



The Sidewalk

VOL. 16, ISSUE 3

THE OFFICIAL MAGAZINE OF THE BEAVERDALE NEIGHBORHOOD ASSOCIATION

SUMMER 2021

BEAVERDALE NEIGHBORHOOD ASSOCIATION

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BOARD MEETINGS

Meetings are held at 7 p.m. on the first Thursday of the month at the office of Ibson Law in Beaverdale. Visit 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 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

Dear Neighbors,

Since the last edition of *The Sidewalk*, the Beautification Committee held the 2021 Garden Walk. The Garden Walk this year had a limited number of tickets due to Covid and the event was a sellout! I want to congratulate the Beautification Committee on another successful event and look forward to all of the wonderful improvements that will be funded by the proceeds of the event.

During the summer, the BNA usually partners with the Department of Parks and Recreation to host a movie in one of the parks in Beaverdale. This year that program is being fully run by the City. On July 1, Parks and Recreation hosted Sonic the Hedgehog at Witmer Park. For the full list of Free Flicks, head to: www.dsm.city/departments/parks_and_recreation-division/programs/free_flicks_movies.php

The BNA is once again looking for artists. Several of the banners hanging along Beaver Avenue need to be replaced due to weathering and damage. We are currently seeking artists to provide artwork for

those banners. Following the submissions from the artists, the BNA Board will be sharing those with neighbors and members on the BNA Facebook page to get feedback on which ones the community would like to have placed along the corridor. Keep an eye on the BNA Facebook page for more details.

National Night Out is right around the corner on August 3rd. The BNA will be hosting a National Night Out event that evening at the usual location - the intersection of Franklin Avenue and Beaver Ave. I am looking forward to seeing everyone at that event!

Master planning for Beaverdale Park is still on-going. The planning process has reached the analysis stage with consideration given to visibility into the park from Adams Ave or the Inter-Urban Trail. The next stage is to develop concepts that will be shared with residents for feedback before the master planning process is completed.

Sincerely,
Marcus Coenen,
BNA President



TUESDAYS AT THE MARKET

BEAVERDALE FARMERS MARKET — THROUGH SEPT. 14TH

TUESDAYS, 4PM-7PM — FRANKLIN JR HIGH — WEST PARKING LOT

Beaverdale Farmers Market opened on June 1st with vendors selling produce, prepared foods, food items, arts and crafts items, and merchandise from the BNA. Join us every Tuesday through September 14th, 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 have musical entertainment from 4:30 to 6 every week.

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 craft and arts. Visit www.beaverdalefarmersmarket.org for a list of all the vendors. We will be observing the recommended COVID-19 safety recommendations.

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 or message us via Facebook www.facebook.com/BeaverdaleFarmFest/

While the Beaverdale Farmer's Market is in full swing, did you know you can also purchase Beaverdale merchandise online? Whether you are looking for a new Beaverdale t-shirt or hat, or would like to have your very own print of the Timeless Beaverdale mural, you can purchase online at <https://beaverdale-neighborhood-association.square.site/>. Orders will be prepared and made available for pick-up at Back Country Outfitters.

Don't forget, you can always find BNA merchandise and custom Beaverdale signs at Beaverdale Books! Additionally, BNA members get 20% off merchandise. Email info@beaverdale.org to get your discount code.



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3 Bed, 24-Hr Sale
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BLOCK CHALLENGE GRANT PROGRAM NFC FORGIVABLE LOANS ARE STILL AVAILABLE!

The City of Des Moines has partnered with Invest DSM, a nonprofit organization, to administer the Block Challenge Grant Program (the “BCG Program”). The BCG Program works to strengthen Des Moines neighborhoods by encouraging groups of neighbors to work together on exterior improvements to their properties. Funding is available to assist between 100-150 program participants or 10-30 teams. A 50% matching grant of up to \$2,500 per project, depending on team size and location within the City, will be provided to property owners as incentive to complete various exterior improvements to their properties.

Project Purpose: Neighbors uniting to build community, neighborhood identity, and improve the appearance of Des Moines’ neighborhoods.

Project Goals:

- Improve the exterior physical condition of the properties located within the City of Des Moines.
- Bring neighbors together to build a sense of community pride.
- Create momentum for larger, more impactful property improvements.

Project Eligibility (abbreviated):

- At least five (5) residential neighbors must apply as a team.
- Properties must be within the City of Des Moines.
- Each team member applicant must be the owner of the property.
- Contract buyers are eligible (*with validation).
- Renters are eligible if the property owner signs with consent.
- Property taxes must be current or in good standing.
- Each property must also be within eyesight from the front door of another participating property included in the applicant team.
- Improvements must meet eligibility criteria and design standards.
- A complete application must be submitted and approved by the City of Des Moines prior to improvements being made. Costs expended by a team member before the team’s application is submitted and approved by City staff are not eligible for reimbursement.

Applications for the Block Grant Challenge Program will be accepted July 1 through September 30 from neighborhood teams wanting to make exterior home improvements of all sizes, from a new mailbox to an addition or a new garage. To view the complete list of eligibility requirements and apply, please visit www.dsm.city/departments/neighborhood_services/block_grant_challenge.php, or email bcgrant@dmgov.org.

BEAVERDALE NATIONAL NIGHT OUT

**TUESDAY AUGUST 3RD
6:30-8:30pm
BEAVER & FRANKLIN**

- FREE hot dogs at Price Chopper
- 50 cent ice cream cones at Snookies
- Popcorn, water & dog treats from Westminster Church
- Isiserettes (performing at Westminster Church in the north parking lot at 6:30)
- Painting station at Players Sports Bar & Grill
- Visits from Drake Athletics, DC & Marvel Superheroes, and Des Moines’ own superheroes (DM Police Dept. & DM Fire Dept.)

SPONSORED BY:

MST Snookie's Price Chopper
Player's Sports Bar and Grill
Westminster Presbyterian Church

FREE Family Friendly FUN!

BEAVERDALE GARDEN WALK BLOOMS AGAIN! 400 VISITORS ENJOYED NEIGHBORHOOD GARDENS

Despite having to plan and recruit gardens during the pandemic, the Beaverdale Garden Walk was able to welcome 400 visitors to our neighborhood gardens to enjoy a day outside in the sunshine and feel almost normal again. Many thanks to our gardeners **Tylar Samuels, Tom and Kim Coleman, Michelle and Rich Voelker, Randy and Nancy McGuire, Diana and John Ronk, and Thalia Sutton** for volunteering to open their gardens to our many visitors.

Tylar showed us how to use natives to create a beautiful garden and attract pollinators, Tom showed off his newly built shed with a solar collector to power his rain barrel. Michelle’s fenced veggie garden was envied by all. Randy’s incredible building expertise was on display in his backyard. Diana’s extensive garden had surprises everywhere you looked, and Thalia succeeded in hatching a butterfly for some lucky visitors.

We had decided early on to limit our ticket sales to 400 to prevent overcrowding the gardens. There was a possibility that all of the tickets would be sold before the event, and indeed they were. We hope that for the next garden walk in 2023, we will be able to sell more tickets without restrictions.

We would also like to thank our sponsors: the **Beaverdale Neighborhood Association, Boesen’s the Florist, Green Family Flooring, The Floor Doctors, and Back Country Outfitters** for helping us fund this event, as well as the businesses that sold all those tickets for us: **Ace Hardware, Back Country Outfitters, Beaverdale Books, Beaverdale Confections, and Grounds for Celebration**. We plan to use the funds we raised from the event for beautification projects in the neighborhood. Last of all, we would like to thank the many volunteers who welcomed the visitors, checked tickets, set out signs, and especially Kate Ross for her work in designing our bookmarks, poster, and tickets. Hopefully this garden walk will inspire others to step forward and offer their garden for our next walk.

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SATURDAY 10-5
SUNDAY NOON-4



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BUSINESS SPOTLIGHT

CALLING ALL FLOWER LOVERS! PURCHASE SPECIALTY FLOWERS LOCALLY

"Hello Beaverdale flower lovers! My name is LaShell Staley and I own and operate Valley View Farms. We grow flowers right here in Beaverdale and at my farm in Boone County. My business provides flowers to event designers, florists, offices, stores, restaurants and everyday people who enjoy the beauty of flowers. I've also done flowers for real estate agents and people who are listing their home for sale. Nothing says "Welcome" like flowers!



I've lived in Beaverdale for 30-plus years and have been growing flowers for over 26 years. A few years ago I kicked my corporate career to the curb and decided to start growing flowers commercially. The history of flowers and fragrance is very important to me and I specialize in flowers you will not find at the grocery and some not even at the local florist. My design style has changed over the years and currently I offer curated designs that are meant to represent flowers growing in the garden. They aren't fussy or formal but more relaxed and casual.

I'm very fortunate to grow most of the flowers, greens and woodies I use and sell. For example, we grow hundreds of peonies, lilacs, hydrangeas, ornamentals, lisianthus and many more types of both perennials and annuals. I'm very interested in the provenance of the plants and the flowers I grow and am also interested in research. This summer I am participating in a seed trial for a large corporation.

Our flowers may be purchased locally and ordered on our webpage at www.valleyviewfarmflower.com. Be sure to look at our Facebook page to see pictures of our flowers. I also like to share tidbits about growing on my FB page because sharing knowledge has always been very important to me. I know there are many accomplished gardeners in Beaverdale

and I always look forward to talking with all of you!

Thank you,
LaShell Staley
Valley View Farm



Classic car show
Saturday, August 7



Calvin Community (4210 Hickman) hosts Des Moines' Antique Car Club of Iowa for a display of vintage cars and the stories that go with them. Visit calvincommunity.org for details on this free event.

Classic!
retirement living at its best

Ribbon Cutting & Open House
Saturday, August 28



Join Calvin Square (4326 Hickman) and MercyOne Beaverdale Family Medicine in celebrating Beaverdale's new clinic and independent senior living apartments and townhomes. Visit calvinsquare.com for more.

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2021 BEAVERDALE FALL FESTIVAL: IT'S MORE THAN A WEEKEND! BECOME A SPONSOR — VISIT FALLFESTIVAL.ORG TO LEARN MORE!

The 2021 Beaverdale Fall Festival Board continues to make progress. It goes with out saying that this Festival will be different, but we have a strong feeling that it will be incredible. The buzz around town tells us that attendance will be up this year. So, get your parade chairs and blankets ready, pack your kids up, and get there early! We know you are looking forward to seeing your neighbors, hanging out by the shops and restaurants, and enjoying a parade!

We need money. There, I said it. We need sponsors, big and small. Well, big is our favorite, however we will take any kind. This event rides on volunteers and money. Our finances were stressed by taking a year off, as we still had operating expenses to cover during the year. We want you all to experience the best that Beaverdale has to offer. This is the weekend that we showcase our neighborhood to the whole city and beyond. Please visit our site to donate. Corporate sponsors are wonderful to us, and we want to recognize you. There will be additional information on the site concerning how you can make your sponsorship dollars work for you.

One thing that you will hear repeatedly from Board Members, past and present, is “I had no idea how much goes into the Festival!” This group of Beaverdale neighbors work year-round to plan, fundraise, troubleshoot, provide solutions, work within city guidelines, and overcome obstacles (yes, even weather). Board meetings are now

two times a month with our constricted schedule, and homework is often assigned. Covid changed the landscape this year and impacted our timelines. I would like to take the time to introduce each of the following Members:

Jean Swanson – Vice President
Kimberley Boggus - Secretary
Ellen Stahl - Treasurer
Kathy Kieffer
JD Stites
Barb Mullin

Jenny Harmeyer
Scott Cayler
Austin Veal
Nick Kringle
Megan Rockafellow
Davalyn Stepzinski

We would not have a festival without two more people: **Terri Carmen** is the parade director, and **Kate Ross** is a Member of the Beaverdale Neighborhood Association, who also contributes significantly throughout the year. The work of these Members is extensive.

A special THANK YOU also goes out to previous Board President, and current contributor, **Denise Mernka**. She has led this organization for more years than most have been a part of it. She has presided over the most growth that our Festival has seen and has held every position on the board. Her analytical approach, project management background, and tech savvy nature has been an incredible help over the years. She deserves a special THANK YOU!

Thank you, Beaverdale, for allowing us to put on this incredible Festival. We can't wait to see you in September.



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THE BRAIN-CHANGING EFFECTS OF EXERCISE

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By now, we've all heard it: 'Exercise is the most transformative thing you can do for your brain.' According to The Brain Changing Benefits of Exercise (a recent TED talk by Dr. Wendy A. Suzuki), exercise is beneficial to brain health for the following three reasons:

1. It has immediate effects on your brain. A single workout will immediately increase levels of neurotransmitters, which boosts your mood immediately after the workout.
2. A single workout can increase your ability to focus your attention and that improvement will last for at least two hours following the workout.
3. A single workout will improve your reaction times, which can help you to prevent accidents and injuries.

These immediate effects can translate to long-term benefits by simply continuing to exercise on a regular basis. The effects are long-lasting because regular exercise actually changes the brain's anatomy, physiology and function.

Regular exercise creates new brain cells in the hippocampus, which increases its' volume. Long term exercise produces improved attention

function in your prefrontal cortex, and those neurotransmitters that help increase your mood will continue to be produced on an ongoing basis if you continue to exercise regularly. The most transformative effect that exercise has is in the protective effects it has on your brain. Here, you can think of your brain as a muscle. The more you are working out, the bigger and stronger your hippocampus and prefrontal cortex becomes. Which is great news, because the prefrontal cortex and the hippocampus are the two areas in the brain that are the most susceptible to neurodegenerative disease and normal cognitive decline in aging. So, with increased exercise over a lifetime, you're not going to cure dementia or Alzheimer's disease, but you are going to create a larger and stronger hippocampus and prefrontal cortex so that it takes longer for these diseases to have an effect on your daily life.

The good news from all this research is that these brain-changing effects of exercise can be achieved through a very do-able exercise regime: three or four 30-minute exercise sessions per week.



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BEAVERDALE COMMUNITY IMMUNITY CARDS

GET VACCINATED TO GET SPECIAL OFFERS FROM LOCAL BUSINESSES

The Beaverdale business community is thrilled to announce Beaverdale Community Immunity Cards! Here's how they work: from now through September, anyone who gets their final COVID vaccine shot at one of our participating neighborhood pharmacies will receive a Beaverdale Community Immunity Card. That card can be presented at participating businesses to redeem the following special offers:

- **Ace Hardware (Beaver Ave.):** 10% off any purchase of regularly priced items (some exclusions apply)
- **Back Country:** \$10 off a purchase of \$25 or more
- **Backroom Clothing:** 10% off a purchase
- **Beaverdale Bicycles:** \$10 off a tune-up
- **Beaverdale Books:** 10% off a purchase
- **Beaverdale Confections:** One free handmade Belgian chocolate bar, any flavor
- **Boesen the Florist (Beaver Ave.):** One dozen roses in a vase for \$29.95
- **Christopher's:** One gratis glass of Vintners Selection house wine
- **Curbin' Cuisine:** Buy one Basket Meal, get a second half off (dine-in/carry-out only)
- **The Dam Pub:** 20% off individual's meal/drinks (excludes specials and group tabs)

- **Grounds for Celebration (Beaver Ave.):** One free iced latte, any size
- **Happy DSM:** One Happy Surprise gift bag, plus a coupon for \$10 off a purchase of \$50 or more
- **Motley School Tavern:** One free After School Snack OR pint of Burr Oak Pilsner
- **Snookies Malt Shop:** One free small cone OR novelty
- **Uptempo Music:** 10% off any purchase
- **Vinyl Cup Records:** \$10 off any purchase

The participating pharmacies are as follows, with information on how to get your COVID vaccination at each:

Medicap Pharmacy (2804 Beaver Ave.):

Walk-ins available on Wednesdays from 10:00 AM to 5:00 PM, or schedule an appointment online at mymedicapharmacy.com

Price Chopper (1819 Beaver Ave.):

Walk-ins available every day, but please call ahead at 515-279-4382.

Walgreens (4415 Douglas Ave.):

Go to walgreens.com/vaccine



Offers expire 9/30/21. Cards must be presented to participating businesses at the time of redemption and there is a limit of one redemption per business. Offers are not redeemable for cash or credit. Participating businesses/pharmacies are not responsible for lost or stolen cards.

Beaverdale Community Immunity Cards are not available to those who have already completed their vaccine course. Only those receiving their final COVID vaccine shot from this point forward will be eligible to receive a card.

Please note that the cards will not contain any personal information, nor will the participating businesses or BNA be collecting any personal information as part of this effort.

Thank you to our participating businesses and pharmacies! Let's all work together to achieve community immunity in Beaverdale!