

Our Case for Support

New Life Capital Campaign



Green Meadows
SWIMMING POOL

Bringing Council Bluffs families together
for classic summer fun.



A Community Treasure for Nearly 60 Years

A visit to Green Meadows Pool feels much like it did when it first opened in 1969. Upon arrival, you see rows of children's bikes and smell chlorine and sunscreen. Lifeguards give high fives to kids who feel more like younger siblings than patrons. And at break time, little hands search for coins to buy popsicles at the snack stand.



Green Meadows has always been dedicated to bringing neighbors together for fellowship and recreation.

We are proud to be a place where local teens get their first job experiences, learning leadership and responsibility in a supportive environment.

Simply put, Green Meadows is much more than a pool; it's the beating heart of a thriving community.

Scan the QR code to view a video about the rich history of our pool and what it means to members both young and young at heart.



Helping Council Bluffs Flourish

While the pool itself is membership-based to cover operational costs, we maintain a neighborhood park with a playground, volleyball and basketball courts, and picnic areas that anyone can use for free.

We love serving our community, and we host public events such as an annual Easter egg hunt and a beloved 4th of July parade – a tradition almost as old as the pool itself.

Our mission includes four pillars that are foundational to everything we do:

- **Safe, family recreation:** Keeping a secure, family-friendly environment where kids can just be kids.
- **Community enrichment:** Bringing people together with free events and park amenities.
- **Youth development:** Giving Council Bluffs teens valuable first job experiences.
- **Healthy, active living:** Swapping screen time for pool time and active, outdoor play.

“This pool is one of my favorite places to be.”

Dane Thomson, 2026 lifeguard and lifelong member



Community egg hunt



July 4th parade



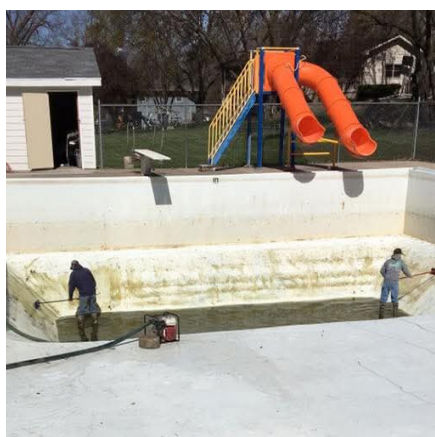
Birthday celebration in the park

Leadership, Labor, and Love

Green Meadows is run by a passionate volunteer board of directors that oversees broad responsibilities, from finances and staff management to maintenance and community events.

Pool members also donate their precious time and resources, coming together every spring to complete the hard manual labor required to prepare the pool for opening.

It's just one of the many examples of the strong culture of this Council Bluffs neighborhood, the love for this swimming pool, and the community it creates.



"My husband and I met at the pool in high school as lifeguards and it's continued to be a part of our story with our three kids! This isn't just a pool for us. It's a major piece of our entire family story. To see this pool moving forward and not closing is so important to us."

Krista Harvey, member since 2005

Numbers through the Years

Since our opening in 1969, we estimate there have been:

800+

Kids taught swim lessons

50+

4th of July parades hosted

20,000+

Eggs hunted in community egg hunts

750+

Youth lifeguards employed

Numbers in 2026

We're growing! A larger facility would allow us to continue to increase memberships and serve even more Council Bluffs families.

165

Memberships totaling 837 members

30

NEW memberships added this year

57 years

Longest standing membership



An Urgent Need

The pool has exceeded its life expectancy thanks to exceptional care. But natural deterioration has caused visible cracks and bowed walls, and the mechanical and chemical systems are outdated.

If we don't act now, Green Meadows Pool will close within a couple of years, resulting in:

- Members seeking other pools, placing a greater burden on already crowded public facilities.
- The closing of a neighborhood park and the end of popular community-building events.
- The loss of a rich piece of Council Bluffs history and culture.

It is critical that we build a new facility to ensure Green Meadows remains open for future generations to love and enjoy.

A Life-Giving Renovation

A total renovation would give new life to Green Meadows Pool, resulting in:

- A larger, commercial-style pool.
- Modern filtration, chemical, and pool mechanical systems.
- Updated electrical infrastructure and lighting systems.
- A new mechanical and maintenance building.
- A new pool house including men's and women's locker rooms with shower and restroom stalls and changing space.
- A dedicated concessions area with interior preparation and storage space, and shaded, exterior dining space and a drinking fountain.
- An expanded concrete deck and splash pad or other water feature.
- An expanded driveway, new perimeter fence, and new bridge connecting the pool and the park.



NOTE: the renderings are for conceptual purposes only.



We plan to break ground in September of 2027 and complete the project the following May – in time for the 2028 season.



The New Life Fund

We are currently fundraising to reach a \$1.5 million goal through a volunteer-led capital campaign.

Our goal will fund the essential components of a new facility. It will also provide additional benefits and opportunities.



Access for More Families

We accepted 30 new memberships in 2026. This growth highlights the need for a larger facility. With expanded space, we will be able to serve more families, offer additional swimming lessons, and strengthen community relationships.



Relief from the Heat — and the Cold

The upgraded pool house will provide shade and a drinking fountain. Plus, the temperature-regulated pool will be more comfortable and may even allow us to open for lap swim earlier and later in the season.



Cost Savings and Water Conservation

It costs a lot to maintain an aging facility. The updated pool will considerably cut annual maintenance costs. Plus, modern features will enable us to keep the water in the pool over winter, eliminating the need to refill the pool every spring.



Convenience for Lap Swimmers

The new pool will be extended to 25 yards – the standard length for lap swim and competition pools – making it easy for swimmers to train and track their distance.



Additional Safety

The new facility will feature in-pool lighting, a wider entry road for emergency vehicles, stairs for easier access to the pool, and enhanced security fencing.



Operational Efficiency

The renovation will significantly reduce the time and manual labor required to operate the facility. The updated structure will reduce opening preparation time from weeks to hours.



Increased Privacy

A larger pool house will provide space for men's and women's locker rooms, including shower and restroom stalls and changing space.



Dedicated Concessions Area

This new space will provide storage, counter space, a sink, and a refrigerator for efficient refreshment preparation and sales. A shaded dining area will enhance the poolside experience and could serve as a venue for small events.



General Enjoyment and Improved Aesthetics

A new pool enhances enjoyment and property aesthetics, potentially increasing its value and benefiting the surrounding area and community.

Why invest in a membership-based pool?

Private pools play a crucial role in our community by alleviating congestion at overcrowded public facilities. Their placement also shortens the distance for kids who can easily bike or walk to them.

Green Meadows stands out as a private yet fully accessible option, welcoming members from all over Council Bluffs.

Anyone can join Green Meadows.

Some private pools are exclusive to residents of certain neighborhoods or to those who pay large joining fees. Here, all that's required for membership is an annual fee.

Green Meadows is affordable for everyone.

The value of membership at Green Meadows is unmatched in Council Bluffs – even rivaling the admission costs at public pools.

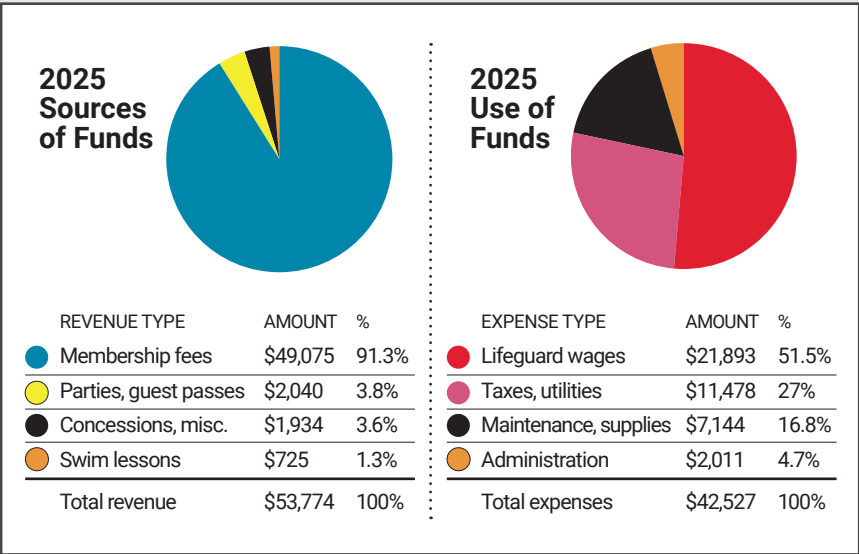
For example, a family of four visiting the pool nearly every day of summer can expect to spend **\$20 per visit at Pirate Cove**, but only **\$3.75 per visit at Green Meadows**.

Green Meadows keeps our kids safe.

Membership means we know exactly who is coming and going from our facility – giving parents peace of mind as their kids bike off for hours of swim time.

Why We Need Your Help

Annual fees at membership-based pools mainly cover operational costs and minor repairs. We keep our fees low to ensure membership remains affordable, but substantial upgrades require extra financial support.



Confidence in Our Vision

This renovation project has been carefully planned, with three key success factors in place.

1. Member Investment

No one is more passionate about keeping our pool open than our members. With overwhelming support for the renovation, our members are interested, involved, and invested.

2. Board Accountability

Local leaders in business, marketing, financial planning, law enforcement, and more compose our board of directors. As residents of the neighborhood and current and past pool members, keeping the pool open, safe, and beautiful is personal for each of them.

3. Partners with Proven Success

We have formed an invaluable partnership with the Community Foundation for Western Iowa in Council Bluffs, which is guiding our fundraising efforts. Caneva and Son LLC, based in Lincoln, NE is our builder, bringing over 25 years of experience in commercial and residential construction.



Join our mission today.

By contributing to the New Life Fund, you help us achieve our important goals.

You keep the entire community hub alive.

If the pool cannot fund a renovation and is forced to close, the park will have to close, as well. By keeping the pool operational, you are also directly saving a neighborhood park and preserving decades-long neighborhood traditions.

You invest in local youth development.

For many teens, being a Green Meadows lifeguard is their very first job. Your funding helps us recruit, certify, and mentor these young adults, teaching them lifesaving skills, leadership, and real-world responsibility.

You fund inclusive community traditions.

We host events that are open to everyone, not just pool members. Your support keeps these traditions alive and brings the entire community together.

You fight the “screen time” crisis.

The pool and park are spaces where kids voluntarily swap phones and video games for physical activity. Your donation ensures we can keep our facilities safe, clean, and engaging enough to compete with screens, keeping local kids healthy and active all summer long.

“My kids were down there all day, every day! I would call the pool’s phone when it was time to come home for lunch and dinner. This pool holds a special place in my heart.”

Gloria Whetstone, member since 1978



“I like to splash my dad!”

Henry, lifelong member

The cost of renovating is \$1.5 million. The cost of closing is unimaginable.

Please help us keep our beloved pool open by making a tax-deductible donation today.



Use the QR code to make an online gift, or make checks payable to **Community Foundation for Western Iowa** and mail to **536 East Broadway, Council Bluffs, IA 51503.**

For more information, contact Becky Frerck, Capital Campaign Chair, at greenmeadowsparkinc@gmail.com or 319-560-9513.



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