

# BNA QUARTERLY MEETING!

AUG 8TH, 7:00 PM  
@ NORTHWEST  
COMMUNITY CENTER  
5110 FRANKLIN AVE.

UPDATES: BOARD • COMMITTEES  
• FALL FEST • BEAVERDALE PARK  
• LOCAL BUSINESS SPOTLIGHT



## The Sidewalk

VOL. 18, ISSUE 3

THE OFFICIAL MAGAZINE OF THE BEAVERDALE NEIGHBORHOOD ASSOCIATION

SUMMER 2023

### BEAVERDALE NEIGHBORHOOD ASSOCIATION

#### BOARD OF DIRECTORS

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#### BOARD MEETINGS

Meetings are held at 7 p.m. on the first Thursday of the month at Fishman Law Office, 2651 Beaver Ave., Des Moines, IA. Visit [www.beaverdale.org](http://www.beaverdale.org) for more information. Board minutes are published on the website upon Board approval.

#### MISSION

The Beaverdale Neighborhood Association is neighbors working together to promote the social welfare of the Beaverdale area by bringing about civic betterment and social improvements for the common good of the community.

#### MEMBERSHIP

The BNA is a 501(c)(3) tax-exempt, nonprofit organization. Membership is open to the public, may be tax deductible and could be eligible for a matching gift from your employer. To join or get involved, visit [www.beaverdale.org](http://www.beaverdale.org) or follow us on Facebook @beaverdaleneighborhood.

#### THE SIDEWALK

*The Sidewalk* is the Official Magazine of Beaverdale and is published quarterly by the Beaverdale Neighborhood Association P.O. Box 30175, Des Moines, Iowa 50310  
Editor: Kate McGovern 515-577-2084  
Email the BNA: [bna@beaverdale.org](mailto:bna@beaverdale.org)



Dear Neighbors,

I cannot believe we are halfway through 2023 already. This summer was quite active with great events happening in the neighborhood and planning for upcoming events. I would like to thank members of the Public Affairs Committee for working with the other neighborhoods in Ward 1 to support the SCRUB event at Polk County River Place in May. The event not only helps keep our neighborhood clean, it is a small fundraising opportunity for participating neighborhoods.

Also, a big round of applause and thank you to the Beautification Committee for once again hosting an amazing and well attended Beaverdale Garden Walk. The event is truly a gem of the neighborhood. Thank you to all

of the neighbors who opened their yards to the masses this year.

As of this writing, we still have big events happening this summer that the BNA has been planning. Beaverdale Bluegrass Festival is returning soon to Tower Park and is anticipated to be better than ever. Free Flicks will bring Wakonda Forever to Beaverdale Park on July 21st. Finally, on Tuesday, August 1st, we will once again be hosting National Night Out.

I hope to see everyone at the quarterly meeting!

Sincerely,  
Marcus Coenen, BNA President

### WELLS FARGO BRANCH TO CLOSE 4505 DOUGLAS AVE - OCT. 4TH, 2023

The Wells Fargo bank branch at 4505 Douglas Ave. in Beaverdale will close this fall.

Wells Fargo sent a letter to customers notifying them of plans to permanently close the branch October 4, 2023.

The letter, sent by District Senior Manager Clarissa Wang, says other branches will remain open, including one at 8301 Douglas Ave. in Urbandale.

According to the Polk County Assessor's website, the Beaverdale branch was built in 1966 and is assessed at \$2,280,000, with the building comprising about \$1.3 million dollars of that amount and the land about \$900,000. The property is just over three acres.

It's not known at this point what might happen to the building or the lot.

### 41ST & BEAVER TO BE REDESIGNED CONSTRUCTION DATE TBD

The city has plans to redesign the intersection of 41st & Beaver near Snookie's. The Iowa DOT rates the intersection as having a high potential to reduce crashes if it's redesigned.

It's difficult for northbound traffic on 41st Street to continue north on Beaver Avenue because of the awkward viewing angle. Northbound drivers also must guess if southbound traffic on Beaver will continue south on 41st Street or turn left onto Beaver. The city is planning to square off the intersection to improve sightlines. The city is negotiating to buy property needed for the new intersection, while also trying to obtain parking for Players Sports Bar and Grill on the corner. The redesign would cut into Players' existing parking spaces.

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## BEAVERDALE FALL FESTIVAL

### SEPTEMBER 15TH-16TH

Get ready Beaverdaliens, it's almost time for the Beaverdale Fall Festival! Let's run through these details one more time:

**WHEN:** STARTING 5PM ON FRIDAY, SEPT. 15TH & 9AM ON SATURDAY, SWPT. 16TH

**WHERE:** DOWNTOWN BEAVERDALE AT THE CORNER OF URBANDALE AVE & BEAVER AVE

**WHY:** BECAUSE IT'S THE BEST NEIGHBORHOOD PARTY!

FESTIVAL DETAILS

Come hang out with us for some good music, good food, and good times with a full line-up of live music, delicious food, and plenty of activities for all ages! To check out the whole schedule, please visit our website at [www.fallfestival.org](http://www.fallfestival.org) or scan our QR code!

While you're there, consider volunteering during the festival! We can use helpers everywhere, whether it's in our beer tent or along the parade route. We even made it easy and gave you a separate QR code that takes you directly to sign-up!

VOLUNTEER

And yeah, you read that right, don't forget the PARADE IS BACK, presented by the Premier Chevy Dealers of Iowa! It starts at 10am on Saturday morning, setting up at Euclid Ave. and running along Beaver Ave. to end at Allison Ave! See you at the Festival! :)

## JOIN US FOR NATIONAL NIGHT OUT TUESDAY, AUGUST 1ST, 6PM-8PM

Tuesday, August 1st, from 6-8pm, at Beaver Bend (Beaver & Franklin Avenues). Westminster Presbyterian Church will host the Isiserettes, at 6:30pm, followed by food, entertainment and fun, hosted by Beaverdale businesses and the BNA, including free hot dogs at Price Chopper and 50 cent cones at Snookie's. Des Moines Police and Fire Safety staff will also make appearances. All are welcome!





A great big THANK YOU to all who helped make the 2023 Beaverdale Garden Walk a great success. The list is long and I am even including Mother Nature for providing us with perfect weather for our event. But first of all, the gardeners, because without folks who are willing to have hundreds of people tromp through their property and ask ‘what’s that plant?’, we couldn't do this.

We also have a great group of volunteers who do everything from checking tickets at the gardens, to putting out and retrieving signs, updating signs, organizing the volunteers, and more.

Another big 'Thank You!' to our designer who created the bookmarks, posters, and tickets. They were beautiful. Five Beaverdale businesses sold almost 500 tickets for us in a little over 10 days. So a big 'Thanks!' to Back Country Outfitters, Beaverdale Books, Beaverdale Confections, Grounds for Celebration, and O'Donnell Ace Hardware for their help.

And, of course, our sponsors: Calvin Community, Green Family Flooring, and Back Country Outfitters donated funds to cover the expenses of putting on this event. We use excess funds generated from the sale of the tickets for beautification projects in the neighborhood and will be discussing ideas in the coming months.

If you have ideas for future Garden Walks, feel free to share them with us. And if you would like to be considered for our next Beaverdale Garden Walk in 2025, please contact Nancy Dunbar at [dunbar.nancy@gmail.com](mailto:dunbar.nancy@gmail.com).



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# BUSINESS SPOTLIGHT

## BOESEN THE FLORIST CELEBRATES 100 YEARS IN BEAVERDALE

Beaverdale is home to a lot of businesses but the granddaddy of them all – probably old enough to be the great granddaddy – is Boesen the Florist.

Co-owner Tom Boesen says the business opened in 1923 on Beaver Avenue in Des Moines. He says his grandfather, Ted Boesen, went into a floral shop in Evanston, Illinois to buy some flowers and fell in love with the clerk, Betty Weiland. They decided to get married and wanted to open a flower shop. After looking through a magazine, they found a shop called Beaver Avenue Floral in Des Moines that was for sale. Ted and Betty took the train to Des Moines in August of 1923 and when they got off the train, they found a downtown flooded with people. The newlyweds deemed it a bustling place. They visited the flower shop on Beaver Avenue and bought it.

When they returned in September of that year, they got off the train downtown and the city looked deserted. That's when they realized their August visit was during the Iowa State Fair! Regardless, they were proud owners of a flower business on Beaver Avenue.

Tom's grandfather went about building a business by visiting funeral directors and offering his services. Ted and Betty



Boesen had eight children, five of them boys, who all went into the business. Ted made each of them responsible for a different profit center. "That's how we got so big," Tom says today.

That second generation "turned us from a flower shop into a brand," Tom says. At one time, they had shops in each Dahl's store, plus store fronts around the metro area.

The third generation, Tom, his brothers Frank and the late Ed, have been running the business since they were in their 30s. And the business is in good hands because Frank's son Ben and Tom's son Tim are working their way into leadership positions.

"You have to be ready for change," Tom says. The biggest change is the internet. These days, walk-in traffic accounts for less than 15% of their business. The rest is phone and internet orders, with the internet generating the majority of that.

"It's not easy to make it 100 years," Tom says. You have to treat your staff and your customers like you want to be treated."

"It's the same old thing my grandfather told us – never make a penny off an unhappy customer. Give them free flowers. Refund their money if you need to."

Why stay in Beaverdale for 100 years? "We love Beaverdale," Tom says. "We own part of the Beaverdale shopping center. We all live here. It's home to us."

Plans aren't certain how the family will celebrate, but Tom is thinking about throwing a big party during Beaverdale Fall Festival, maybe in the greenhouse. "Some business customers have been with us for all of those 100 years. We have so many long-time individual customers and employees. We have a lot of people to thank."



### Let's put your house here too!



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3701 37th St., DSM – SOLD!  
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**SOLD!**

3406 Beaver Ave., DSM – SOLD!  
3 Bed, 3 Bath, 3 Car, 2137 sqft., built in 1923, .32 Acres



**SOLD!**

3208 50th St., DSM – SOLD!  
3 Bed, 2 Bath, 2 Car, 1633 sqft., built in 1948, .55 Acres

### Let's meet for coffee!

Buying or selling a home can sometimes be an intimidating process, but hiring a Realtor shouldn't be. Let's meet for coffee and get to know each other! I've lived in Beaverdale for 45 years. My office is here & I support Beaverdale 100%. Whether you're buying, selling, or need friendly advice, I would be honored to help with your real estate needs.



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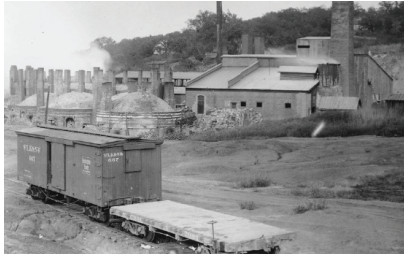
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## A BIT OF BARK — BEVERDALE HISTORY FROM THE BNA HISTORICAL ARCHIVES

Beaverdale brick's bricks were generally manufactured in Iowa using periodic beehive kilns fired by Des Moines mined coal. The bricks were heated in batches with different material added during the firing process to determine the brick's color. While the periodic firing process has long since been replaced by more efficient conveyor belt kilns and the beehive kilns such as Des Moines Capital City Brick and Pipe Company from the early 1900s shown to the left are long gone, the hardy bricks remain stubbornly affixed to our homes as an iconic symbol of Beaverdale. Beaverdale historian Jean Griffin researched the history of the term 'Beaverdale Brick' in the 1980s and found the prototypical 1 1/2 story Beaverdale brick design likely had its roots in colonial American houses from the 17th century that featured a single ground floor room with a fireplace and a staircase that led to a large sleeping room. While the design has become a bit more eloquent over the years, Jean concluded the rather generically used Beaverdale Brick term was most succinctly described as a traditional home in appearance, that combines the colonial American and European styling.



## JOIN THE BNA & YOU COULD WIN! BNA TO RAFFLE THREE \$75 GIFT CARDS

Are you a member of the Beaverdale Neighborhood Association? If not, now is a great time to join, and you could win dinner on us!

Thanks to a generous donation from one of our members, the BNA will give away three gift certificates worth \$75 each for dinner at either Christopher's, MST or Lucky Horse. All new BNA members who join between now and October 31st will be entered in a drawing to win one of the gift certificates. Winners will be announced at the quarterly member meeting in November.

BNA dues are affordable! Only \$20 for an individual and \$40 for a family. Dues not only support our neighborhood, but help fund many of the wonderful things that happen in Beaverdale, like flower plantings, the Easter Egg Hunt, the Garden Walk, National Night Out and the Bluegrass Festival.

We are stronger together, so join BNA and help keep Beaverdale the best neighborhood in Des Moines.



MST

LUCKY HORSE



## BEVERDALE FARMERS MARKET JOIN US EVERY TUESDAY!



Beaverdale Farmers Market opened on June 6th with vendors selling produce, prepared foods, food items and arts and crafts items. The market occurs every Tuesday through September 12th, from 4:00-7:00 p.m. at 4801 Franklin Avenue, in the West Parking lot of Franklin Junior High. You will find your favorite vendors and many new ones to try. We also have musical entertainment every week. Check out the Upcoming Entertainment:

**AUGUST 1** - SURRENDER DOROTHY

**AUGUST 8** - CARL & THE HAMILTONES, & QUEEN BEE FACE PAINTING!

**AUGUST 15** - ASPHALT AND STAINED GLASS

**AUGUST 22** - RANDY BURK

**AUGUST 29** - LAUREN IGOU

**SEPTEMBER 5** - VINTAGE CAFE

**SEPTEMBER 12** - PATRICIA HOLLY.

It's free and easy to park. Pick up your produce for the week, grab supper from our prepared food vendors and check out the crafts and arts. Visit [www.beaverdalefarmersmarket.org](http://www.beaverdalefarmersmarket.org) for a map of the market. Don't let the road construction around the market area scare you, there are Beaverdale Farmers Market signs everywhere on Tuesdays to guide you.

Beaverdale Farmers Market is a 501c3, managed by an all-volunteer board of directors. We'd love for you to join our volunteer team. To learn more, email [info@beaverdalefarmersmarket.org](mailto:info@beaverdalefarmersmarket.org) or call 515-650-1652.

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## NEIGHBORS, SHARE YOUR VOICE! TAKE THE BNA NEIGHBORHOOD SURVEY

You're invited to participate in a survey about the future of the Beaverdale Neighborhood Organization! We want to know what you love about Beaverdale, and how the BNA can best serve you.



To take the survey, scan the QR code below by opening your phone camera and tapping the link. You can also find the link at [beaverdale.org](http://beaverdale.org) and our Facebook page.

## CHECK OUT THE NEW BNA SHIRTS AT RAYGUN!



We now have a Raygun-affiliated website where you can order Beaverdale shirts! Shirts are only \$25 each and proceeds benefit the BNA. Visit [tinyurl.com/BeaverdaleShirts](http://tinyurl.com/BeaverdaleShirts) or scan the QR code to order. Available colors and designs are subject to change.



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  - And more...



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