



# The Sidewalk

VOL. 13, ISSUE 1

THE OFFICIAL MAGAZINE OF THE BEAVERDALE NEIGHBORHOOD ASSOCIATION

SPRING 2018

## 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 the Better Business Bureau. Please 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)

## Hi Neighbors,

As you may know, our bylaws only allow individuals to serve on the Board for a maximum of three two-year terms. I served my first two years as a Board member. The last four I was honored to serve as President. My first year we spent a lot of time reorganizing our bylaws and empowering our three, down from fourteen, committees. The second year we focused on making our events bigger, recruiting new volunteers for them, and wildly expanding the numbers of attendees. The third year focused on merging the 1,400 houses in the former Meredith Neighborhood back into our Beaverdale boundaries of now 5,600 houses and the months of detail-ironing required to do it. My fourth and final year was our Centennial. It was filled with history, a beautiful mural, and memories to last us for another hundred years.

When all is said and done, I would gladly serve another six years in a heartbeat. That's generally how you know when it's time to go. So, really all I can do is say thank you to some of the hundreds of people who made our neighborhood better over the past few years. Any leader is only as good as the people they empower and, my lord, I was blessed to be around some amazing people.

Thank you to Jay Kozel and CeCe Ibsen with the Beaverdale Business Coalition, two of the best people I've ever worked with. Relations between the two boards has never been better. Jay and I had the craziest ideas and never told each other "no." Thank you to Mike Kamper for serving as our bookkeeper and somehow keeping our finances in order. Thank you to Kimberley Boggus and Kate Ross for pushing us to host some bar crawls and sell pint glasses that ended up funding a third of our Centennial Mural.

Thank you to Kirsten Bosch for spearheading the sale of Beaverdale merchandise which now makes up a big chunk of our annual income. Thank you to our Sidewalk editor Kate McGovern for making the Sidewalk a gorgeous full color magazine that is bringing in more advertising revenue than ever before. Thank you to Sam Reno for organizing

SCRUB days and running boom trucks up and down Beaver Avenue to hang more than fifty Beaverdale banners.

Thank you to Nancy Dunbar for making our neighborhood more beautiful. Thank you to Eugene Buckmiller for being a tireless booster, volunteer, and parade float builder. Thank you to Will Morris and Sasha Kamper for kickstarting the incredibly successful Tour of Homes. Thank you to Cindy Smith for somehow maintaining a far more complex membership database than I ever knew existed. Thank you to Debra Prentice for making our events fun again. Thank you to Chef's Kitchen and Grounds for Celebration for always being our go to businesses for all things Beaverdale.

Thank you to Stephenie Tiedens for shadowing me as President over the last year and for giving me peace of mind that our neighborhood is in good hands. Thank you to all the Board members who have served and have been along for such a great adventure. Thank you to Supervisor Angela Connolly. It's no exaggeration to say that the progress in Beaverdale over the past few years would not have been possible without her.

Most of all, thank you to you, my fellow Beaverdale neighbors, for letting me lead our neighborhood over the last four years. I can tell you that I loved and appreciated every day of it. The best you can ever hope to do is leave something better than how you found it and we've done just that and then a lot more. I look forward to continuing to serve the community and fundraising, volunteering, and cheerleading Beaverdale in any way I can. I can't wait to watch my son, Teddy, grow up here. Maybe we'll even get him on the Beaverdale Board someday.

Until then, I'll see you around this amazing neighborhood of ours.

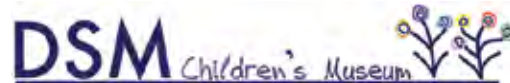
**Sean Bagniewski,  
BNA President**



**JOIN US — BNA QUARTERLY MEETING**  
 TUESDAY, FEBRUARY 13TH — 7:00 P.M. AT NORTHWEST COMMUNITY CENTER



**GUEST SPEAKER:  
LAURA JOHNSON,  
DSM CHILDREN'S MUSEUM**



Please join us on Tuesday, February 13, 2018, for the Beaverdale Neighborhood Association's quarterly meeting. Our guest speaker will be Laura Johnson, who is planning to open a Children's Museum in the Des Moines area. Come hear about the success of other Children's Museums throughout the Midwest and see what lies in store for Des Moines' kids. You will also hear updates about what is happening in Beaverdale and how you can get more involved. The meeting will be held at the Northwest Community Center (5110 Franklin Ave.) at 7pm. Light refreshments will be served.





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## 2017 – BEAVERDALE'S CENTENNIAL A CELEBRATION UNLIKE ANY OTHER!

In 2015, members of the Beavardale Neighborhood Association board were going through historical archives and noticed old newspaper articles mentioning Beavardale's 50 year anniversary being celebrated in 1967. They dug even further and found reports of the first neighborhood meeting and the founding of the neighborhood happening in 1917. That meant that 2017 would be a year of celebration like no other.

The first step, of course, was to create a Centennial Commission made up of members from the various neighborhood groups that help operate the activities for the neighborhood. The second step was to find a Centennial logo to be used for the big year. The logo was created by local artist, Kat Hutchison. It appeared on shirts, stickers, flags, yard signs, mugs, pint glasses, and prints throughout the year.

Restaurants and businesses got in on the celebration. Confluence Brewing brought back the Beavardale Brick beer to be sold throughout the community. Restaurants like Chef's Kitchen, Le Jardin, and Christopher's had Centennial dinners or specials. The local businesses pooled money together to create a Beavardale Centennial advertisement to run in DSM magazine all year that was based off of a vintage advertisement.

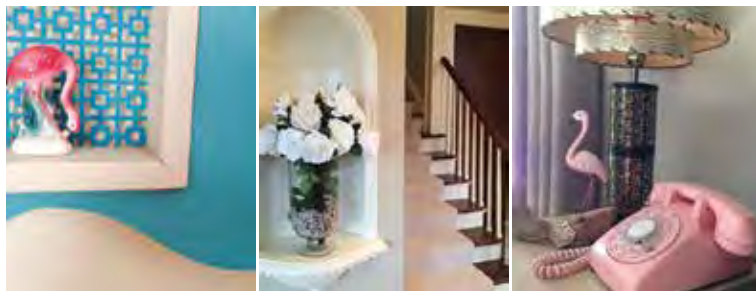
There were more permanent improvements too. Banner arms were installed all along Beaver Avenue from Forest Avenue to the city of Johnston. Half had Beavardale Neighborhood Association or Beavardale Business Coalition logos on them. The other half had pictures from Beavardale's history. We were literally looking at our beautiful past as we celebrated our future. The same could be said of the giant Beavardale birthday cake float built by Eugene Buckmiller. Pulled by his antique tractor in the Fall Festival parade, it was another reminder of our past and present.

The longest lasting memento of the year will be the Beavardale Centennial Mural. The community came together to commission an original work from local artist, Ben Schuh, that celebrated the course of our shared history. It will be enjoyed by many future generations of children, friends, newlyweds, and those celebrating anniversaries who we hope will continue getting their pictures taken in front of it. In short, the entire neighborhood celebrated for an entire year. We can only hope that the Beavardale of 2117 will have as much fun as we did.

## BEAVERDALE TOUR OF HOMES SATURDAY, JUNE 9TH, 9AM-3PM SHOWCASING BEAVERDALE'S BEAUTY, NOSTALGIA, AND DIVERSITY!

Mark your calendars for Beavardale's second Tour of Homes, scheduled for June 9, 2018, from 9am-3pm. Between six and eight homeowners will open their houses to the public for viewing. Architectural styles will range from an Arts & Crafts home built in the 1920s, to a classic 1.5-story Beavardale Brick, to a modern, Prairie-inspired ranch, custom-built in 2016 to fit an unusually-shaped lot. Many of the homeowners have invested in material renovations or upgrades. Touring these houses is a great way to get design ideas and to acquire tips for making Beavardale homes more functional for modern living needs.

Tickets will be available at Beavardale stores and (possibly) online. More information will be provided in the months leading up to the event—be looking for neighborhood signs and emails that will tell you about our sponsors and where you can purchase tickets. In the meantime, please save the date and invite your friends—this event is a great way for us to showcase Beavardale's beauty, nostalgia, and diversity to the greater Des Moines area and beyond!



## BEAVERDALE NEIGHBORHOOD WATCH PROGRAM TRAINING AND STATISTICS

With the assistance of Lt. Larry Davey and Officer Stephanie Swartz from the Des Moines Police Department and our co-coordinator Brent Millis, we successfully held five training sessions for the current Watch Block Captains at the NW Community Center. Informative and actionable accounts were shared to help the program improve. This system of neighbors helping neighbors provides a safer place to live, work and play.

The training emphasized no active intervention on the part of neighbors. Our safety is the first and major concern. "See Something, Say Something" was stressed by providing us accessible tools. Our cameras and phones are our best options in being good neighbors. A call to 911 is the primary response to suspicious activity. Call 515-283-4811 for non-emergency situations. Taking a photo of questionable activity helps in recalling events and is unquestionable substantiation.

A concern about crime in general was expressed by the participants. To answer the question, "What is happening in Beavardale?" we were given the process to get actual current statistics. A link to crime maps is on the city website (dmgov.org). Go to "Map Center" at the top of the home page and click on "Crime Maps" under "Interactive Map". This is a national web base so insert your address or zip code to narrow the search. You can customize the time frame as well as the diameter of your search by using the drop boxes. This will show the 10 or so crimes that we are normally concerned about. Also a national data base of crime statistics is at <https://www.crimemapping.com>.

If you are interested in joining the Watch Program, I'll send you all the material you will need electronically. Just transmit your request to [mikeandjeanmcc@msn.com](mailto:mikeandjeanmcc@msn.com).



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### LOST BEAVERDALE

Above: 1911 newspaper cartoon lampooning the Urbandale desire to break off from the city of Des Moines. That eventual split in 1917 led to the creation of the Beaverdale neighborhood. Below: 1955 postcard



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Saturday, 9 a.m. to Noon

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Jeanne M. Giddings, D.O.*	Kelly Pfundheller, ARNP
Sudeep K. Gupta, D.O.	Krista Webb, PA-C
Betsy Dettman, ARNP	*Dr. Giddings is not currently accepting new patients.



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# BUSINESS SPOTLIGHT



Let's get to know

## Project7

### FULL SERVICE DESIGN STUDIO OPENS IN BEAVERDALE

Q: What is Project 7 Design?

A: Project 7 Design (P7 for short) is a full-service design studio focusing on branding, websites, social media and marketing.

Q: When did P7 open? Where are you located?

A: We opened in May of 2017 on Beaver Avenue, right next door to Busy Bee Tailor.

Q: Why did you open your design studio in Beaverdale?

A: We spent several months at Grounds for Celebration and Java Joes working remotely before we opened the studio. As our business grew, we wanted a permanent space and already felt at home in the Beaverdale neighborhood.

Q: Who works at P7? What are you doing in there?

A: We are a team of three full-time designers (Bridget Drendel, Katherine Hutchison & Taylor Whipple) plus on-call copywriters, photographers & artists. Most days we spend designing for and meeting with our clients. No day is the same and we like it that way!

Q: What's your ideal project?

A: Anything branding! We love logos and developing brands. Our favorite clients have been the ones that came for just a logo and never left. Meaning, they loved their logo so much that they trusted us to expand it into a full-fledged brand – from logo to marketing materials, signage, website, social media and so on!

Q: How can we find out more?

A: Check us out on Facebook, Instagram or at p7design.com.

(515) 494-0105  
kat@p7design.com  
3623 Beaver Ave.  
Des Moines, Iowa 50310

# VOLUNTEER SPOTLIGHT

## MEET BEAVERDALE NEIGHBOR AND VOLUNTEER, BILL SCHOENENBERGER SERVING DES MOINES NEIGHBORHOODS, NON-PROFITS, AND MORE.

Bill Schoenenberger has been a fixture of the Des Moines neighborhoods for many years. After countless hours of service to the community, he and his wife Karen have decided to move to another home in Des Moines outside Beaverdale. That means, unfortunately, that Northwest Des Moines won't have him in a leadership capacity for the first time in more than a decade.

Bill is perhaps best known as the former President of the Meredith Neighborhood Association for many years. Hosting neighborhood events, leading meetings, advocating at City Hall, Bill was a major booster of the Meredith neighborhood. When it became clear that both Meredith and Beaverdale would be better off together as a united Beaverdale neighborhood, he was one of the first and most vocal voices in favor of merging the two neighborhoods. After the merger was

successful, he served as a member of the Beaverdale Neighborhood Association Board of Directors.

His community service goes far beyond Beaverdale. A veteran, he served our country with honor for years. As the former Technology Director for the Des Moines Public Schools, he was a vocal advocate for better technology in our schools. He also served as a board member for Des Moines Neighbors, the umbrella organization for all the Des Moines neighborhood associations. All of this work was supplemented by work with other nonprofits, most recently serving as the past chair of Primary Health Care.

Outgoing Beaverdale Neighborhood Association President Sean Bagniewski remembers working with Bill fondly. "Bill Schoenenberger was one of the first neighborhood leaders to take me under his wing

when I got elected to the Beaverdale board. When most other established leaders can be resistant to change, Bill was always the first to mentor new neighborhood do-gooders and to stand with them on trying out new ideas. While some people take their post-retirement life as a time to relax, I think Bill just saw it as more time to do more good in the community. We're so lucky to have him in Des Moines and I'm so lucky to call him a good friend. Our loss of him in Northwest Des Moines is the gain of a bunch of other good community organizations. Bill and Karen will always have a place in Beaverdale even if they're not officially living here."



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## 2017 – HOLIDAY LIGHTS CONTEST THANKS TO EVERYONE WHO CONTRIBUTED!

Most families have holiday traditions that are passed down from generation to generation. Beavertdale is no exception. The Holiday Lights Contest is a long running tradition for our neighborhood. We were able to determine it goes back to sometime in the 1930's, and is certainly one of the reasons Beavertdale is a sought-after neighborhood for most holiday light tours.

This year we had six judges for our newly expanded neighborhood. Each judge took a section of the neighborhood and found the house they deemed a winner for holiday lights. As you can see, they are all beautiful, and are just a snapshot of all the beautifully lit homes in Beavertdale. Winners received a \$25 gift card to Chef's Kitchen. Thanks to everyone who contributed to this great neighborhood tradition!



2422 Kenway Drive



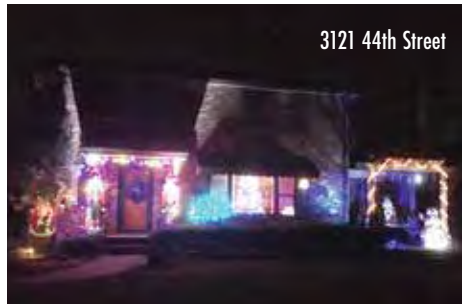
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3909 Lakewood



3121 44th Street



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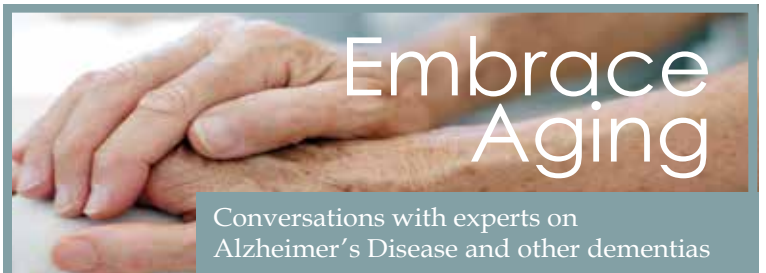
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**February 27 HEALTHY AGING AND BRAIN WELLNESS**

**March 6 PALLIATIVE CARE**

**March 13 PATIENT AND FAMILY PERSPECTIVE**

**March 20 DEALING WITH FAMILY FINANCIAL REALITIES**

**March 27 THE EMOTIONAL CHALLENGE**

**April 18 THE IMPORTANCE OF STORYTELLING**

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# PLANT THE SEED! JOIN US FOR THE 2018 BEAVERDALE FARMERS MARKET!

ON URBANDALE AVENUE, TUESDAYS 4-7:30 PM FROM JUNE 5TH THROUGH SEPTEMBER 11TH



Imagine a sunny June afternoon, taking a stroll through the farmers market space and stopping for a rest on the bench on Urbandale Avenue. It won't be long until spring seeds are planted, summer will be here, the band will play and good sights and smells of the farmers market will return.

Beaverdale Farmers Market will open again on Urbandale Avenue, Tuesdays from June 5 to September 11. The market features many returning and new vendors with a variety of produce, crafts, baked goods, meats, eggs, honey, salsa, jams, prepared food, plants, personal and health items. There's easy parking and walking, great music and friendly space for kids and leashed pets. Market hours will be 4:00-7:30 p.m. for the 2018 season.



Beaverdale Farmers Market participates in the Double-Up Food Bucks program and provides complimentary booths for community and non-profit organizations. To apply for space, fill out our online or PDF application and rules at [www.beaverdalefarmersmarket.org/infoforvendors](http://www.beaverdalefarmersmarket.org/infoforvendors).

Beaverdale Farmers Market is a 501c3 non-profit, managed by an all-volunteer board of directors. Would you like to join as a volunteer on market days? To learn more, message us on Facebook

@BeaverdaleFarmFest or email us at [info@beaverdalefarmersmarket.org](mailto:info@beaverdalefarmersmarket.org). We welcome your questions and comments, too. See you June 5th!



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## BEAVERDALE RESTAURANT WEEK 2018

FRIDAY, APRIL 20 — SATURDAY, APRIL 28

The Beaverdale Business Coalition (BBC) is proud to announce the second annual Beaverdale Restaurant Week, April 20-28, 2018. The BBC, along with support from the Beaverdale Neighborhood Association, will spend the week showcasing area restaurants. Participating Beaverdale restaurants will offer special deals in two categories:

- **THREE COURSE PRIXE FIXE DINNER FOR \$25**
- **DINNER AND A DRINK**

We hope you will mark your calendar and dine out in Beaverdale April 20-28! Follow us on Facebook at @BeaverdaleBusinessCoalition to learn more about participating restaurants and specials.

## ANNUAL EASTER EGG HUNT

PLANNING IS UNDER WAY



Beaverdale families with children up to age 10 are invited to the Annual BNA Easter Egg Hunt on Saturday, March 31st. 1500 eggs will be scattered across the lawn of Beaverdale Park. Children will be grouped into 3 age groups for a lively scramble to gather those eggs, filled with candy and prizes. Arrive before 10 a.m. to allow for parking and finding your starting line. Be sure to bring your camera, and we kindly ask that you leave your pets at home.

If you wish to volunteer, make a monetary contribution for prizes and candy, or find out more information, please contact treasurer@beaverdale.org.

**DATE: SATURDAY, MARCH 31ST**  
**TIME: 10 A.M. START**  
**LOCATION: BEAVERDALE PARK**



## BNA 2017 YEAR-END FINANCIAL STATEMENT

THANK YOU MEMBERS, DONORS, SPONSORS, ADVERTISERS & VOLUNTEERS!

<b>INCOME</b>	<b>\$86,220.51</b>	<b>%</b>
SALE OF MERCHANDISE	\$25,175.77	29.20%
DONATIONS/MEMORIALS/MURAL	\$17,142.94	19.89%
COMMUNICATIONS	\$13,365.75	15.50%
MEMBERSHIP	\$13,273.64	15.39%
GRANTS	\$10,000.00	11.60%
GARDEN WALK	\$5,278.00	6.12%
BLUEGRASS FESTIVAL	\$1,756.80	2.04%
OTHER	\$227.61	0.26%
<b>EXPENSE</b>	<b>\$80,319.25</b>	<b>%</b>
CENTENNIAL & MURAL	\$32,051.73	39.90%
COMMUNICATIONS/WEBSITE	\$19,345.55	24.08%
COST OF MERCHANDISE	\$8,430.81	10.50%
BANNERS	\$7,926.89	9.87%
EVENTS	\$6,905.16	8.60%
INSURANCE	\$1,892.00	2.36%
TAXES	\$1,001.90	1.25%
COMMUNITY INVOLVEMENT	\$976.31	1.22%
ADMINISTRATION	\$707.69	0.88%
MEMBERSHIP EXPENSE	\$512.76	0.64%
BEAUTIFICATION EXPENSE	\$275.20	0.34%
OTHER	\$190.79	0.24%
PUBLIC AFFAIRS	\$102.46	0.12%