mail to 1000 Friends of Iowa, 3524 Sixth Avenue, Des Moines, IA 50313.**

MEMBERSHIP CATEGORIES

Student/Senior **\$20** Founding Friend **\$100**

Individual **\$35** Sustaining Friend **\$1,000**
(or more)

Family **\$45** Other **\$_____**

Enclosed is my tax deductible check for \$_____

Name _____

Address _____

City / State / Zip _____

Day Phone _____

Evening Phone _____

E-mail _____