



formerly the Iowa Historic Preservation Alliance...new name, same mission
PO Box 814, Mount Pleasant, Iowa 52641
www.preservationiowa.org

2010 Preservation Iowa Annual Report

President's Message:

As we ring in a new year, it provides a wonderful opportunity to reflect upon the accomplishments and challenges of 2010 while looking forward to the coming year. It is my great pleasure to share our 2010 Annual Report illustrating a cross-section of the work completed by your Preservation Iowa Board of Directors and dedicated volunteers.

In December, the Board hosted our annual planning retreat. During this process, we evaluated our 2010 work plan, discussed Preservation Iowa's accomplishments and identified areas that will need further focus in 2011. We laid out a very aggressive list of activities in 2010 and, with Preservation Iowa's 100% volunteer effort, we completed over 90% of the tasks identified. This is an amazing achievement!

Some of the most exciting activities Preservation Iowa completed were, in a large part, due to our partnership with other organizations. Many national, regional and state partnerships began or were enhanced in the last twelve months. Nationally, we became a state-wide partner with the **National Trust for Historic Preservation** and participated in roundtable discussions with the new President of the National Trust, Stephanie Meeks. In addition, we participated in the 24th Annual Iowa Statewide Preservation Partners planning retreat with the **State Historic Preservation Office, Main Street Iowa**, the **NTHP Midwest Office** and **Iowa's National Trust advisors**.

Preservation Iowa continued active participation with disaster recovery efforts in partnership with **Iowa Homeland Security, FEMA**, and the **State Historical Society of Iowa** as well as multiple local Historic Preservation Commissions. In Waverly, we helped facilitate an architectural salvage operation to sell and rescue architectural materials from flood affected homes slated for demolition with **AmeriCorps NCCC** and the **Waverly Historic Preservation Commission**. We advocated on behalf of historic preservation in partnership with **Smart Growth Development**, defending Iowa's State Historic Preservation Tax Credit Program during the 2010 Legislative session. With the **Iowa Cultural Coalition**, we participated in the Cultural Advocacy Day events.

With continued support from the **Iowa Gaming Association**, the 2010 Preservation at Its Best Awards program was held in partnership with State Historical Society of Iowa during National Preservation Month in Clinton. In July, we received a National Trust for Historic Preservation grant to partner with **Bellevue Community Schools** to facilitate planning efforts to restore an elementary school.

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The 11th Annual County Schools Preservation Conference was held in Maquoketa in partnership with **Silos & Smokestacks, Jackson County Historical Society** and **Jackson County Historic Preservation Commission**. Preservation Iowa also helped sponsor the premiere and promotion of a new documentary focused on one-room schools by filmmakers **Kelly and Tammy Rundle** entitled *One Room, One Nation*.

We participated in many educational programs and activities, including a partnership with the **Iowa Architectural Foundation** at ArtFest Midwest. We also sponsored ten additional educational opportunities through partnerships with the State Historical Society of Iowa, **Ames, Clinton, Mount Vernon** and **Red Oak on Historic Preservation Commissions**, the **Iowa Center on Sustainable Communities**, and **AIA-Iowa** throughout the state.

Our Main Street Development Committee assisted in the creation of a first in the nation pilot loan program focused on business sustainability in historic downtowns in partnership with the National Trust for Historic Preservation, Main Street Iowa, **Iowa Foundation for Microenterprise and Community Vitality** and the **Iowa Department of Economic Development**.

In 2010 we also began our green journey, delivering our fourth quarter newsletter electronically, completely redesigning our website and joined Facebook, all of which allows Preservation Iowa to reach farther and faster than ever before.

Preservation Iowa also became the new home for the Iowa Architectural History/Historians Consultants List, due in large part to the quality of our website and network. This list will continue to grow over the next several years to provide a stronger network of preservation professionals for Iowa's preservation community.

There were, of course, backstage items the board is proud of as well. These items, while not evident from the outside, have increased our level of sophistication and organizational efficiency. Some of these improvements included greater financial and legal accountability and transparency, the creation of a membership and volunteer database (thanks to our amazing webmasters) and the creation of organizational policies to help protect and guide Preservation Iowa into the future.

The coming year marks Preservation Iowa's 20th anniversary of supporting historic preservation efforts in Iowa. This milestone sets the stage for many exciting new directions for the organization. The most exciting of which includes the upcoming search for a full-time Executive Director to lead the organization into the next chapter. Preservation Iowa will actively begin this process in early 2011.

We are looking forward to an exciting year and thank you for your continued support of Iowa's statewide nonprofit dedicated to historic preservation, Preservation Iowa.

Warmest Regards on behalf of the Preservation Iowa Board of Directors,
Naura Heiman Godar, AIA
Preservation Iowa Board President

Comprehensive Year in Review

Preservation Iowa Board Members:

Naura Heiman Godar, Des Moines – President (Board term expires 2012)
 Sheriffa Jones, Spencer – Vice President (2012)
 Jess Phelps, Des Moines – Secretary (2013)
 Martha Hayes, Mount Pleasant – Treasurer (2011)
 Jim Boyt, Des Moines (2011)
 Bill Sherman, Des Moines (2011)
 Rod Scott, Cedar Rapids (2011)
 Laura Carstens, Dubuque (2012)
 Michael Wagler, Ankeny (2012)
 Steve Frevert, Burlington (2013)
 John Ryan, Des Moines (2013)
 Vacant (2013)

Board Advisors:

Sam Erickson, Iowa Advisor to the National Trust, Pleasant Hill
 Barbara Mitchell, State Historical Society of Iowa, Des Moines
 Jennifer Sandy, National Trust for Historic Preservation, Chicago
 Dan Tindall, Iowa Advisor to the National Trust, Grinnell

Organizationally Activities:

- Completed facilitated organizational strategic planning. This planning effort was made possible with a grant from the *National Trust for Historic Preservation*. [February 2010]
- Worked with *National Trust for Historic Preservation Midwest Office* to complete successful application for National Trust's Statewide and Local Partner Program. [October 2010]
- Rolled out new brand identity, Preservation Iowa, after a 12 month rebranding exercises and professional guidance. [February 2010]
- Participated in 24th Annual Iowa Statewide Preservation Partners planning retreat with the State Historic Preservation Office, Main Street Iowa, Preservation Iowa and the National Trust for Historic Preservation Midwest Office and advisors. [November 2010]
- Held annual board planning retreat and strategic planning session facilitated by John Monroe of Greenleaf Consulting. [December 2010]
- Participation in Statewide and Local Partners roundtable discussions with new National Trust for Historic Preservation President, Stephanie Meeks, in Chicago, IL. [October 2010]
- Partnering with *Main Street Iowa/Iowa Department of Economic Development* with planning, fundraising and implementation of the National Main Streets Conference to be held in Des Moines May 22-25, 2010.

Disaster Recovery:

- Continued active participation with 2008 flood recovery efforts in partnership with *Iowa Homeland Security, FEMA, the State Historical Society of Iowa* and multiple local *Historic Preservation Commissions*.
- Assisted with Memorandum of Agreements (MOA) in multiple cities.

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- Facilitating architectural salvage operation to rescue architectural rich materials from flood affected homes slated for demolition in partnership with *AmeriCorps NCCC* and the *Waverly Historic Preservation Commission*. [September/October 2010]
- Coordinating restoration efforts of the 2008 flood affected Ira Sturdevant House in Waverly in partnership with *Waverly Historic Preservation Commission* and newly created *Ira Sturdevant House nonprofit* group.

Outreach Committee:

- 2010 Preservation at Its Best awards program held in partnership with State Historical Society of Iowa during National Preservation Month in Clinton, Iowa. The Preservation at Its Best awards are made possible in part with sponsorship from the *Iowa Gaming Association*. [May 2010]
- Publication and promotion of the 2010 Iowa's Most Endangered Properties List. [January 2010]
- Collection of nominations for 2011 Iowa's Most Endangered Properties List. [November 2010]
- Held 11th Annual County Schools Preservation Conference in Maquoketa in partnership with *Silos & Smokestacks*, *Jackson County Historical Society* and *Jackson County Historic Preservation Commission*. Record attendance of 90. [October 2010]
- Sponsorship of premiere and promotion of country school documentary, *One Room, One Nation* created by filmmakers Kelly and Tammy Rundle. [November 2010]
- Respond to 120 inquiry emails requesting information about historic preservation topics through info@preservationiowa.org.
- Participated in youth educational activities at ArtFest Midwest in partnership with the *Iowa Architectural Foundation*. [July 2010]
- Recipient of National Trust for Historic Preservation grant funds in partnership with Bellevue Community Schools to facilitate planning efforts for the restoration of the Bellevue Elementary School. [July 2010]
- Rod Scott, Preservation Iowa Board Member, presented on behalf of Preservation Iowa at 2010 National Trust Conference in Austin, Texas, on Iowa's disaster recovery efforts. [October 2010]

Advocacy Committee:

- In partnership with *Smart Growth Development*, successfully lead the advocacy efforts to defend Iowa's State Historic Preservation Tax Credit Program during the 2010 Legislative session.
- Sponsored Preservation Iowa board member attendance at 2010 National Historic Preservation Advocacy Days in Washington, DC. [March 2010]
- Participated with the *Iowa Cultural Coalition* in the 2010 Cultural Advocacy Day events. [February 2010]

Main Street Development Committee:

- Creation of first in the national small business pilot loan program in partnership with the *National Trust for Historic Preservation*, *Main Street Iowa*, *Iowa Foundation for Microenterprise and Community Vitality* and the *Iowa Department of Economic Development*.
- MSD Loan Program officially rolled out to six pilot communities through press release and newly designed MSD website (www.preservationiowa.org/msd/). [November 2010]

Communications Committee:

- Publication of quarterly newsletter.
- Partially delivered fourth quarter newsletter electronically. [November 2010]
- Redesign and continued improvement of Preservation Iowa website.

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- Creation of newly designed webpage extensions for the Main Street Development Loan Program and Ira Sturdavant House Restoration Project. [November 2010]
- Creation and upkeep of Preservation Iowa Facebook site.

Membership/Development Committee:

- Development of sustainable fundraising plan for Preservation Iowa. [August 2010]
- Improvement of accounting and book keeping practices.
- Development of membership database through protected board section of website.
- Active recruitment and retention members and volunteers through Facebook, direct calling and mailings.
- Facilitated transition of the Iowa Architectural History/Historians Consultants List from *State Historical Society of Iowa* to Preservation Iowa in partnership of *State Historic Preservation Office Staff*. [September 2010]

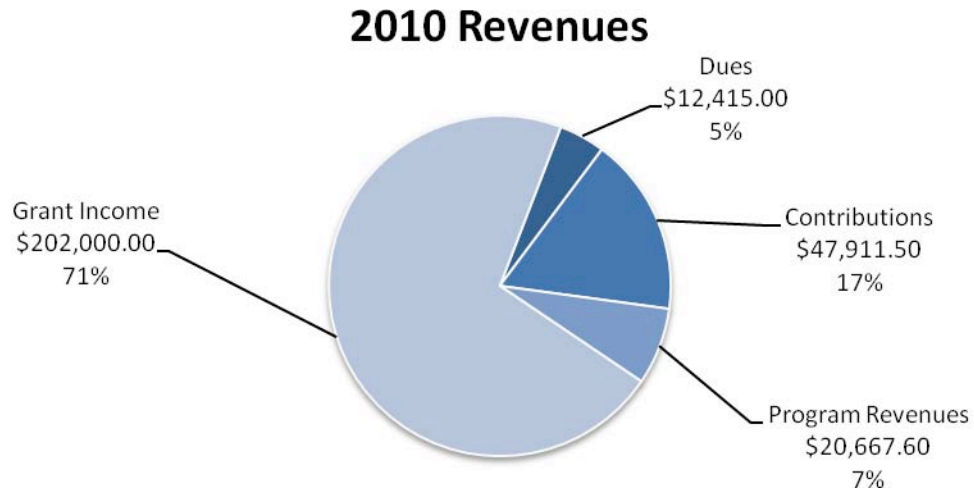
Educational Sponsorship/Partnership:

- Mortar Matters workshops in Ames/Mount Vernon in partnership with *State Historical Society of Iowa* and *Ames and Mount Vernon Historic Preservation Commissions*. [March 2010]
- Foundations of Historic Preservation workshop hosted by *AIA-Iowa* in Dubuque. [April 2010]
- Historic Preservation Workshop in Clinton in partnership with the *State Historic Preservation Office* and *Clinton Historic Preservation Commission*. [May 2010]
- 2010 Iowa Historic Preservation Conference in Red Oak hosted by the *Red Oak Historic Preservation Commission*. [September 2010]
- Mortar Matters workshops in West Des Moines/Sioux City in partnership with the *Iowa Center on Sustainable Communities*. [September 2010]
- 2010 AIA Fall Convention in Des Moines hosted by *AIA-Iowa*. [September 2010]
- Window Restoration Workshop with Bob Yapp in Des Moines in partnership with the *Iowa Center on Sustainable Communities*. [October 2010]
- 2010 Iowa Country Schools Preservation Conference in Muscatine. [October 2010]

2010 Preservation Iowa Financials

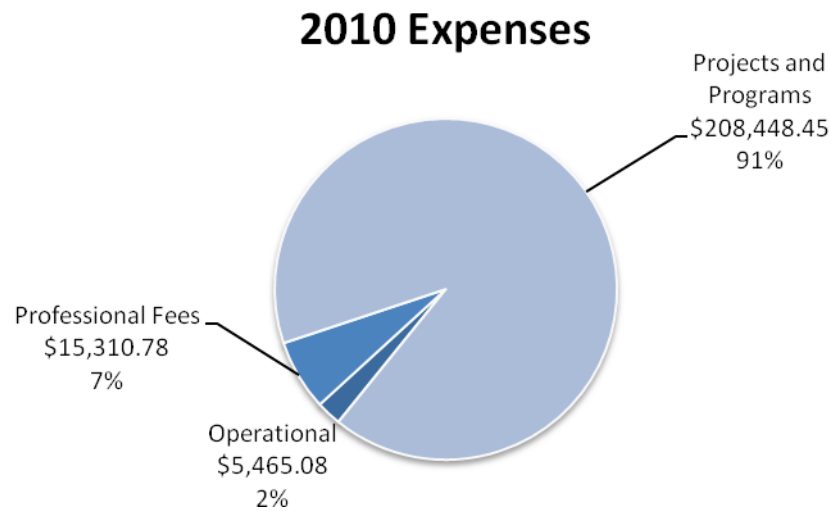
2010 Operating Revenues

Total: \$282,944.10



2010 Operating Expenses

Total: \$229,224.31



Are you interested in getting more involved with Preservation Iowa at the board or committee level?

Contact us at info@preservationiowa.org. For more information visit www.preservationiowa.org.

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