

# IOWA'S COUNTY CONSERVATION SYSTEM

## MAY NEWSLETTER 2023 VOLUME 64. ISSUE 11.

### DATES

June 19th- District V  
Van Buren County

June 20th- IACCB  
Winterfest TBD

June 21st- District VI  
Jones County

July 11th- District I  
Jasper County

August 1st Habitat  
Improvement Surveys  
Due

August 1st ICCS FY2024  
Memberships Due

August 16th-District III  
Buena Vista County

August 17th- District IV  
Adair County

August 23rd-25th  
ISAC Annual  
Conference Des Moines

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

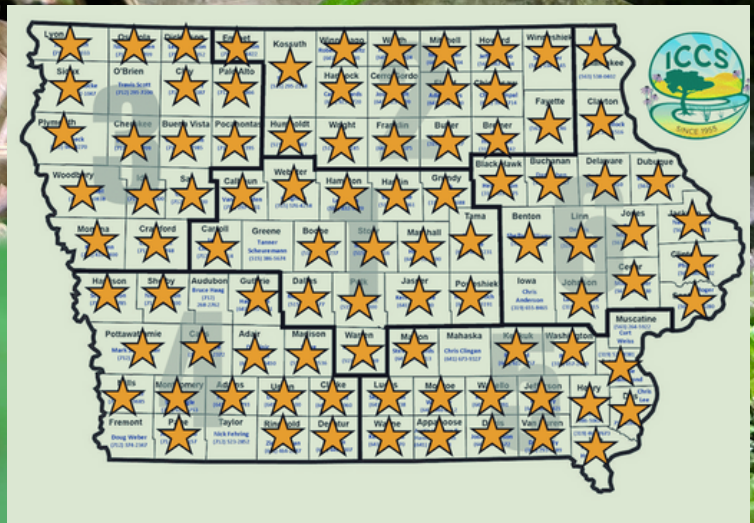
## PUBLIC LANDS INVENTORY

The public lands inventory tool has been available to Counties since February, as of May 10th 2023-there were still 8 counties that had not entered any data on the Public Lands Inventory and 23 counties that have entered 3 or less areas. The current numbers indicate that our report is short by 40,000 to 60,000 acres of CCB owned lands.

Why is this important to you? Simple, SF2323 was signed into law in May of 2022 and requires CCB's to complete the inventory and add any new lands acquired to the inventory within 60 days of acquisition. Getting all the data will provide each county and the collective CCB system with multiple benefits. This data will be a tremendous tool that will allow us all to provide accurate information to our Legislators when we ask them to fund the Natural Resource and Outdoor Recreation Trust Fund and support our Public Lands. ICCS will work with the DNR to generate accurate facts and statistics that reflect statewide CCB lands using Graphic Information Systems (GIS). We could include things like average price per acre, how much land is in the flood-plain, or is considered highly erodible, how much land is forested, how much is actually water etc...

This tool is also beneficial because it will allow the public yet another way to find and interact with our areas, these same shape files should come in handy for other maps and marketing initiatives in the future.

We know that some of the historical information is no longer available, but we are asking counties to do their best and provide everything they do have as soon as possible and complete this task! This is critical so we can get the best, most accurate information possible into the hands of those who make decisions and support us during the legislative off-season. Thank You!





# District IV Meeting



On May 18th Union County hosted district IV for a tour of Three Mile Lake Recreation Area that included new projects as well as long term maintenance concerns and solutions. Improvements included new full-service campsites, walleye rearing ponds, and new luxury cabins. Director Doug Jones also touched on several maintenance concerns including the constant repair of stained logs and log siding and alternatives they are experimenting with.

Director Jones had the pleasure of introducing Becky Kelley who told about an incredible 155-acre land donation she made to Union County CCB in honor of her husband Paul. The property contains a healthy timber that has been cherished by the family and well taken care of. The Property boasts incredible white oaks, on both sides of the creek that winds through the property. It also has diverse understory, with several open grassy areas, a wetland, and a food plot.

Union CCB plans to construct a parking lot for safe access and at least one bridge to allow access on both sides of the creek and are considering a bathroom facility as well. Thanks to the Kelley Family for their generous donation and to Union CCB and the Iowa Natural Heritage Foundation for helping to preserve this rare gem and the family's legacy!

We also toured the High Lakes Outdoor Alliance Shooting Range and learned about their organization...another great meeting thanks Doug and Union County!

## FALL CONFERENCE REGISTRATION IS AVAILABLE!

We are pleased to share with you the link below for online registration for the 2023 ICCS Fall Conference - "Living With Loess", this September in Council Bluffs!

Be sure to pay attention to the various deadlines for the "Early Bird" registration discount, lodging reservations, etc. Registration discounts end on August 4th!

Thanks to the staff and board members from the Pottawattamie and Harrison CCBs for their work in pulling all the details together for another awesome conference!

<https://www.mycountyparks.org/conferences.html>

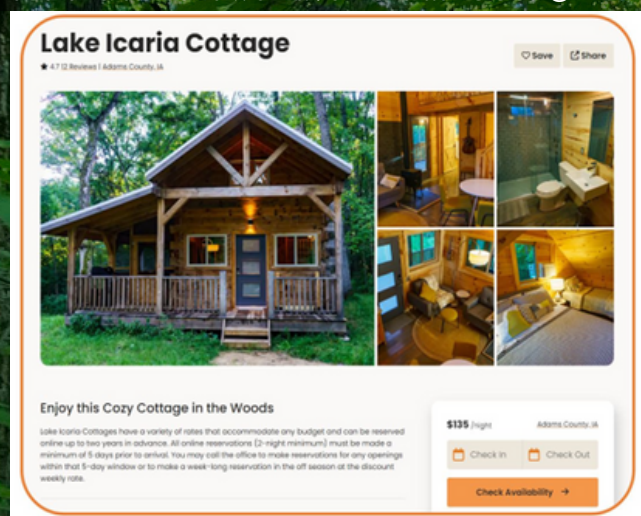




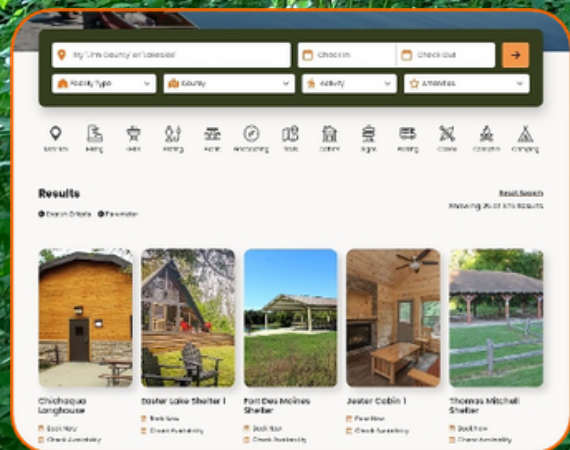


## Time To Graduate...

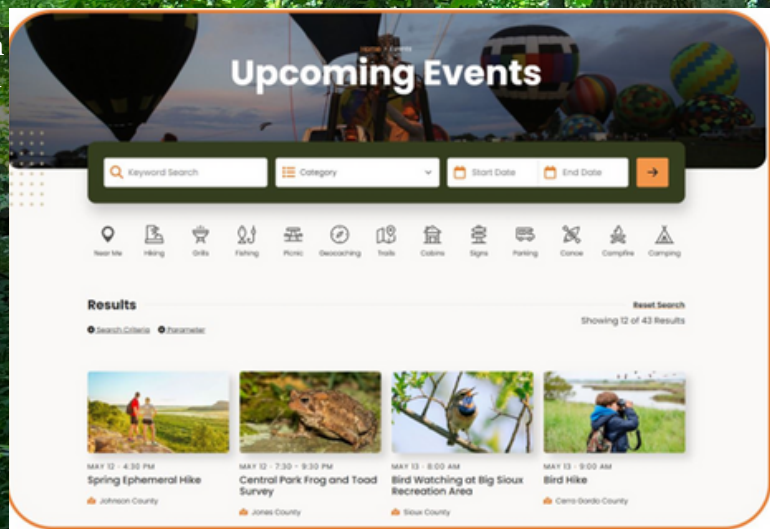
As a proud parent – many of you are experiencing a high school or college graduation this spring as a family member moves on to another phase of life. We also have 17 years of nurturing a website to life, and through 8 versions of itself to get us to this amazing milestone in 2023! One May 12th, we received our “first look” at a new prototype of our multi-award-winning website; and on May 18th, we began our testing of the higher-priority “Phase One” of the over 70 site-improvements that will bolster the construction of the new website over the next several months! We thought we would spend a few moments with you in this newsletter to share with you the excitement we have here at ICCS! ☺



With a growing number of CCBs (27) utilizing MCP.com for their event registration / database needs – it makes total sense for many of the enhancements to the site to focus on the already robust Event Registration & Marketing system! Considering that there were only 2,005 of an estimated 27,000 (7%) listed on the website in 2022 – our mission has been - How can we make this easier for you to do so? Adding a new dynamic UPCOMING EVENTS page with additional search criteria and parameters for the public, as well as a myriad of requested functionality enhancements for Administrators will certainly be welcomed by ALL users! Utilizing MCP.com for online registration for your no-charge events remains a FREE service for all CCBs – wouldn't you prefer to disengage from the phone and emails and have more time to dedicate to your programs & field time? ☺



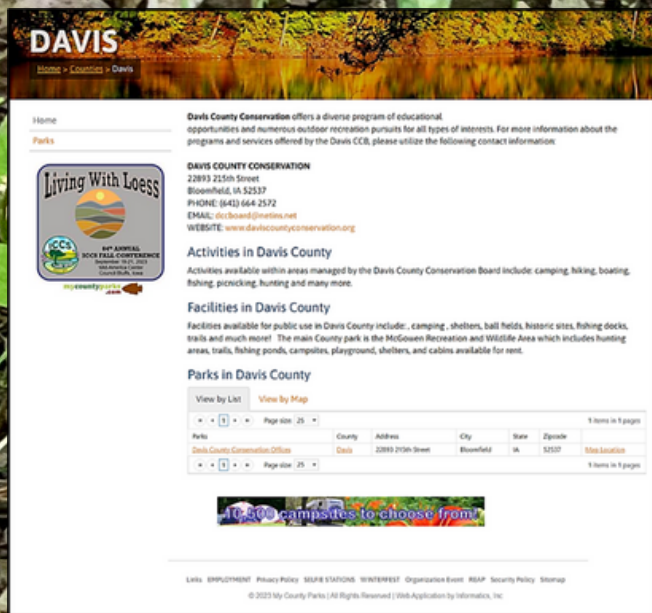
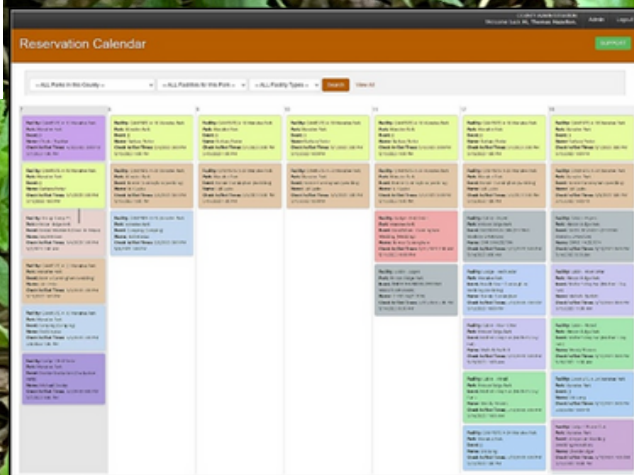
“Prototype Pages” are just that – examples of what the design and functionalities could/would look like. During preliminary concept meetings with our site developer – we emphasized that the future version of the website should prioritize easy access for ALL users (public & CCB administrators) to search, experience and manipulate the information provided on the site. We also wanted to integrate additional stakeholder and tourism resources into an interactive environment to create a “GO TO” website to discover & explore Iowa's County Conservation System through a full variety of graphics, mapping and bold information! Once “Live” later this year – the keys to the eventual crescendo of success will be invested in many of YOU – the more than 400 site administrators participating in some aspect of managing your local portions and functionalities of the website! The bulk of the improvements being tested come from your input to enhance these experiences for our administrators.



Not unlike the volume of events above – we currently have 2,100+ of over 12,000 CCB facilities (17%) available for viewing on MCP.com – with approx. half of these available for online bookings. One of the major “new looks” to the home “landing page” for the website will be an immediate opportunity to “**Book a Cabin, Campsite, or Shelter**” – keying-in on an existing priority for many visitors to the website. There is much room for expansion into online reservations for CCBs with 49 counties currently taking over 34,000 bookings a year – pulling in \$4.2 million in CCB revenues in 2022 alone. ICCS is working closely with Iowa Tourism Office and IEDA as Outdoor Recreation and Adventure remain high on the list of reasons for people to either visit or move to Iowa!



The first eight of 70+ general site improvements (which are in addition to the overall new look and additional functionalities) have passed through the testing funnel and moved to the “production line” – soon to be followed by another 25 or so – **Great Stuff!** In the example to the right, administrators will soon be able to pull up a calendar that shows ALL of their upcoming facility reservations in a color-coded display. This new feature will be searchable by dates, facility, individual parks, etc. – and when the calendar item is clicked on, the Administrator will be taken to that particular order number.



**MORE ADVERTISING SPACE!** To supplement the existing “Banner Ad” space at the bottom of every page of a CCB’s presence on MCP.com – we are adding a square location in the existing white space below the left-side navigation selections on every county’s home page! This will give your CCB the option to market a special event, feature a facility or even partner with a local business or stakeholder to feature them on your site! ☺ Both of these ad spaces allow for your creativity to shine and to embed links for click-thrus to other pages on MCP.com OR offsite to additional locations. We will be happy to assist you with these promotional opportunities, and look forward to working with you on this new outreach feature. Both of these spaces will be occupied with a graphic & click-thru – which will either be the various ones installed by the local CCB, or (if none are installed by the CCB) one of several rotating default ads as designed and installed by ICCS – featuring general statewide information/links about Iowa’s County Conservation System.

**“CONTACT US” Gets an Update** – When a customer submits a CONTACT US inquiry through the website – they receive an automated email response. We are building in the ability to customize this response for each CCB, as well as add contact information about the CCB contacted. (ALL CCBs will be asked to provide updated response info.) Additionally, when your CCB receives one of these inquiries – you will be able to respond directly to the user in a “Reply To:” email w/o have to copy/paste their email address into a new email – WooHoo!

The county details are as follows:  
County: Adams  
Phone: 6413224793  
Email: [accb@adamscountyia.com](mailto:accb@adamscountyia.com)  
Office Hours: 10 AM to 5 PM  
Thank you for visiting us.

Item Purchased	Quantity	Price	Lock Box Code	Promotion Code
2 Cottage (10 Person)	1	\$629.00	N/A	
Reservation Name: test - test				
Event Type/Name: test - test				
Check In/Out Times: 10/3/2023 7:00 PM - 10/5/2023 4:00 AM				
Facility Additional Fees: 1 pet 1 night \$25.00				
Add to Google Calendar Add to Outlook Calendar				
Total: \$629.00 (including \$4.00 Processing Fee)				
Item Subtotal: \$629.00				
Paid by Visa: \$629.00				
Click here to <a href="#">Download ICS File</a>				

**Calendar Options on Receipts** – Whether a customer signs up for an event/program or books a facility they will be provided options on their email receipt to add their “purchase” to either Google or Outlook Calendars. If they are using another flavor of calendar – they can also download an ICS file format to install with other digital calendar vendors. If a customer has multiple items on their receipt – ALL items will be installed on their calendar(s) of choice. This will be a great supplemental customer service soon-to-be-available from the website! ☺

**Q.R. CODES – UPDATES!** TWO major changes are coming to the Q.R. coding available on the website! #1 – **General Q.R. Code Generator Installed:** In addition to the Event & Facility codes that can be generated directly from the event/facility admin – there will now be a generator that you can drop ANY URL into and have a PDF code produced!! AND, #2 – **Both Facility AND Event Codes will be functional w/o the Facility or Event having to be visible on the website!** This will facilitate a wide variety of new marketing and purchasing opportunities for your users: non-reservable (walk-in) campsites; special event registrations for targeted audiences that are not publicly available; special registration, facility reservation or item rental options for youth groups, school groups, clubs or organizations that are not otherwise available to the public, etc. Stay-tuned....the best is yet to come! ☺





# SANDHILL CRANES RETURN TO CCB LANDS

Erik Murry, Is serving as the Iowa DNR's Sandhill Crane technician for the 2023 field season. He worked with several CCB's during the 2022 field season and was a presenter at Winterfest 2023. This year the Iowa DNR is especially interested in nesting Sandhill Cranes and their offspring (colts). Since CCB ground holds so many of these birds Erik needs our help! This year he has 20 GPS-GSM transmitters as well as 50 tarsal markers to deploy, and he is looking to use these on birds from county areas! Erik is interested in any information regarding nesting cranes, or their colts in your areas. (Contact info below). "We do our best to provide maps and graphics that you can use for your programs post capture and would love to get CCB staff in the field handling the birds as well! Again, thank you so much for any help or information you can provide about the Sandhill Cranes in your County!"  
EMAIL: [emurry26@gmail.com](mailto:emurry26@gmail.com)



## ISAAC WALTON LEAUGE HABITAT IMPROVEMENT SURVEY

The habitat improvement committee has been selected and will meet soon to discuss any potential changes to the scoring and/or criteria. Thanks to those individuals who stepped up and volunteered from each district to make sure this program continues to properly recognize counties for their hard work on habitat. Directors can expect to receive the Habitat Improvement Survey in June with a due date of August 1st.

## No Job Is Too BIG Or Too SMALL FOR IPI's FULL-SERVICE PRINT SHOP



### Popular Print Services Include:

- Business Cards
- Letterhead
- Newsletters
- Envelopes
- Forms
- Maps
- Posters
- And Much More!

### With IPI, you will receive:

- Dedicated, local customer service
- Competitive pricing
- FREE design, layout, and typesetting services

[ipicustomerservice@iowa.gov](mailto:ipicustomerservice@iowa.gov) | 800-332-7922 | [www.iaprisonind.com](http://www.iaprisonind.com)

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



# ICCS FY2024 MEMBERSHIP INVOICES

Many Thanks to the 40 or so Counties who have already paid their FY2024 ICCs Membership dues! Please feel free to pay now, (before July 1st) or pay later (before August 1st) or exercise the "split payment option" (dollars from FY2023 and FY2024) if that works better into your local financial scenario. Final payments for FY2024 Membership are anticipated no later than August 1, 2023. Please let us know if you have any questions about this years membership.

We most certainly appreciate your continued support and engagement with ICCS and look forward to partnering with you to provide great programming, services and networking in the years to come! On behalf of the ICCS Board of Directors our collective thanks for all you do to make Iowa a tremendous place to live, work, and experience all that is best about our natural resources close to home!

## EMPLOYMENT OPPORTUNITIES

- |  |   |
|--|---|
| 1. Johnson County- Natural Resource Technician | 8. Marshall County- Technician/ Ranger  |
| 2. Wright County- Ranger/Technician            | 9. Woodbury County- Resource Technician |
| 3. Henry County- Naturalist                    | 10. Polk County- Maintenance Technician |
| 4. Dallas County- Resource Technician          | 11. Audubon County- Maintenance/ Ranger |
| 5. Mitchell County- Conservation Technician    | 12. Plymouth County- Office Assistant   |
| 6. Story County- Administrative Assistant II   | 13. Polk County- Conservation Laborer   |
| 7. Story County- Naturalist                    | Multiple                                |

40 PLUS SEASONAL POSITIONS ON WEBSITE!!

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