

blueprint

The Voice of the Greater Des Moines HBA

August 2015 | Volume 47 | Issue 8



People's Choice
Award Winners

inside this issue

Fall Golf Outing

HomeShowExpo

*10 ways to Maximize Your
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HomeShowExpo

Wow! How can the HomeShowExpo be over already? In many ways the past several weeks are just a blur but in others, it seems like member night just happened. As I was preparing to write this piece I spent a little time reflecting on my involvement with the Show.

In 1994, I framed a HomeShow house in Country Club and I've been around the show in one way or another ever since. My involvement has ranged from being on the site selection and show committees to building a home in the show six times. I can honestly say that seeing the show from the HBA side definitely gives me a completely different perspective and appreciation for what our volunteer members put into this show to make it work. I will definitely forget to thank many of you so I'll apologize now as it's not intended.

DRA Properties – For the 40th Show, I don't think that we could have had a better partner with a higher level of commitment focusing on the success of the show. Their level of involvement with the marketing, PR and the overall success of the builders has been an enormous asset to the Show. Thank You.

Builders – We definitely couldn't have a show if you didn't take the risk and make the commitment to participate in the show. You all did an amazing job and your homes show the time you put into them. Thank You.

Brian Hoodjer – I never had any idea how many hours the Show chair actually put into the show, from hours in meetings, with judges both onsite and offsite, meeting with builders, working the show, doing press appointments... You've really put everything into this that we could have asked for and more. Thank you.

James VonGillern, Matt Thompson and Colin King
All three of you have put hours into the show this year helping with many of the tasks listed above but all of you have worn the chair hat over the past 5 years and I'm sure that I didn't recognize your commitment appropriately. Thank You.

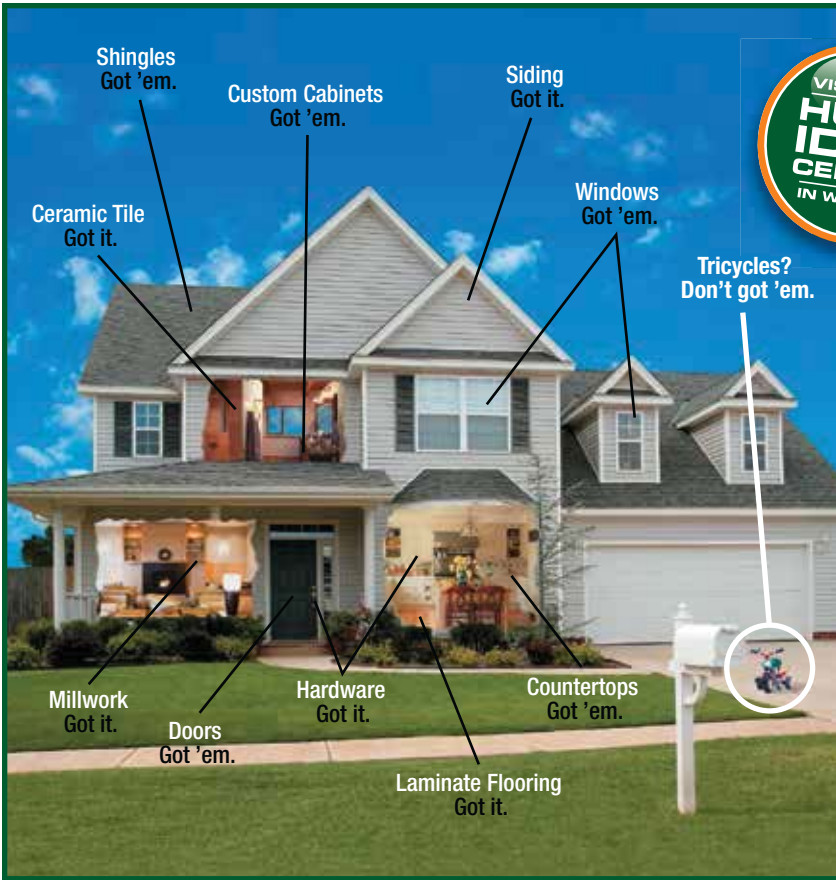
Dave Adickes – You've been doing the logistics and site side of the show for several years now which includes many hours away from your business and family; meeting with the city, police, fire, public works, sign cops and with the Developer; installing signs, gates, setting up the trailer, moving into the site and making sure that it is set up for the show to succeed. Thank You.

Nicole, Jessica, Emily, Ryan, Katelin, Ron & Bonnie
This is part of your jobs but the show can and does definitely take over the personal and work lives of everyone involved and I appreciate all that you have done to make this a success. You have all gone above and beyond to ensure that this was a great event. Thank You.

Committee members, volunteers, Board members, those that helped set up & tear down, and all of those others who helped but haven't been recognized. Thank You.

It is said frequently that our organization is made up of and driven by volunteers but it is never more evident than during the HomeShowExpo. It was a great show and we have all of you to thank for its success. Now on to Coyote Ridge in 2016, are you ready to step up?


Dan Knoup
Executive Officer



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HomeShowExpo & Habitat for Humanity


The HomeShowExpo is in full swing!

Congratulations to MJ Properties for winning Best in Show, although I think all the homes this year are winners. Thank you to all the builders for their participation, building in the HomeShowExpo takes a lot of hard work, planning and dedication. Thank you to all the volunteers and workers for their time, without them the show wouldn't be possible.

The HBA has a special project this year at the HomeShow. We are building a Habitat for Humanity house at the HomeShow site that will be moved to Des Moines at a later date. Dan Knoup has worked hard to make this happen along with many other members organizing and building the house.

This is a special project that we as members should be very proud of. If you are interested in helping with the Habitat house or are willing to donate any products for the house, contact Dan.

For those of you unaware, Nicole Wilson's last day working for the HBA was July 10th. Nicole has been a great asset to the HBA over the past three years. We will miss her and wish her luck in the next phase of her career. With Nicole leaving, we interviewed several candidates and have hired Melissa Cox as our new Events Coordinator; please give Melissa a warm welcome to the HBA.


Justin Bauer
President



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HOMESHOW EXPO®

Award Winners

Curb Appeal

3rd Place – Platinum Development

2nd Place – Luxe Homes

1st Place – **Bella Homes**

Landscaping

3rd Place – Caliber Homes

2nd Place – Giovanti Homes

1st Place – **MJ Properties**

Kitchen

3rd Place – Bella Homes

2nd Place – Luxe Homes

1st Place – **MJ Properties**

Master Suite

3rd Place – Platinum Development

2nd Place – Luxe Homes

1st Place – **MJ Properties**

Kid's Room

3rd Place – MJ Properties

2nd Place – Luxe Homes

1st Place – **Bella Homes**

Entertainment Room

3rd Place – Bella Homes

2nd Place – MJ Properties

1st Place – **Giovanti Homes**

Livability

3rd Place – Bella Homes

2nd Place – MJ Properties

1st Place – **Luxe Homes**

Craftsmanship

3rd Place – Giovanti Homes

2nd Place – Bella Homes

1st Place – **MJ Properties**

HomeShowExpo 2015

Best In Show

MJ Properties



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Networking After Hours 2015

**This Month:
August 6th**

**Ferguson Bath Kitchen &
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Next Month: September 3rd

Plumb Supply

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September 3rd: Plumb Supply
920 Frontier Ave, Waukee

October 1st: Renaissance
4124 NW Urbandale Dr, Urbandale

November 5th: Spectrum Lighting
2540 104th St, Urbandale

**Networking After Hours:
Woodharbor Gallery**



Enjoy food and drinks with professionals in your industry!

HBA Fall Golf Outing

Friday, September 11
11:00 a.m. shotgun start

Legacy Golf Course
Norwalk, Iowa

\$400/foursome

RSVP to Jessica at
JessicaV@dsmhba.com or
register on Builder Fusion

More details to come

40 Under 40: Marc Black

By Laurie Batter

Professional Remodeler



Silent Rivers Design + Build

General manager

Age 37



Marc joined Silent Rivers in 2010, and his leadership has helped grow annual revenue from less than \$900,000 to an all-time high \$3.2 million. One of Marc's key contributions is the development of job descriptions. While it sounds basic, many of Silent Rivers' positions changed over the past few years, and creating job descriptions was a critical component of managing expectations and capacity.

Silent Rivers was strong with job costing and managing production, but the company wrestled with a slow design process that was limiting conversion rate. Marc was instrumental in crafting a design schedule that better manages backlog and helps allocate the number of hours for each signed design contract. He moved the design sequence into a Gantt chart, similar to one used for production, which has allowed more accurate projections for resources. This has increased satisfaction, conversions, and revenue.



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Remodelers	# of Homes	Project Type	Location
AIM Kitchen and Bath	1	Kitchen & Bath	West Des Moines
Compelling Homes	1	Full House & Addition	Johnston
Construction Professionals LLC	1	Main Floor	Clive
Firstcall	1	Full House	Grimes
Fleming Construction LLC	1	Kitchen & Bath	Des Moines
Grand Homes	1	Multiple Indoor & Outdoor, Addition & Garage	West Des Moines
Helland Construction Inc.	1	Kitchen	West Des Moines
Kaufman Construction	2	(1) Bathroom & (2) Screened Porch	Des Moines
Modern Touches	2	(1) Bathroom & Lower Level (2) Kitchen	Johnston
Red House Remodeling	2	(1) First Floor (2) Kitchen & Fireplace	(1) West Des Moines (2) Des Moines
Remodeling Contractors	1	Kitchen	Clive
Silent Rivers Design + Build	2	Kitchen & Bath	Des Moines

Business Community Rallies Around Health Care Fix

Filed in [Capitol Hill, Labor, Safety and Health](#) on July 14, 2015



NAHB and 15 other major organizations sent a joint letter to House and Senate lawmakers on July 13 urging Congress to move swiftly to pass bipartisan legislation pending in both chambers that will help small businesses provide health care for their employees.

The Small Business Healthcare Relief Act, introduced in the House (H.R. 2911) by Reps.

Charles Boustany (R-La.) and Mike Thompson (D-Calif.), and in the Senate (S. 1697) by Sens. Charles Grassley (R-Iowa) and Heidi Heitkamp (D-N.D.), would allow small businesses to provide Health Reimbursement Arrangements (HRAs) to employees with health insurance.

These HRAs allow businesses to offer pre-tax dollars to insured employees to help pay premiums and/or other out-of-pocket costs associated with medical care and services.

Under the Affordable Care Act, stand-alone HRAs are no longer allowed. As of July 1, all employers – regardless of size – could face fines of \$100 per day per employee if they offer HRAs to their employees. Over the course of a year, that \$36,500 per employee and up to \$500,000 in total.

The letter called on Congress to “move swiftly to pass this vital legislation so that more small employers can help their workers defray the high cost of insurance premiums and/or other out-of-pocket medical expenses.”

NAHB Third Vice Chairman Randy Noel, a home builder from LaPlace, La., appeared on the Fox Business Network yesterday to discuss this issue. [View his interview on the Fox Business Network’s show “Cavuto Coast to Coast”](#) with hosts Gerri Willis and Charles Payne.

For more information, email [Suzanne Beall](#) at NAHB or call her at 800-368-5242 x8407.



A Hotter Topic Now Than Before - WOTUS Lawsuit

NAHB and 29 states filed a lawsuit on July 2 seeking to overturn a federal rule that defines the "waters of the United States" and the jurisdictional scope of the Clean Water Act. The suit, which was brought against the Environmental Protection Agency and the U.S. Army Corps of Engineers in the U.S. District Court, Southern District of Texas, charges that EPA and the Corps are "set and determined to exert jurisdiction over virtually every water feature imaginable."

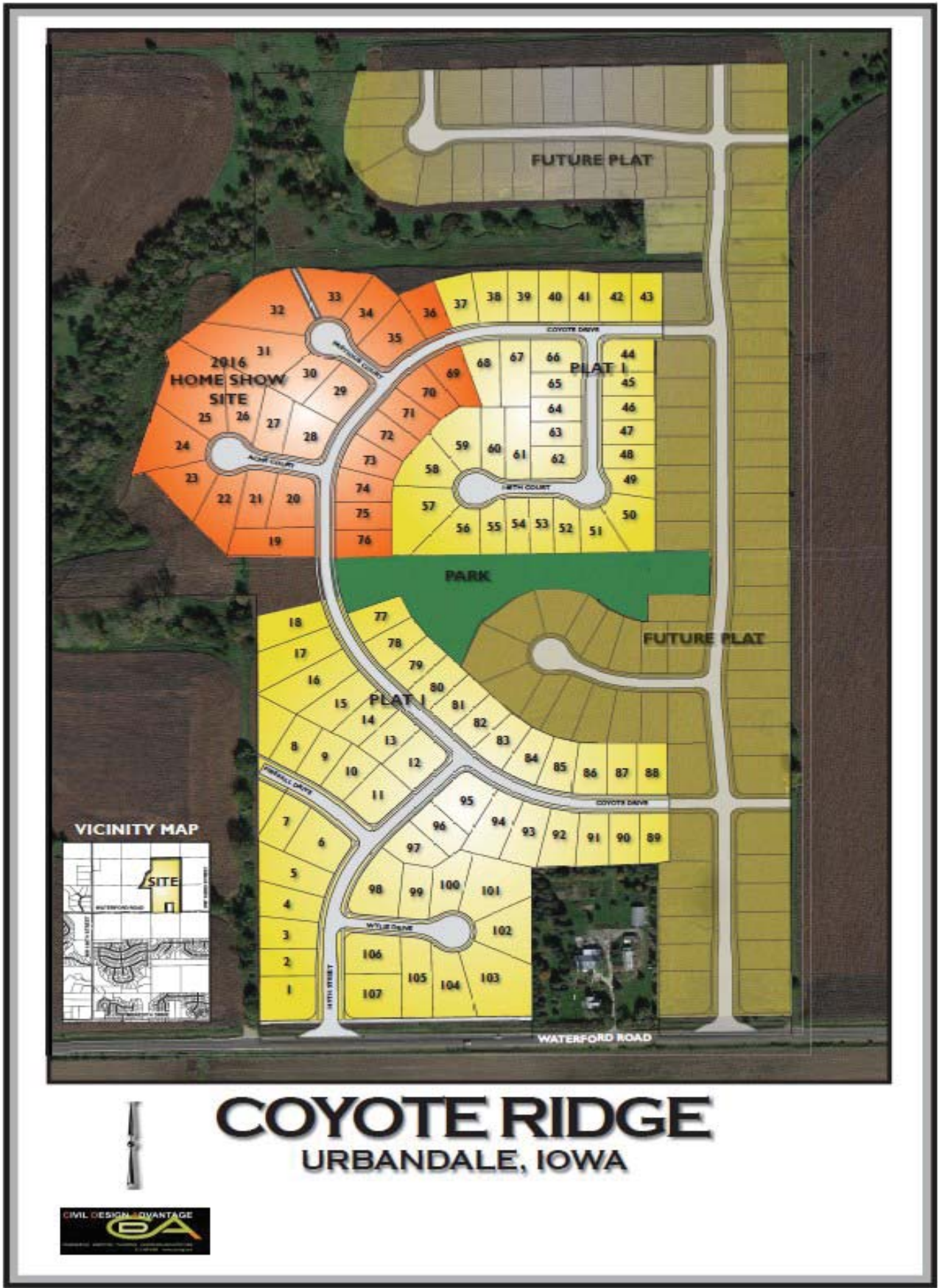
HBAI was instrumental in building a coalition of like-minded Iowa groups early in this fight. Declaring the rule "unlawful," and stating that it must be "set aside," the complaint stipulates that the rule "leaves the identification of jurisdictional waters so vague and uncertain that Plaintiffs' members cannot determine whether and when the most basic activities undertaken on their land will subject them to drastic criminal and civil penalties under the Clean Water Act."

The water rule, which will go into effect on Aug. 28, is important to the home building industry because it changes what areas can be regulated by the federal government under the Clean Water Act and when builders and developers must obtain federal permits.

Despite some minor improvements to the original proposal, the final rule contains overly broad language that could place millions of additional acres of private land and countless miles of dry stream beds under federal jurisdiction. The rule is so extreme that the federal government will actually regulate certain roadside ditches, isolated ponds and channels that may only flow after a heavy rainfall.

This means, for example, that a builder in Arizona would have to get a permit for an activity in a dry desert wash that could be 30 miles from the nearest river. Such intrusive federal encroachment is bad governance and will inevitably lead to bureaucratic delays, increased project costs and mitigation fees, and ultimately, decreased housing affordability.

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Service

It starts with humility, but creates value of unimaginable scope. Ideally, service is provided to those that appreciate it. ...but not always. Sometimes service is offered to a group of people wherein a good many appreciate the service, but there is also a number that take it for granted. ...and sometimes, some people are just not appreciative at all. Still, service is a noble event and being of service a noble goal.

I've heard it said many times that it is better to give than receive. Service is like that. I don't mean that it's better to give service than it is to receive service, rather I am suggesting that when we give great service to others that appreciate it, we feel better. The sky is bluer, the grass is greener, the songbird sings sweeter. In a nutshell, things are just better.

But as already mentioned, not everyone appreciates service the same way. On the day that I wrote this article, the news of the day reported that four United States Marines had been killed prior to the gunman himself being killed. I haven't heard the alleged motive for these shootings at this time. Perhaps we'll never know. But obviously the shooter had little regard for the service being provided by the Marines. Yet there is no doubt that for the majority of Americans, Marines provide a huge service. It is the Marines, in conjunction with the rest of our armed servicemen and women that fight for the freedoms enjoyed by the all of us.

Our military provides a service that either we are unable to provide or that we don't want to provide. Many Americans provided service like this when they were younger, but now they have passed the care of our country to our next generation. Regardless of age, *Semper Fidelis* (often simply *Semper Fi*) will mean something to all Marines. *Semper Fi*, a Latin motto, translates to "always faithful". In other words, you can always count on a United States Marine to answer the call to stand tall with his (or her) brothers and sisters. They don't just serve us, they serve one another, with honor. ...And they will do it to their dying breath.

Fortunately for those of us that they serve, when we provide service, we don't need to do so with our dying breath as well. But service isn't free. Service requires each of us to give above that normal amount of effort. Service requires time. Regardless of whether or not we are paid for our time (the U.S. Marines are paid), time is still a resource that each of us has a limited supply of. Rotary International's motto is "Service above self." That statement is an absolute fact. Because time is involved, if you can't place your commitment to serve a fellow human being above your own needs and wants, then service does not get done.

Unfortunately, too many of us think that just by keeping our end of an agreement, service has been performed. Too many call themselves "service providers" without actually understanding what true service actually is. Service...exceeds expectations. Lower levels of service are not actually service at all. In fact, lower levels of service usually require the party that was the supposed recipient of the service to fix things in order to make things the way that they had hoped had the expectation been met or exceeded.

Exceeding expectations is providing a service. It's the kind of service that garners referrals and repeat business. It boosts reputation and increases morale of everyone involved.

I encourage that the next time you offer to provide service to a customer, consider that real service exceeds expectations. Make that your goal. ... then find a way to do that, Exceed Expectations and provide Real Service!

Russell Baugh

new members

July 2015

Associate

Bank Iowa

West Des Moines, IA

P. 515.225.0710

Bill Fry

bfry@bankiowabanks.com

Associate

Carpet One

Carroll, IA

P. 712.792.5557

Tony Pearce

tpearce@biehlcarpetone.com

Builder

Chayse Holdings

Des Moines, IA

P. 515.208.8325

Rikki Smead

Rikki@priorityexc.com

Associate

Extreme Electric LLC

Des Moines, IA

P. 515.202.5911

Jeff Chittenden

jeff@extremeelectricdesmoines.com

Builder

Flynn Development

Waukee, IA

P. 515.987.4068

Dan Flynn

dfflynn@flynndevco.com

spike corner

Spike Candidates

Spike Name	Spikes
Larry Heisler	5.50
Curtis Busch	5.50
Carrie Norris	5.50
Brian Meyer	5.50
Dick Larimer	5.50
Ralph DiCesare	5.00
Beth Bezdicek	5.00
Russ Baugh	4.50
Mark Reetz	4.50
Craig Van Langen	4.50
Don Dorrian	4.00
Barry Elings	4.00
Sumner Worth	4.00
James Von Gillern	4.00
Robert Myers	3.00
Chad Baker	3.00
Kalen Ludwig	3.00
Philip Bubb	3.00
Bill Corwin	3.00
Gil Petersen	3.00
Joe A Tollari	3.00
Aaron Gross	3.00
Jennie Makovec	3.00
Mark Parlee	3.00
Joseph Smith	3.00
Wallace Yoho	3.00
Bret Nehring	2.50
Keith Kuennen	2.50
Brennan Buckley	2.50
Shannon Flickinger	2.50
John Duer	2.50
Larry Webster	2.00
Chaden Halfhill	2.00
James Slife	2.00
Brandon Klinge	2.00
Scott Bezdicek	2.00
Brandon Patterson	2.00
Tim Stolp	2.00
David Volante	2.00
Steve Bruere	2.00
Brad Long	2.00
Cliff Anderson	2.00

Larry Goodell	1.50	Scott Cierzan	8.00
Marc Black	1.50	Greg Arganbright	7.50
Mark Detrick	1.50	Jon Heim	7.00
Ken Ward	1.50	Eric Grubb	7.00
Frances Best	1.25	Jeffrey Grubb	7.00
Jon Lipovac	1.00	Eric Munn	6.50
Tyler Neuschwanger	1.00	David Cosgriff	6.00
Ryan Roberts	1.00		
John Kline	1.00		
George Karwoski	1.00		
Patrick Cardwell	1.00		
David Adickes	1.00		
Dwayne McAninch	1.00		
Mark Kiester	1.00		
Rachel Flint	1.00		
John Grubb	1.00		
Jason Shepherd	1.00		
Randy Soper	1.00		
Matt Peterson	1.00		
Duane Van Hemert	1.00		
Justin Bauer	1.00		
Dave Tallant	1.00		
Kathryn Barnhill	1.00		
Mike VanGorp	1.00		
Charity Moreland	0.50		
Ted Grob	0.50		
Mike Kinter	0.50		
Kevin Yoakum	0.50		
Sharon Rooney	0.50		
Kathy Barnum	0.50		

Life Members

Spike Name	Spikes
George Mirras	612.75
Tom Gratias	440.00
Don Marean	312.50
Don Beal	243.00
Keith Butz	230.00
Lloyd Clarke	211.00
LaDonna Gratias	199.25
Darrel Avitt	193.00
Colin King	192.00
Tom Stevens	189.00
Rick Thompson	181.00
Ted Lockwood	172.25
Rollie Clarkson	161.25
Bill Kimberley	155.00
Ron Grubb	133.00
Polly Marean	123.25
Steve Archer	122.25
Gerald Grubb	116.50
Rick Bach	96.50
Brad Gannon	79.50
Gary Scrutchfield	77.50
Leslie Mayo	76.25
Ben Harrington	70.00
Tom Sheehy	66.00
Ron Wyckoff	59.00
Devan Kaufman	58.75
Scott Brower	57.50
Gaylen Eller	56.00
Kim Beisser	55.00
Tom Lynner	51.50
Kent Katch	43.00
Greg Marean	42.50

Members

Spike Name	Spikes
Justin Washburn	23.50
Robert Boesen	19.50
Frank Lindsey	18.25
Christopher Boley	15.00
Zachary Fleming	14.50
Rick Laffoon	14.00
Brad Schulte	13.50
Dan Knoup	13.50
Amy Kimberley	11.50
Richard Parrino	8.00

Our Mission

The Homebuilders Association of Greater Des Moines, chartered in 1944, is a non-profit trade association affiliated with the National Association of Homebuilders (NAHB) and the Homebuilders Association of Iowa (HBAI). The HBA of Greater Des Moines is dedicated to the advancement of the building industry, its members and the communities it serves.



Chicago or Bust...

Planning ahead for October seems like an impossible task during the busiest month of year but if you think of it in terms of a reward for both your business and fun for you, a trip to Chicago for the Remodeling Show and Deck Expo on October 1st should be a priority. For me just a couple of days in Chicago is enough to get me packing my bags and gassing up the truck but when you tally up the exhibit floor, social events, classes and the fact that it is only a few hours away the excuses are hard to come by.

The week starts out early on Monday with opportunities to work on your CGR or CAPS designations, seminars from leaders within the remodeling industry and boot camps designed to get your business in fighting shape. After class, many participants hang out and continue the conversation with their peers to candidly work out real life problems in their markets. These classes have helped me tremendously over the last few years refine my company and also made me more confident in the direction I wanted to take my business. On Thursday the show floor will open with JLC's Tool Alley, live

clinics and exhibitor demos of the newest and greatest remodeling tools and software. While the product aspect of this show is not as extensive as IBS, when it comes to working on remodeling businesses this show is second to none.

Official social events include a historical pub crawl, NAHB Remodelers All-Stars party at Harry Carey's as well as many Happy hour events on the show floor. Design awards parties for Professional Remodeler, Qualified Remodeler and Remodeling magazines are always a good time and just like at IBS, after parties are always to be found. If all of that wasn't enough, this year's Professional Remodeler Magazine's annual list of the top 40 under 40 remodelers includes our own local remodeling guru, Marc Black. If I can swing a ticket, and I hope you can, we can help Marc celebrate this great achievement. See you in Chicago!

Zak Fleming

Remodelers Council Chairman

An advertisement for Beisser Lumber. The background is a close-up of several stacks of light-colored wooden lumber. Overlaid on the image is the text: "BEISSER LUMBER IS A FULL SERVICE LUMBERYARD PROVIDING IOWA BUILDERS AND CONTRACTORS WITH QUALITY BUILDING PRODUCTS & SERVICES". In the bottom left corner, there is a list of services: "DESIGN", "ESTIMATING", "INSTALLED SALES", "WALL PANELS", and "FREE DELIVERY". In the bottom right corner, there is the Beisser logo, which consists of a stylized green house icon above the word "BEISSER" in green capital letters.

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**Leslie
Mayo**

Q. Where is your hometown?

A. I grew up on the Eastside of Des Moines and graduated from East High School.

Q. First job?

A. I started working at Dick's A&W when I was 14 years old.

Q. As a kid, I wanted to be a?

A. Interior Designer

Q. Words I live by or Favorite Quote?

A.

SUCCESS

To laugh often and much, to win the respect of intelligent people and the affections of children; to earn the appreciation of honest critics and endure the betrayal of false friends; to appreciate beauty; to find the best in others; to leave the world a bit better; whether by a healthy child, a garden patch or a redeemed social condition; to know even one life had breathed easier because you lived. This is to have succeeded.

Favorite Quote: Your future depends on many things, but mostly on you.

-Frank Tyger

Q. What is your most useful business "tool"?

A. My smart phone. It allows me to work even when I'm not in the office. In my profession I'm out and about so much it helps me multi-task.

Q. What would people be surprised to know about you?

A. When I was 21 I worked for TWA as a flight attendant.

Q. Mentors and/or heroes?

A. My father, Wayne was a perfectionist and worked very hard to provide for his family. He was also in the construction industry. Dick Wilderman was my first boss. He taught me to have a sense of pride in whatever you do.

Q. Favorite creative outlet or hobby?

A. I love to golf, it teaches me patience. I've started biking last year. There's nothing like breathing fresh air and enjoying the outdoors.

Q. What would you do if you were not in the remodeling industry?

A. I can't imagine doing anything else. The relationships I've made over the past several years are priceless. Helping clients grow their business is the best reward.

Q. How many years have you been a member of the Remodelers Council?

A. I've been a member over ten years.

Q. Why membership in the Remodelers Council is important to you?

A. The relationships I've made are priceless. Some of my best friends and clients I've met in the remodeling council.



Upload behind-the-scenes photos.

1

Imagine you are looking to hire a consultant. You clicked on an ad and land on the website. It all looks nice and well taken care of but the "about" page and a photo of the consultant are nowhere to be found. If you don't show behind-the-scenes photos or videos on your Facebook page, you are as anonymous as this consultant's website.

Upload videos and create a playlist.

2

Videos that are uploaded to Facebook, and not embedded from YouTube, for instance, can be put into playlists. Show off how-to tutorials, new product features, instructions, a behind-the-scenes video series and more, all while showing up better on people's timelines

Test the call-to-action button on the page header.

3

Facebook pages can have a call-to-action button on the page header. If the button has been enabled by Facebook, you will see the button "Create Call to Action" on the bottom right of your Facebook page header. Split test what call to action results in the most sales, likes and page website visits. Typically "Watch Video," "Shop Now," and "Contact Us" are good choices to start with.

Share exclusive offers.

4

Give people a reason to come back to your Facebook page timeline. Share giveaways and special offers that expire within 24 hours of posting. If you have already grown engagement on your page successfully, try sooner expiration times such as 60 minutes or have people vote a winner among submissions of fans (e.g. the best selfie with the product).

Run a contest.

5

One of the main reasons so many people spend so much time on Facebook is because it is entertaining. Publish a funny photo and run a caption contest to keep fans entertained and attract new people to your page. Contests do not necessarily need to result in vouchers or a financial reward such as discounts or freebies.



Interact with other Facebook pages.

6

Comment as your page on other business pages and "like" pages of your employees, companies near you if you have a physical location, businesses you are collaborating with or companies whose services or products you are using. Liked or tagged pages will often times return the favor and mention or like your page in return, which is free cross-promotion. Any pages you like with your own page can be displayed on the left hand side as vertical tab.

Celebrate milestones.

Let fans know what is happening with your page so they feel part of your community. Use Google Analytics and post updates what geographic region new fans are from. That increases chances that these fans feel addressed and click like or comment which then results in your post on their timelines. More each increases the chances to get more likes and in this case, you might get a like simply because someone it from the same town.

7

Create a custom tab.

8

Custom tabs require some programming but are worth considering for any business focused on more than a very few customers. Integrate live chat, billing, policies, shipping information, your background story, subscriptions, signups for upcoming events, webinars and downloadable content such as eBooks or case studies.

Split test engagement strategies.

Start split testing strategically what kinds of posts boost engagement. If you have fewer than 10,000 likes or not much engagement on your page, start with a simple schedule and content type test. Post every Tuesday, Thursday and Friday at a specific time of the day with specific kind of content, such as photos on Tuesday and Friday, long text on Thursday. After two to four weeks, switch one weekday out with another (e.g. Monday instead of Tuesday) and see what performs better.

9

Show other social media pages.

10

Facebook business pages are an effective way to showcase pages and profiles on other social media networks. Add Instagram, Pinterest, Twitter, and other tabs to your Facebook page to give potential customers and fans a holistic overview of your corporate culture and brand. Besides showing what you are all about, it is an opportunity to have a one stop destination for all social media activity.



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Supreme Court Recognizes Disparate Impact Housing Claims

National Association of Home Builders

In a 5 to 4 decision, the U.S. Supreme Court today ruled that Fair Housing Act liability can be proven without the need to show intentional discrimination. The narrow issue in the case of Texas Department of Housing and Community Affairs v. The Inclusive Communities Project, Inc. was whether a person can bring a lawsuit under the Fair Housing Act based on a “disparate impact.”

The court said “yes.”

Disparate impact is a legal doctrine under the nation’s anti-discrimination laws that allows a court to consider a policy or practice discriminatory if it has a disproportionate “adverse impact” against any group based on race, national origin, color, religion, sex, familial status, or disability. Today’s ruling means that housing discrimination need not be intentional in order to be illegal.

However, the court also clearly recognized the problems disparate impact claims could have with respect to where builders locate their projects.

In this case, the Inclusive Communities Project (ICP) claimed that the Texas Department of Housing and Community Affairs was discriminating because it had allowed more tax credits in lower income neighborhoods than in higher income neighborhoods. This, according to ICP, furthers segregation.

The court, however, explained, “it seems difficult to say . . . that a decision to build low-income housing in a blighted inner-city neighborhood instead of a suburb is discriminatory.” Similarly, it noted that “[i]t would be paradoxical to construe the FHA to impose onerous costs on actors who encourage revitalizing dilapidated housing in our Nation’s cities merely because some other priority might seem preferable.”

Therefore, the Supreme Court provided that it would not be easy to prove discrimination based on where a builder locates his or her project.

Commenting on the ruling, NAHB Chairman Tom Woods said:

“NAHB is a strong supporter of the Fair Housing Act’s goals to allow all people to obtain housing free from discrimination. The nation’s home builders stand ready to develop and build safe and decent housing in all communities across the country. However, as the court stated, the Fair Housing Act cannot put ‘private developers in a double bind of liability, subject to suit whether they choose to rejuvenate a city core or to promote new low-income housing in suburban communities.’ While today’s U.S. Supreme Court decision has far-reaching consequences for home builders and home buyers alike, we look forward to working with HUD and Congress to create clear rules that ensure builders can readily comply with the Fair Housing Act while assisting localities that need affordable housing.”

During its June meeting, the NAHB Board of Directors adopted policy on this issue, calling on the association to “work with the Department of Housing and Urban Development and the Department of the Treasury to help them clarify rules for preventing any form of discrimination in accordance with the Fair Housing Act.” Such rules will likely be necessary to ensure that the Supreme Court’s limitations on disparate impact claims are observed.



C2 Policy Advocates, Inc. - July Report

Completed by: HBA Board Meeting	Creighton Cox 7/7/15
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Adel

Phase	Event Date	Notes
Misc. City Items		Hired Confluence to develop new Land Use plan, approved CIP

Altoona

Phase	Event Date	Notes
City Council Minutes	1-Jun-15	Approved final plat for Anderson Acres (County Plat)
Planning & Zoning Minutes	June	Preliminary & final plat for Linden Oaks Plat 1

Ames: Track Building Permits & Developments

Phase	Event Date	Notes
Building Permits	May	6 SF 4 TH 16 MF
New Plats		None

Ankeny

Phase	Event Date	Notes
City Council Minutes	1-Jun-15	Approve Final Plat: The Havenwood Neighborhood consists of approximately 25.43 acres. The site is located east of SW State Street and north of the proposed SW 11th Street and the Vintage Hills property. The Havenwood neighborhood plan shows approximately 170 single story apartment homes, distributed between 32 buildings containing four to six units each. The proposed overall density of the development is 6.95 units/acre. (Redwood Aquisition LLC)
City Council Agenda	15-Jun-15	Approve Final Plat: Four Mile Four is located outside Ankeny corporate limits, north and south of NE 126th Avenue, between Highway 69 and NE Delaware Avenue/NE 22nd Street. The property lies within the state statutory two-mile subdivision review area for the City of Ankeny. The 179.31-acre Four Mile Four is proposed for single-family residential development by DRA Properties, LLC (38.25 acres for four single family home lots, and the remaining 141.06 acres is street right-of-way, floodway, flood fringe). The plat area is regulated by Polk County regulations under the Agricultural Zoning District, with proposed Cluster Development.
Planning & Zoning Minutes	2-Jun-15	Avondale Trace Plat 6 Final Plat, 29 SF Lots Jerry's Homes Pine View Estates Plat 4 Final Plat 26 SF Lots Bresson Construction
Planning & Zoning Agenda	16-Jun-15	Silver Oak, Inc./Northgate East request for rezoning of property from R-1, One-Family Residence District, to PUD, Planned Unit Development Zone District
New Plats		Four Mile Four - DRA (38.25 Acres for SF Lots)

Bondurant

Phase	Event Date	Notes
City Council Minutes	1-Jun-15	RESOLUTION NO. 15-71 – Resolution setting a Public Hearing date of June 16, 2015, to consider the sale of Outlot Y Detention Wisteria Heights Plat 2 to Integrity Homes
City Council Agenda	6-Jul-15	RESOLUTION NO. 15-72 – Resolution approving Efnor Estates Plat 3 Final Plat
Planning & Zoning Minutes	June	No Housing or Development Items
Misc. City Items		Approved Concept Plan: Teck General Builders, Lake Petocka subdivision, 76.9 acres, 143 SF lots, 43 TH lots. \$3,000/acre sewer hook up fee.
		Tax Abatement Review/Stakeholders group. 1st Meeting June 15th, 6:00pm, next meeting in August due to summer scheduling conflicts.

Clive

Phase	Event Date	Notes
City Council Agenda	25-Jun-15	Discussion - Residential Topsoil preservation ordinance: Community Development Director Doug Ollendike presented Residential Top Soil Preservation discussions: Council directed staff to come back with a proposed ordinance.

Des Moines

Phase	Event Date	Notes
Planning & Zoning Agenda	18-Jun-15	3. Request from Bridge District Verve, LLC and Bridge District Townhomes, LLC (developers) represented by Steve Niebuhr (officer) for the following considerations on property located at 711 and 714 East 2nd Street and 700 East 4th Street. The subject property is owned by Principal Mutual Life Insurance Company. A) Review and approval of a Preliminary Plat for "Bridge District" to divide the subject property into 44 lots for row dwelling and multiple-family dwelling development. (13-2015-1.31) B) Review and approval of a Site Plan "Bridge District" under design guidelines in "D-R" Districts and under design guidelines for multiple-family dwellings to allow development of 43 3-story row dwellings and 125 units within two 5-story multiplefamily dwellings.
Misc. City Items		Tax Abatement Worksession - July 27th, 7:00am City Council Chambers. Proposal to eliminate MF Tax Abatement and graduated SF Tax Abatement

Grimes		
Phase	Event Date	Notes
City Council Minutes	9-Jun-15	Brooke Ridge Plat 2 Final Plat
City Council Agenda	23-Jun-15	Second Reading of Ordinance 647 Requesting to Rezone Approximately 9.89 acres in Lot 43 Chevalia Valley Development from R-3 to R-4 Planned Unit Development for Single Family Housing
Planning & Zoning Minutes	2-Jun-15	1. Request to Rezone approximately 9.89 acres in Lot 43 Chevalia Valley Development from R-3 to R-4 Planned Unit Development for single family housing (Wilmingtons Group 32 SF lots) 4. Brooke Ridge Plat 2 Final Plat - 26 SF lots
Planning & Zoning Agenda	7-Jul-15	1. Heritage at Grimes Plat 3 - Preliminary Plat 2. Chevalia Valley Plat 2 - Preliminary Plat 3. Destination Ridge Plat 4 - Final Plat 4. Autumn Park Plat 6 - Final Plat
Indianola		
Phase	Event Date	Notes
City Council Minutes	15-Jun-15	Final consideration of a request for Bob Eivins, Blair and Marilyn Lawson and Don Borts to rezone property locally known as 2100, 2102, 2104 and 2106 East 2nd Avenue from A-1 (Agriculture) to R-3 (Mixed Residential) P&Z approved unanimously April 14, 2015
Planning & Zoning Minutes	9-Jun-15	Consider Preliminary Plat of Deer Run Plat 7.
New Plats		Deer Run #6
Johnston		
Phase	Event Date	Notes
City Council Minutes	15-Jun-15	Crosshaven Plat 4: final plat subdividing 23.69 acres into 31 single family lots and two outlots. Final Plat for Crosshaven Plat 5. The subject property is located north of Valley Parkway and east of NW 100th Street: subdividing 13.85 acres into 23 single family lots, a public park lot, and two outlots. Final Plat for Northwood Trail Plat 1 subdividing 9.25 acres into 32 single family detached townhome north of NW 70th Avenue and approximately 175 feet east of Peckham Street:
City Council Agenda	2-Jul-15	No Housing or Development Items
Planning & Zoning Minutes	8-Jun-15	Northwood Trail Plat 1 Final Plat: The applicant ABLN, LLC, is proposing to subdividing 9.25 acres into 32 single family detached townhome lots served by private streets/utilities. The property is located east of NW 70th Avenue and approximately 175 feet east of Peckham Street.
Planning & Zoning Agenda	29-Jun-15	Crosshaven Plat 6 Final Plat; The applicant, Hubbell Realty, is proposing to subdivide 28.28 acres into 47 single family lots and two outlots. The property is located west of NW 95th Street and east of NW 100th Street and is part of the Crosshaven PUD Zoning District.
New Plats		Crosshaven Plat 4: Hubbell, 23.69 acres into 31 SF Lots Crosshaven Plat 5: Hubbell 13.85 acres into 23 SF Lots Northwood Trail Plat 1: 9.25 acres into 32 SF detached townhomes
Norwalk		
Phase	Event Date	Notes
City Council Minutes	4-Jun-15	Consideration of the first, of three, readings of proposed ordinance amending Chapter 160 Residential Code, of the Code of Ordinances for the City of Norwalk, Iowa, by adopting the 2012 International Residential Code with amendments. (8,000 sq ft Townhomes Sprinkler Requirement)
City Council Agenda	18-Jun-15	Rezoning property located at 8288 Adams Street from A-R, Agricultural Reserve, to RE-1, Rural Estates Residential (Cindy Findley, 1 lot to 2 lots) Rezoning property at the Old School Site from R-1, Single Family Residential, to R-2, One and Two-family Residential (BLK Investments, LLC) Civil Design Advantage, LLC, on behalf of United Properties Investment Co, LC, has submitted the Village on the Ridge preliminary plat in accordance with the City of Norwalk zoning ordinance, the Echo Valley Community Planned Unit Development (PUD) and subdivision regulations. This plat includes 34 single family lots
Planning & Zoning Minutes	8-Jun-15	Civil Design Advantage, LLC, on behalf of United Properties Invest Co LC, has submitted the Village on the Ridge preliminary plat in accordance with the City of Norwalk Zoning Ordinance, the Echo Valley Community PUD, and Subdivision Regulations. This plat includes 34 single family lots and an outlot for storm water detention.
Misc. City Items		Multiple discussions with City manager & Econ Dev Director regarding concern with Townhome Fire Sprinkler ordinance, changing from 8,000 sq/ft per dwelling unit to 8,000 sq/ft per building. Met with Dan Knoup, Fire Chief, City Manager, Econ Dev Dir & City Staff on July 6.
Pella		
Phase	Event Date	Notes
New Plats		Lautenbach Estates

Pleasant Hill

Phase	Event Date	Notes
City Council Minutes	9-Jun-15	Approval of Final Plat for Sunrise Pointe Plat 4
Planning & Zoning Minutes	1-Jun-15	Sunrise Pointe Plat 4
Planning & Zoning Agenda	6-Jul-15	FINAL PLAT – LOCHLAN SUPERMAN ACRES

Polk City

Phase	Event Date	Notes
City Council Agenda	22-Jun-15	Rezone portion of Deer Haven R-1 to PUD
Planning & Zoning Minutes	15-Jun-15	Review Polk City Comp Plan

Urbandale: Monitor Only while Elected Official

Phase	Event Date	Notes
City Council Minutes	23-Jun-15	Ordinance No. 2015-14 Amending Title VII, Chapter 3 And Title VI, Chapter 2 Of The Code Of Ordinances Of The City Of Urbandale, Iowa, 1999 To Modify As-Built Grading Regulations – Second Reading “Waterford Glenn” Preliminary Plat (164th Street and Waterford Road) Would approve lot configuration and improvement requirements for 48 single-family detached residential lots on 20.71 acres.
City Council Agenda	7-Jul-15	Consider Third and Final Reading – Ordinance No. 2015-14 Amending Title VII, Chapter 3 And Title VI, Chapter 2 Of The Code Of Ordinances Of The City Of Urbandale, Iowa, 1999 To Modify As-Built Grading Regulations
Planning & Zoning Minutes	15-Jun-15	“Waterford Glenn” Preliminary Plat (164th Street and Waterford Road)
Misc. City Items		Proposed Grading Ordinance Meeting held on June 1. Re-wording ordinance per industry statements. Dan K (HBA) & Kevin J (DevCo) provided language changes & approval.

Waukee

Phase	Event Date	Notes
City Council Minutes	15-Jun-15	No Housing or Development Items
City Council Agenda	6-Jul-15	Jerry’s Homes, Inc., is requesting approval of a rezoning for property that is located north of Ashworth Road and east of SE L.A. Grant Parkway. The total area proposed to be rezoned is approximately 62 acres in area. The subject property is located within the Kettlestone Development district and is identified as singlefamily residential on the land use map within the Kettlestone Design Guidelines. The concept plan identifies a total of 157 single-family residential lots for residential development. Approximately 1.68 acres of parkland has been identified to be dedicated to the City to parkland in the north east corner of the site.
Planning & Zoning Minutes	9-Jun-15	cancelled
Planning & Zoning Agenda	23-Jun-15	5. MOTION: Approval of a Final Plat for Grant Woods Waukee Plat 1 6. MOTION: Approval of a Final Plat for Parkview Crossing Plat 11 7. MOTION: Approval of a Final Plat for Daybreak Plat 1 8. MOTION: Approval of a Rezoning related to a Change from A-1 (Agricultural District) to R-2 (One and Two Family Residential District) [Booth Family Farms]

West Des Moines

Phase	Event Date	Notes
City Council Minutes	15-Jun-15	**7920, 8120, and 8180 Ashworth Road and Undeveloped Property Immediately South of 8220 Ashworth Road (not including 8220 Ashworth Road) - Consistency Zone approx. 10.7 acres to Single Family Residential and Rezone approx. 3.5 acres from RS-20 to R-1 - City Initiated **Whisper Rock at Quail Cove, 5200 block of Cherrywood Drive - Rezone Property from Medium Density Residential to Single Family Residential - Prairie Building and Development, LLC ** Final Plat: Aspire, south of Stagecoach Drive, east of Jordan Creek Parkway, west of South 68th Street - Subdivide Property into 26 Lots and One Street Lot - Aspire Residential, LLC **Final Plat: Maple Grove West Plat 6, 1655 98th Street - Subdivide Property into 48 Lots for Townhome Development and One Outlot for Common Ground - Rock Equity Holdings, LLC **Final Plat: Pemberley Hills Plat 1, generally located on the southwest corner of Colt Drive and 60th Street - Subdivide Property into 41 Single Family Lots, Six Street Lots, and Two Outlots for Detention - Barnes Estates, LLC **Final Plat: Aspen Valley, southeast corner of Ashworth Road and future 84th Street -Subdivide Property into 60 Lots, Four Street Lots, and Three Outlots for Construction of a Single Family Residential Development - Arrow Properties, LLC
Building Permits	May	16 SF 6 TH 36 MF
New Plats		** Final Plat: Aspire, 26 SF Lots - Aspire Residential, LLC **Final Plat: Maple Grove West Plat 6, 48 Lots for Townhome - Rock Equity Holdings, LLC **Final Plat: Pemberley Hills Plat 1, 41 SF Lots, Barnes Estates, LLC **Final Plat: Aspen Valley, 60 SF Lots, - Arrow Properties, LLC

building permits

Permit Totals				Permit Totals				Permit Totals				Permit Totals			
City	SF	TH	MF	City	SF	TH	MF	City	SF	TH	MF	City	SF	TH	MF
Adel	8	0	0	Adel	7	0	0	Adel	27	0	0	Adel	38	0	0
Altoona	6	0	0	Altoona	12	8	0	Altoona	17	10	153	Altoona	42	30	0
Ames	5	2	50	Ames	6	4	16	Ames	25	12	90	Ames	32	8	110
Ankeny	59	71	0	Ankeny	72	0	89	Ankeny	195	188	135	Ankeny	225	30	177
Bondurant	7	0	0	Bondurant	12	0	0	Bondurant	21	0	0	Bondurant	45	0	0
Carlisle	1	0	0	Carlisle	No Report			Carlisle	3	0	0	Carlisle	No Report		
Clive	13	1	0	Clive	4	0	0	Clive	62	1	66	Clive	22	7	0
Cumming	0	0	0	Cumming	No Report			Cumming	0	0	0	Cumming	No Report		
Des Moines	3	0	32	Des Moines	16	0	26	Des Moines	27	2	123	Des Moines	55	48	80
Grimes	19	2	0	Grimes	26	18	0	Grimes	79	9	0	Grimes	93	27	0
Huxley	0	0	0	Huxley	No Report			Huxley	11	2	0	Huxley	No Report		
Indianola	4	2	0	Indianola	5	2	0	Indianola	11	6	0	Indianola	9	2	0
Johnston	10	3	0	Johnston	17	0	24	Johnston	32	16	0	Johnston	39	21	48
Marshalltown	0	0	0	Marshalltown	Not Tracked			Marshalltown	0	0	0	Marshalltown	Not Tracked		
Newton	0	0	0	Newton	Not Tracked			Newton	0	0	0	Newton	Not Tracked		
Norwalk	2	2	0	Norwalk	10	2	0	Norwalk	27	2	60	Norwalk	42	14	0
Pella	1	0	0	Pella	2	0	0	Pella	11	0	0	Pella	7	4	0
Pleasant Hill	3	0	0	Pleasant Hill	3	0	0	Pleasant Hill	8	0	0	Pleasant Hill	12	0	0
Polk City	4	0	0	Polk City	4	0	0	Polk City	15	0	0	Polk City	17	0	0
Polk County	13	0	0	Polk County	14	0	0	Polk County	33	0	0	Polk County	48	0	0
Urbandale	23	0	0	Urbandale	14	2	0	Urbandale	69	0	60	Urbandale	85	2	60
Waukee	28	8	0	Waukee	37	12	0	Waukee	92	8	260	Waukee	150	58	56
WDM	7	14	0	WDM	16	6	36	WDM	40	44	16	WDM	58	36	36
TOTAL	216	105	82	TOTAL	277	54	191	YTD TOTAL	805	300	963	TOTAL	1019	287	567

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calendar -

Unless Noted All Meetings Will Be Held At The HBA Office

August 3, 2015

HBA Golf League
 4:00 p.m. to 9:00 p.m.

August 5, 2015

Tour of Remodeled
 Homes Committee
 11:30 a.m. to 1:00 p.m.

August 6, 2015

Networking After Hours
 5:00 p.m. to 7:00 p.m.
 Ferguson Bath Kitchen &
 Lighting Gallery:
 2134 NW 108th St, Clive, IA

August 7, 2015

Executive Committee
 11:30 a.m. to 11:00 p.m.

August 10, 2015

HBA Golf League
 4:00 p.m. to 9 p.m.

August 11, 2015

Board of Directors
 11:00 a.m. to 1:30 p.m.

August 12, 2015

Remodelers Exec
 Council
 11:30 a.m. to 1:00 p.m.

August 13, 2015

Home & Remodeling Show
 Committee
 11:30 a.m. to 1:00 p.m.

August 17, 2015

Developers Council
 4:00 p.m. to 5:00 p.m.

August 17, 2015

HBA Golf League
 4:00 p.m. to 9:00 p.m.

August 19, 2015

Remodelers Council
 11:00 a.m. to 1:00 p.m.

August 24, 2015

HBA Golf League
 4:00 p.m. to 9:00 p.m.

August 26, 2015

Membership Committee Meeting
 10:45 a.m. to 11:30 a.m.

August 31, 2015

HBA Golf League
 4:00 p.m. to 9:00 p.m.

September 2, 2015

Tour of Remodeled Homes
 Committee
 11:30 a.m. to 1:00 p.m.





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