



Iowa's County Conservation System

# I.C.C.S.

IOWA ASSOCIATION OF COUNTY CONSERVATION BOARDS  
(dba as Iowa's County Conservation System)

## BOARD OF DIRECTORS MEETING

President Larry Wilson called the meeting of the IACCB Board of Directors to order on **Thursday, January 31, 2019** – 9:00 AM in the **ICCS ZOOM Meeting Room** online.

**BOARD MEMBERS PRESENT:** Vavroch (Poweshiek), Wilson (Johnson), Ruhaak (Pottawattamie), Miner (Butler), Lara (Hardin), Shoemaker (Pottawattamie), Straw (Chickasaw), Beeck (Plymouth), Chatfield (Mitchell), Dixon (Mahaska), Bieber (Linn), Anderson (Dickinson)

**BOARD MEMBERS ABSENT:** (None)

**OTHERS PRESENT:** Hazelton (Executive Officer)

**ALL ITEMS DISTRIBUTED ELECTRONICALLY (via email) TO THE BOARD IN ADVANCE OF THE MEETING:** Meeting Agenda, Agenda Supplemental, December 2018 Financial Report and Supplemental, December MCP.com Financial Report, December MCP.com Reservations Report, Minutes of the November 19, 2018 Board of Directors Meeting, Selfie Station Information for 99 Parks/ 99 Counties Promotion, Administrative Assistant Hours Report, Various Documents & Handouts (6) for IWILL & REAP Discussions, Preliminary FY2020 Budget for MCP.com, etc.

**ITEMS DISTRIBUTED TO THE BOARD AT THE BOARD MEETING:** (None)

**ITEM 1. CALL TO ORDER** – Wilson called the meeting to order at 9:00 AM

a. **INTRODUCTION TO ZOOM** – Hazelton gave a brief orientation to the Zoom Meeting environment, how votes could possibly take place, etc.

b. **AGENDA INFORMATION** – Hazelton noted that 100% of what would be discussed this morning had been distributed in advance via email. Additionally, he had prepared and distributed an “Agenda Supplemental” document that contained many of the anticipated discussion points for each of the topics listed on the agenda.

**ITEM 2. APPROVAL OF AGENDA**

**M/S by Vavroch/Shoemaker** to approve the agenda as presented. **VOTE AYE** – Unanimous.

**ITEM 3. APPROVAL OF PREVIOUS MEETING MINUTES – November 19, 2018**

a. **M/S by Ruhaak/Beeck** to approve the minutes as presented. **VOTE - AYE** – Unanimous

**ITEM 4. FINANCIAL REPORTS / MEMBERSHIP UPDATES**

a. Hazelton presented the December financial reports and solicited the Board for any questions they may have. He also presented the MCP.com Processing Fee Report for December. He noted that we will be above revenue from County Memberships as no CCB had requested a variance on their placement within the CCB Dues Matrix. He always sets this line item in the budget by anticipating two or three CCBs will request this variance.....for FY2019, there were 12 CCBs that had an increase in dues and 8 that experienced a decrease. (*This happens every year with the ebb and flow of local CCB property tax support levels*) Hazelton commented that he had recently issued invoices for \$2,100 in advertising in the newsletters and a banner ad on the website (\$1,500). There was a brief discussion about possibly having

a banner ad promoting REAP and/or IWILL – Hazelton noted that this was certainly possible as long as there was current linked information.....he further explained how the banner ad system operated within the website.

- b. Hazelton noted that he was pleased to be able to provide the monthly Processing Fee Report once again as adjustments made to the website have once again made the report accurate. **M/S by Vavroch/Chatfield** to approve financials as presented. **VOTE – AYE – Unanimous**
- c. Hazelton reported that we now have all 99 CCBs having renewed their FY2019 Memberships for the ICCS. He noted that in the case of Audubon County – his direct contact with Conservation Board members was effective in getting the payment sent in. With a full 99-county membership – we will show a \$5,007 surplus in this line item as reference in Item “a” above. ICCS currently has **18 Preferred Vendors** for 2019, and that they have until the end of March in order to renew for 2019 – at which time, those who have not will be dropped from the website and communications. (*UPDATE – currently 25 members as of 3.24.19*)

## **ITEM 5. OFFICE & DIVISION REPORTS**

**1) President Wilson – No report**

**2) Other Board Members – No reports**

**3) CEO Hazelton**

- **MCP.com DIVISION** – Hazelton reported on the recent inaugural meeting of the MCP.com Division, held on Zoom on 1/22/2019. The priority focus of the meeting was to familiarize committee members with the pending new structure of the Advisory Committee, and to review & prioritize the 45+ item list of back-logged improvements and proposed projects. He also provided the committee with a look at the proposed budget for the website for FY2020. The committee noted that there had been ZERO COMPLAINTS from customers about the recent increase in Processing Fees from \$2 to \$4 per facility in the cart. Amada Bieber (Linn CCB) will represent this new Division to the ICCS Board of Directors.
- **ZOOM MEETINGS** – Hazelton noted that there have been multiple Divisions utilizing the Zoom meeting system, and he has repeatedly utilized it for training Danielle. He further noted how great it was to be having this Board of Directors meeting online for the first time – specifically because of the raw winter weather we were experiencing! There really are no negatives to the system – but it is all dependent upon the internet connection that everyone may have to login / call in.
- **ADMINISTRATIVE ASSISTANT HOURS REPORT** – Hazelton noted that our contract calls for a minimum of 40% of the time worked by Danielle, and the hours reported are reflecting +/- that percentage. ICCS has been invoiced by Mitchell CCB for the first half year of the contract and that bill is in the process of being paid. Hazelton will be meeting with MCCB Director Adam Shirley to discuss some minor items about the partnership when they are together at Winterfest

### **ICCS DIVISION REPORTS**

- a) **IACCBE** – Vavroch/Bieber reported on the upcoming WINTERFEST 2019 event in the new location of the Coralville Marriott – great registration numbers – UP across the board. Mandy noted that many people are super-excited about the new venue and location. She noted a couple of frustrations that the hotel would not guarantee the type of room you were booking and that the A/V equipment was astronomical to rent. There will be a thorough post event evaluation form going out via Survey Monkey to all participants.
- b) **CCDA** – Shoemaker reported that Spring ISAC was coming up in March for Directors
- c) **CCPOA** – Beeck noted that the Division is in good shape after the transition processes to Division Management. Online registration was working good for them. The three regional spring workshops are coming up in early March; Membership is 150+ strong, and they are also financially strong
- d) **IAN** – Hazelton reported that IAN is a strong user of the online registration system for their events, as well as the Survey Monkey for their membership. Still no representative to the ICCS Board of Directors from this Division.

- e) **AFIRM** – Straw noted that the organization has not gathered since last September. The AFIRM Spring Meeting is March 6<sup>th</sup> in Ames.
- f) **MCP.com** – (Covered earlier in meeting)
- g) **IowaTLC** – Hazelton noted that the Iowa Trust for Local Conservation, a 501(c)3 arm of the CCB system has been dormant for 9 years awaiting a possible resurrection.
- h) **DIRECTOR APPLICATIONS** – Hazelton reported that there has been no new information from Adair and Wapello CCBs on their processes. Washington CCB has promoted a Park Ranger to the Directorship in that county – Zach Rozmus.
- i) **CAPITOL DAYS** – There are three on the calendar – IWILL on 2/12; County Day on 3/13 and REAP Day on 3/21. All three are evolving and Hazelton will share information on each for participation as directives are warranted.
- j) **OTHER** – Hazelton indicated that he was very pleased with the progress that has been made with the migration of Divisional operations in the past year. He plans to move forward with enhanced tax accounting principals and procedures for FY2020.

## **ITEM 6. LEGISLATIVE UPDATE**

- A. **IWILL COALITION UPDATE** - Hazelton referenced once again that the IWILL Coalition is working at a “grass tops” high level this session, primarily with legislative leadership and Executive level contacts with the Governor. The Coalition has hired Cornerstone Strategies to assist with coordination of the legislative efforts this year. Ducks Unlimited appears to be “piloting this ship” for 2019 with a total cost in the \$60-\$70,000 range. All Coalition leadership partners were requested to support the effort financially. Hazelton suggested that ICCS participate financially at a \$2,500 threshold by making a \$2,500 donation to the INHF for educational purposes – similar to what we have in the past with both INHF and TNC. **M/S by Ruhaak / Vavroch** to proceed with this participation. **VOTE – AYE – Unanimous.** Hazelton indicated that we should be able to cash-flow this amount within the FY2019 Budget.
- B. **PARTNERSHIPS WITH COUNTY BOARDS OF HEALTH** – Hazelton noted that this initiative was spawned out of discussions within ISAC committees and engineered by Matt Cosgrove (Webster) and Dan Cohen (Buchanan) - both are CCDA reps to the ISAC Legislative Committee. They hope to have 25 local County Boards of Health endorse WILL, and will be working towards the State Board of Health to do the same. Educational handouts and sample resolutions were shared with the Board.
- C. **REAP SUNSET IN 2021** – Hazelton reported that HF77 has been introduced with 24+ signatures from Representatives. This bill provides for the removal of the sunset language and requests funding level at \$20M. We will be looking at a change in the scheduling for the REAP Assemblies and REAP Congress due to our inability to utilize the Capitol the first week of January any more....summer & fall 2019 are being eyed as possibilities. The new family of REAP Posters has been completed and will be available in the Portal for everyone soon! ☺

## **ITEM 7. ANNUAL CONFERENCE UPDATES**

- a. **2018 – REVENUE / EXPENSES CLOSED OUT** – Hazelton reported that the financial books have finally been closed on this conference some 5 months following the event. We look to demonstrate a \$19,019.00 profit from the event. A handful of refunds were made in full to those having requested them. A Survey Monkey sent out following the Conference had approximately 71 responses – these have been tabulated and shared with the Board of Directors as well as future ICCS Fall Conference host CCBs.
- b. **2019 (Muscatine/Louisa CCB)** – Hazelton updated the Board with recent discussions he had with Curt Weiss of Muscatine County. Likely to be a modified silent auction and raffle due to the logistics of the Riverboat and various venues. Stay tuned for more information. Hazelton will provide the Board with an update on lodging.... he does have 12 rooms booked for the Board of Directors at the Merrill Hotel for the nights of 9/17 & 9/18 – departing on the 19th. Board Members should advise Tom if they plan NOT to utilize these rooms ASAP. Sounds as though the host hotel, The Merrill is pretty much full and reservations are spilling over to the secondary hotel, AmericInn. It looks hopeful that the Muscatine CCB can possibly utilize

the same banking model that Polk Co. did for 2018 – processing all of the expenses in-house (avoiding sales tax), and then invoicing ICCS for reimbursement from conference registrations. We have signed the contract with the Riverboat and paid the \$2300.00 deposit. *(This will be reimbursed to ICCS with donations from local businesses and organizations in Muscatine and Louisa Counties)*

- c. **2020 & 2021 (Story & Dubuque CCBs)** – Not much new about either of these two future conferences. Hoping to have the dates for the 2021 conference in Dubuque to announce this fall as part of our Annual Meeting in Muscatine.

#### **ITEM 8. MYCOUNTYPARKS.COM WEBSITE**

- a. **NEW E-COMMERCE COUNTIES** – Hazelton updated the Board about the recent launch of the Van Buren CCB online reservation system, and anticipation of the long-awaited launch of the Benton CCB online system – now anticipated sometime this spring. Hazelton has also had a recent discussion with Cerro Gordo CCB about online services – primarily for fund-raising utilizing the Donations feature of the website. Statistics show a 21% increase in comparing January 2019 to January 2018.
- b. **EVENT PROCESSING FEES – VARIANCE REQUEST FROM STORY CCB** – ICCS received a request from Story CCB to eliminate \$65 in charges from their \$590.00 invoice due to cancellation of events, etc. **M/S by Shoemaker/Beeck** to grant this variance – **VOTE – AYE – Unanimous**
- c. **EVENT REGISTRATION LIABILITY FOR CCBS – Online or Otherwise** – A lengthy discussion occurred as Hazelton had expressed his frustration with delinquent/slow payment of registration fees by CCBs and Board Members. Consensus was that the CCB Director in each county should be held as the responsible party to ensure that payments are completed and timely. ICCS should adhere to any late registration surcharges and not waive them for anything but valid reasons. To assist with improving this online system, Hazelton noted that he intended to require individual email registrations for each registrant – NOT just the person for that CCB that made the reservation.
- d. **V.7 LOCK REGISTRATION SYSTEM ON TEST SITE FOR SPRING LAUNCH** – Hazelton noted that this new functionality is on the test site for testing by the various County Administrators that have signed on to do this – primarily from the Advisory Committee. He said that he anticipates several group assaults on the website in order to try and make the site malfunction under like scenarios to what Marion County suffered last August.
- e. **FY2020 MCP.com PRELIMINARY LOOK** – Hazelton had prepared this budget for discussion at the inaugural MCP.com Advisory Committee Meeting in January, and shared it with the Board today. There was affirmation expressed that there continue to buy-in from all 99 CCBs through their Membership with ICCS. This is accomplished with the ICCS Budget providing \$10K in operating funds and \$8K in development funding each year. The current FY2020 proposal shows a surplus in the budget for a contingency of \$18,400+....a good rollover for the year. There was a short discussion about the Management Service Contract contained in the budget for the amount of \$20,000. Hazelton indicated that he would be recommending that we contract with current Developer and Host, Informatics, Inc.. There was concern expressed that we would “have all our eggs in one basket”, and what would be the longevity of Informatics if they were to be contracted. Hazelton suggested that he would have representatives from Informatics available for the May Board of Directors Meeting to answer their specific questions.

#### **ITEM 9. NEW BUSINESS**

- a. **MARKETING** – Hazelton outlined the 99 Parks / 99 Counties Promotion for 2019 that is being launched on April 22<sup>nd</sup> by the Iowa Tourism Office. He indicated that totaling up financial and staff resources – the Tourism Office is investing nearly \$200,000 in our County Conservation System in 2019. He expressed frustration that not all CCBs are participating, and that only 56 had signed on for the Selfie Station promotion at this time. Still, it is a HUGE opportunity to promote our system – one year in advance of the Centennial Celebration of Iowa State Parks in 2020. Hazelton suggested that ICCS needed to be “All-IN” with this promotional effort as

this is exactly the reason that our networking organization exists – to promote and advance Iowa's County Conservation System. He suggested that the following financial support be provided by ICCS to support Selfie Station Construction and Deployment:

- **\$2,280.00** to purchase 150 aluminum signs from Iowa Prison Industries
  - **\$300.00** to purchase cedar wood for Iowa cut out plaques
  - **\$800.00** to purchase electric branding irons for wooden plaques on the stations
  - **\$500.00** miscellaneous supplies / materials for promotion
  - **\$3,750.00** (set-aside) to reimburse CCBs at \$50 per county upon request
- \$7,630.00 APPROXIMATE INVESTMENT**

Hazelton anticipated that this could be cash-flowed within the FY2019 budget considering the surpluses in revenue that we are anticipating for FY2019. **M/S by Dixon/Shoemaker** to approve these expenditures as proposed by Hazelton for this promotion – **VOTE – AYE – Unanimous.**

**ITEM 11. OTHER**

- a. Hazelton will circulate a Doodle for an early-to-mid May 2019 date for the next meeting.
- b. ADJOURNMENT – Meeting was adjourned at approximately 11:45 AM

Thomas F. Hazelton  
Chief Executive Officer  
03/24.2019  
IACCB/tfh