



**CITY COUNCIL  
COMMUNICATION:**

**ITEM \_\_\_\_\_**

**OFFICE OF THE CITY MANAGER  
CITY OF DES MOINES, IOWA**

**99-488**

**SYNOPSIS -**

**AGENDA:**  
  
NOVEMBER 1, 1999

Resolution approving the City of Des Moines participation in Keep Iowa Beautiful.

**SUBJECT:**  
  
CITY OF DES  
MOINES  
PARTICIPATION IN  
KEEP IOWA  
BEAUTIFUL

**FISCAL IMPACT -**

Three-year annual commitment of \$3,200.

**TYPE:**

**RECOMMENDATION -**

**Approval.**

**RESOLUTION**  
ORDINANCE  
RECEIVE/FILE

**BACKGROUND -**

**SUBMITTED BY:**  
  
DANYELL PUNELLI  
ADMINISTRATIVE  
INTERN

Several months ago, the members of the Mayor's Lend-A-Hand Task Force and the Beautify Iowa Recycling Program (BIRP) formed a partnership and began looking into the benefits of becoming a Keep America Beautiful (KAB) affiliate. They found that the KAB model has proven the most effective in educating the public, mobilizing volunteers for litter control and prevention, and beautification. The potential benefits of becoming affiliated with KAB are remarkable. An KAB program can save \$10 for every \$1 spent on litter control and prevention. In addition, most KAB communities experience a 50 percent reduction in litter within the first three years. For all of these reasons, the Lend-A-Hand Task Force decided to try to gain support for this idea among the other communities in central Iowa.

At this time the communities of Ankeny, Bondurant, Carlisle, Clive, Norwalk, Pleasant Hill, Polk City, Urbandale, West Des Moines, and Windsor Heights have all confirmed their participation in the effort to become a KAB affiliate either by Council resolution or a letter from the Mayor.

Each of the above listed participating communities has agreed to appoint a representative to attend Keep America Beautiful meetings and contribute a minimal amount of money annually for three years based on a population-based schedule of payments. According to this schedule of payments, Des Moines' contribution would be \$3,200 per year.

At a recent BIRP board meeting, the board voted to dissolve BIRP and become Keep Iowa Beautiful (KIB) with 501c(3) status. All of the BIRP officers will become the interim KIB officers. BIRP is also turning over \$42,985 to KIB. In addition to this, the Metro Waste Authority Board has agreed to an in-kind donation of office space and equipment equivalent to approximately \$30,000.

Once this item is approved, the next step is to apply for certification with KAB and establish a new Board of Directors. KAB has established guidelines for the membership of the affiliate board members. There must be representation from government, business, educational, and civic organizations. Don Lamberti has already agreed to be a co-chair of the new KIB Board of Directors and we are anticipating confirmation from Robert Ray on his participation as the second co-chair.

KAB also strongly suggests hiring an Executive Director to complete the day-to-day work of the local program. This position is envisioned as a full-time, contract position. The position will not be filled until after the board members have been chosen; it is important that the Board choose their own Director.