

# IOWA'S COUNTY CONSERVATION SYSTEM

## MARCH

NEWSLETTER 2023

VOLUME 64. ISSUE 9.

## LEGISLATIVE ENGAGEMENT

### DATES

**April 6th-** District I  
Hardin County

**May 18th** District IV  
Union County

**June 19th-** District V  
Van Buren County

**June 21st-** District VI  
Jones County

**August 16th** District III  
Buena Vista County

**August 23rd-25th**  
ISAC Annual  
Conference Des Moines

**September 19th-21st**  
2023 ICCS Fall  
Conference Hosted by  
Pottawattamie &  
Harrison CCBS  
Council Bluffs, IA

Wow, what a ride this session has been so far! My short time in this position has only strengthened my belief that our contact with legislators does matter, it matters much more than we tend to think! Whether they agree or disagree, respond or don't respond, genuine attempts to connect and support conservation and the greater good of our State do gain ground.

HF 516 is an example of how reaching out to, and building relationships with your local legislators can pay off. This was a strangely written bill that was passed through the Senate very quickly without opposition. Upon further investigation some serious concerns were identified and communicated to all of you and other conservation partners. Thanks to your work and dedication along with our partners this bill was pulled from the State Government Committee after passing through two other subcommittees.

### THE KEYS TO SUCCESS

- Taking time to get to know your legislators personally and finding common ground.
- Politely and consistently reaching out with original messages that reflect your Communities' Concerns.
- Always tell the truth, do not spread misinformation.
- Listening to identify the core issues and committing to help answer questions, find solutions, and work with all stakeholders.

The final step may be the most important in the process. Take the time to thank all the legislators you reached out to and let them know they are appreciated. Like many of you they are public servants trying to do a job and people rarely say thanks. We all know this will likely not be the last time we will be asking for their support so remember to recognize them when they do give it and thank them for listening even when they don't.





# IOWA TOURSIM 2023

Iowa Tourism Conference shows recreation is key for Iowa's future. Outdoor recreational activities received the highest quality rating for Iowa's tourism offering. This means Outdoor Recreation is the best thing our State has to offer to both in and out of State Tourist!

## Quality Rating for Iowa Tourism Offerings

Rate your perception of the quality of each area of Iowa's tourism offering.



Which one of these facts

"Makes Iowa More Desirable?"

- There are 72 State Parks and Thousands of County Parks • 66%
- Iowa is ranked #1 in the Country for High School Graduation Rate • 62%
- Iowa has the #1 rated workforce by Chief Executive Magazine • 61%
- Iowa is #5 best state for raising kids • 60%
- Iowa has more than 2,200 miles of trails • 60%
- Iowa has 18,000 miles of waterways for canoeing and kayaking • 58%



More and more counties are taking advantage of the opportunity to partner with Iowa Tourism. The Travel Iowa website has over 3 million views per year. Take advantage of this traffic by adding a few of your Counties' areas on their site. Then you can direct users to more information about all your facilities on mycountyparks.com. For more information on how to do this and other ways to partner with Iowa Tourism contact Lora Friest: [lora.friest@iowaeda.com](mailto:lora.friest@iowaeda.com)

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**Purchases from Iowa Prison Industries support our valuable work training programs, allowing Iowa's incarcerated men and women the opportunity for Building Brighter Futures.**



# SPRING MARKETING CAMPAIGN LAUNCHES!

**2023-ADVENTURES**

**YOUR ADVENTURE STARTS HERE!**

**WELCOME!** - to the finest county conservation system in the nation! Iowa's vibrant and expansive county conservation system encompasses over 2,000 parks, natural areas, trails, historic sites and preserves across our 99-county statewide presence. We invite you to explore the myriad of awesome opportunities via the specialized link below - as well as the featured information available from each individual county's presence on this website. We look forward to seeing you soon!

**CAMPING OPPORTUNITIES**  
YOUR LINK TO 11,300 COUNTY CAMPSITES

**MODERN & RUSTIC CABINS**  
EXPERIENCE THE AWESOMENESS OF 280+ CABINS

**TRAILS & WATER TRAILS**  
ZERO-IN ON YOUR HIKING, BIKING & KAYAKING OPTIONS

**RESERVE CAMPSITES & CABINS**  
BOOK RESERVABLE CAMPS AND CAMPSITES HERE

**EVENTS & PROGRAMS**  
TAKE IN ONE OF 25,000 EVENTS & PROGRAMS HAPPENING EACH YEAR

**ADDITIONAL ACTIVITIES LOCATED HERE!**  
HISTORY, HUNTING, FISHING, DISC GOLF, GEOCACHING & MORE

**THE BREADTH OF IOWA TOURISM**  
Visit TravelIowa.com

**#THISISIOWA**

IOWA'S COUNTY CONSERVATION SYSTEM  
www.MyCountyParks.com  
P.O. BOX 330 - OSAGE, IA 50801

ICCS & /MCP.com are pleased to announce that the Spring 2023 digital promotion efforts are well underway! Launched on March 21st - the family of social media & search engine pop-up ads will run for the next 8 weeks - thru the middle of May.

This \$6,000 regional marketing (to adjoining states to Iowa) is a joint effort between ICCS & MCP.com in partnership with the Iowa Tourism Office. Internet users entering key words into search engines & social media platforms will be met with short promo ads like the mock-up template here to the right. They will all direct viewers to our MCP website, and with a click-thru take them to a new landing page designed for this promotion (left).

**Headline**  
IOWA - Land of 2,000 County Parks

**Image**

**Logo**  
mycountyparks.com

**Body**  
Learn about Iowa's vast one-of-a-kind 99-county park system and some of the best kept secrets in the Midwest!

**Call To Action**  
Start planning your Iowa Adventure TODAY!

**Click-Through URL**  
<https://www.mycountyparks.com/Info/2023-ADVENTURES.aspx>



We are able to monitor the metrics of the promotion via a desktop administrative portal for the campaign, and excited to report that in the first five days there were over 79,000 impressions (pop-ups) and 47 click-thru engagements to our landing page! Has your CCB linked to this landing page or promoted it on your social media platforms yet? We're all in this together! ☺

Links EMPLOYMENT Privacy Policy SELFIE STATIONS 2023 ADVENTURES Organization Event REAP Security Policy Sitemap  
© 2023 My County Parks | All Rights Reserved | Web Application by Informatics, Inc

LINK: <https://www.mycountyparks.com/Info/2023-ADVENTURES.aspx>

## FY2024 ICCS MEMBERSHIP RENEWALS – OUT IN APRIL!

Just a heads-up to be on the lookout in your email inboxes for your FY2024 ICCS Membership Renewal invitations to arrive in late April! We endeavor each year to get these generated and out to you in time for your considerations to utilize funds from the current fiscal year to renew your memberships. Several of you will note a membership level change from FY2023 due to your county's property tax support as noted by your Auditor for the Fall '22 REAP Certification Reports – utilized as the basis to determine each CCB's ICCS Membership Level for FY2024. If you need to realize this amount prior to invoicing – you can check your CCB's property tax support amount in the ICCS FY2023 Salary Survey – thanks! ☺

**FY2024 MEMBERSHIP RENEWAL INVOICE**

Iowa's County Conservation System  
P.O. Box 400  
Hawatha, IA 52233-0400  
(515) 963-9582  
IACCB@MyCountyParks.org

APRIL 25, 2023

Iowa's County Conservation System  
**ICCS IOWA**  
mycountyparks.com

**BILL TO:**  
Taylor County Conservation Board  
Nick Fehring  
409 State Street  
Bedford, IA 50833

OFFICE	P.O. Number	Orig. Invoice Date	Ship Via	FOB	Terms
ICCS		April 25, 2023			Upon Receipt

## 2024 ICCS FALL CONFERENCE ONLINE REGISTRATION – SOON!

September 19-21, 2023 – “Living With Loess” – hosted by the Pottawattamie & Harrison CCBs in Council Bluffs

Hopefully you all have these calendar dates reserved for the ICCS 2023 Fall Conference – looking forward to seeing you there. Online registration will be available later this spring – but you can book your lodging NOW via this conference event connection:  
<https://www.mycountyparks.org/conferences.html>



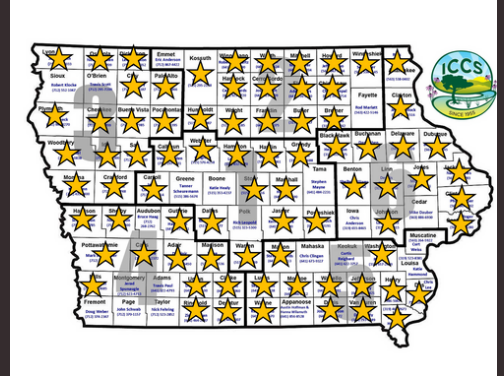


## EMAIL UPDATE!

Time to update Email contacts! **Please take time to hop on the Portal and update contacts** to reflect changes at your CCB including Staff and Board Members. Each time a communication is sent out there are 20 or so addresses that kick back and several people who ask why didn't I get.... Please do a quick update and don't forget to delete the old addresses. We will be scooping up the updates on **May 1st. Thanks!**

## LANDS INVENTORY TO BE PUBLISHED

As of March 27th, 78 of our 99 Counties have used the land inventory tool to add their areas and information. There has been a total of 2,362 areas added or confirmed areas since January with 21 counties left to go. CCB's will still be able to add or edit data after the Publish date of April 1st. **Please login and submit your Counties info ASAP!**



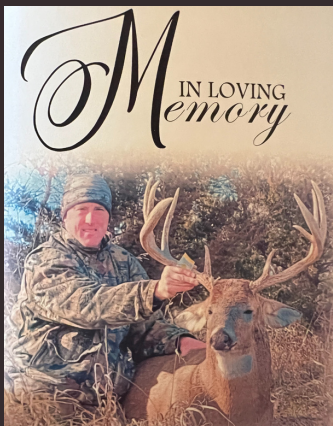
## JANETT RETIRES AS DIRECTOR IN ALLAMAKEE

Jim Janett will be retiring from Allamakee CCB after 34 years of service. Allamakee County was the last County to create a Conservation Board and Jim is the original Director, the only original left in our system. Jim was instrumental in the creation of The Driftless Area Education and Visitors Center along with many other accomplishments. Thanks for your service to our system Jim!

A Retirement Party will be held **April 14th, 2023** from 2:00PM - 5:00PM at the Driftless Area Education & Visitors Center : 1944 Columbus Road- Lansing, Iowa 52151



## CONSERVATION LOSES CORY BEHR



Cory J. Behr passed away on March 16th in a work-related accident at Cerro Gordo County Conservation Board. Cory was a 20+ year employee at Cerro Gordo and served in roadsides, parks, and wildlife departments. He also had an auction company, real estate license, and worked with Mossy Oak Properties. He leaves behind a wife, and two sons. Cory will always be remembered in our system as a dedicated conservationist, an avid outdoorsmen, and a true friend. The family asks that any donations be sent to the Lime Creek Nature Center-Lime Creek Road- Mason City, IA 50456. Full obituary available here- <https://www.colonialchapels.com/m/obituaries/Cory-Behr/Memories>



## CCDA MEETS AT ISAC SPRING CONFERENCE

CCDA met in Des Moines for the Iowa State Association of Counties Spring Conference to focus on professional development. Topics included Leadership, Travel Iowa, Clean Water Podcasts, Retirement Options, Hiring Strategies, Succession Planning, REAP Plans and Mapping Lands, along with Panel Discussions, District Updates, and plenty of Networking Opportunities. These meetings are held twice per year and are essential to developing high quality Director's in our system.

CCDA is also trying to offer a new in-person training program for new or aspiring Director's that gives them all the basics they will need to begin a successful career in a two day crash course taught by experienced Director's and professional leadership coaches. They expect the first course will be held in October of 2023 and will have 10 spaces available.



## EMPLOYMENT OPPORTUNITIES

1. Webster County- Office Manager
2. Polk County- Park Ranger
3. Polk County- Maintenance Technician
4. Allamakee County- Office Manager/Naturalist
5. Davis County- Director
6. Dickinson County- EE Coordinator/ Naturalist
7. Muscatine County- Naturalist I
8. Muscatine County- Office & EE Center Manager
9. Clayton County- Operations Supervisor
10. Black Hawk County- Naturalst II
11. Audubon County- Maintenance/ Ranger
12. Plymouth County- Community Coordinator
13. Ringgold County- Executive Director
14. Jefferson County- Park Tech/ Ranger
15. Woodbury County- Naturalist II
16. Monona County- Park Ranger
17. Polk County- Park Officer
18. O'Brien County- Tech/ Ranger
19. Polk County- Conservation Laborer Multiple

75 PLUS SEASONAL POSITIONS ON WEBSITE!!

<https://www.mycountyparks.com/Jobs/Default.aspx>