

mycountyparks.com



Iowa's County Conservation System



ALL 99 Counties in Iowa

2024 areas with 75 Interpretive Centers

215,000+ acres of parks, natural areas,  
trails, preserves & historic sites

11,100+ campsites, 250 cabins, hiking & biking  
trails, hunting & fishing, lodges, shelters, boat ramps



Iowa's County Parks – Since 1955  
(515) 963-9582

INFO@MyCountyParks.org

Updated 12.19.2022



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# Welcome

Administrative Orientation - 2023



# Iowa's Front Porch

Iowa's County Park System

## What's Not to Like?!

68 YEARS OF COUNTY CONSERVATION

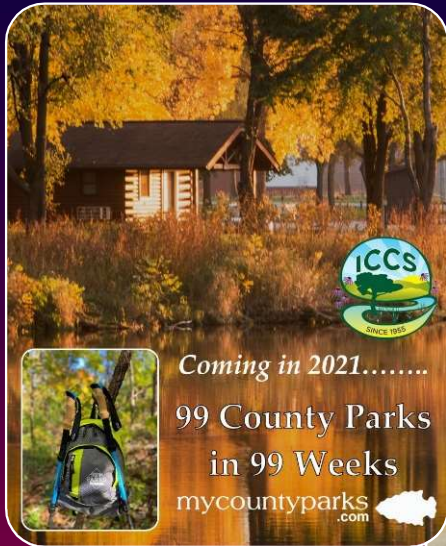
mycountyparks  
.com



Board Member Orientation  
January 2023









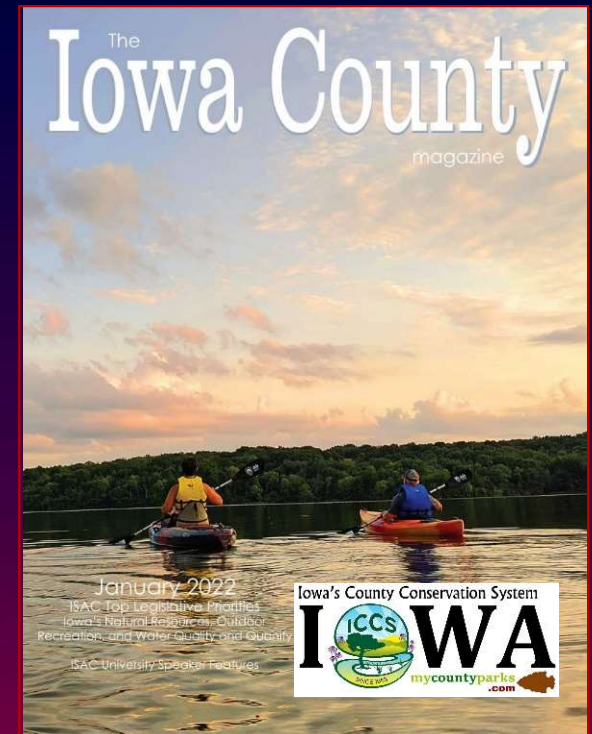
# 2022 has been Awesome !



April 2022



April 2022



January 2022

*“Thank-you for your outstanding conservation efforts and public education achievements”*



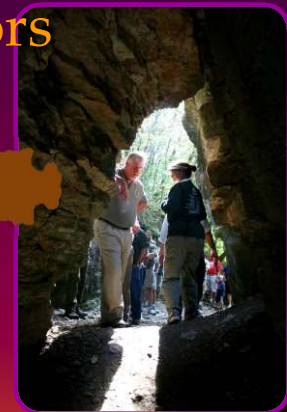


# I.C.C.S. ANNUAL FALL CONFERENCE

2012 – Honey Creek  
2013 – Clay, O'Brien, Palo Alto , Dickinson  
2014 – Woodbury, Plymouth  
2015 – Linn  
2016 – Hamilton / Webster  
2017 – Lyon & Sioux  
2018 – Polk  
2019 – Muscatine / Louisa  
2020 – (Postponed – COVID19)  
2021 – Story (Ames)  
2022 – Dubuque  
**2023 – Pottawattamie**  
2024 – District 2 (*in Decorah*)  
2025 – Clay/Dickinson

- Board & Staff Education
- Peer Networking
- Tour other county facilities
- I.C.C.S. Annual Meeting
- Fund raising ideas
- Current trends with Exhibitors & Vendors

- Sponsored by **mycountyparks.com**  
**SHIVEHATTERY**  
ARCHITECTURE+ENGINEERING





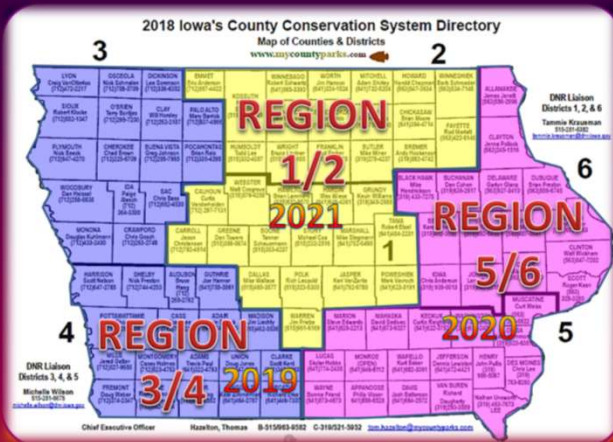
# Iowa's County Conservation System

## BOARD OF DIRECTORS

CCB Board Members – 3 elected At-Large from CCB Regions  
 IACCBE Representatives – 2 elected At-Large from IACCBE  
 CCDA Representative – Elected/Appointed by CCDA  
 CCPOA Representative – Elected/Appointed by CCPOA  
 IAN Representative\* – Elected Appointed by IAN  
 AFIRM Representative\* – Elected/Appointed by AFIRM  
 MCP.com Representative – Appointed from MCP Advisory Board  
 Iowa TLC Representative – Appointed from the Iowa TLC Board  
 ICCS Chief Executive Officer (Ex-Officio Member)  
 (\*Representative must be a CCB Employee)



## Board of Directors 2022



## 2023 ICCS BOARD OF DIRECTORS & TERMS

REGION 1/2 BOARD MEMBER – **Terri Reese (Worth) - 2024**  
 REGION 3/4 BOARD MEMBER – **LuAnne Brown (Adams)– 2025**  
 REGION 5/6 BOARD MEMBER – **Steve Dixon (Mahaska) – Treasurer - 2023**  
 IACCBE REPRESENTATIVE – **Brad Mormann (Jones) – 2024**  
 IACCBE REPRESENTATIVE – **Jim Hanson (Worth) – 2025**  
 CCDA REPRESENTATIVE – **Scott Nelson (Harrison) – Vice President - 2025**  
 CCPOA REPRESENTATIVE – **Nick Beeck (Plymouth) – President - 2024**  
 IAN REPRESENTATIVE – **Bobbi Donovan (Story) – Secretary - 2024**  
 AFIRM REPRESENTATIVE – **(OPEN SEAT) – \_\_\_\_\_**  
 MCP.com REPRESENTATIVE – **(OPEN SEAT) – \_\_\_\_\_**  
 CHIEF EXECUTIVE OFFICER – **Adam Shirley (ICCS) – Starting 1/1/2023**



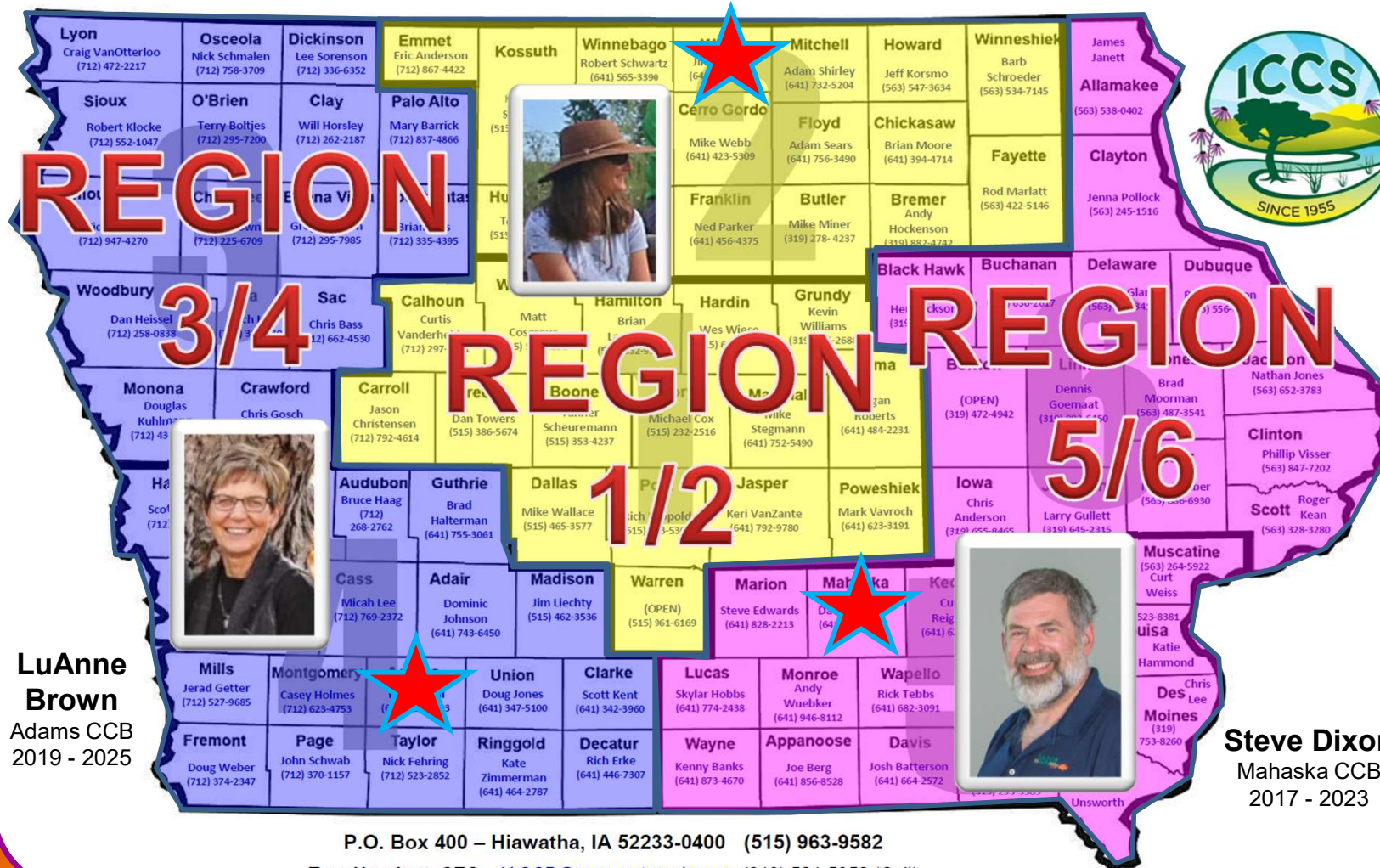


# ELECTORAL REGIONS – 2022

For election of Board Members to the ICCS Board of Directors **ONLY** \*

## Iowa's County Conservation System DISTRICTS, DIRECTORS & OFFICE PHONE

**Terri Reese**  
Worth CCB  
2021 - 2024



**LuAnne Brown**  
Adams CCB  
2019 - 2025

**Steve Dixon**  
Mahaska CCB  
2017 - 2023

P.O. Box 400 – Hiawatha, IA 52233-0400 (515) 963-9582

Tom Hazelton, CEO – [IACCB@mycountyparks.org](mailto:IACCB@mycountyparks.org) (319) 521-5952 (Cell)

\* Original 1958 CCB Districts, as established by the ICC remain intact for District functions, Fish Habitat Stamp Grants, etc.

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# Thomas H. MacBride - 1896

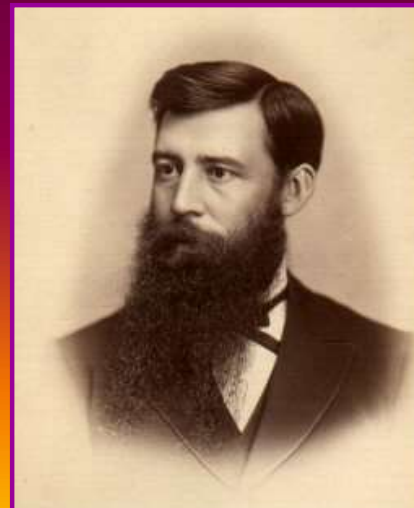
*“It is my purpose here to show that such parks are needed, that they are needed now; that they should have the highest scientific value, and that in Iowa they are everywhere practicable.”*

*“The necessity for such parks in Iowa seems to me to be threefold:*

- 1<sup>st</sup>** As directly affecting public health & happiness.
- 2<sup>nd</sup>** For proper education
- 3<sup>rd</sup>** To preserve to other times and men something of primeval Nature.”

COUNTY PARKS.

BY T. H. MACBRIDE.





In 1943, the State Conservation Commission staff presented a bill to the Iowa General Assembly that would permit the establishment of conservation-recreation agencies at the county level. The staff of the Iowa Conservation Commission, sportsman's groups, interested individuals and legislators worked on this bill until it appeared in an acceptable form and was passed by the Iowa General assembly in 1955 and signed into law in early May of that year.

111A.5 - The law required that each individual county must pass a referendum during a general election in order to establish a county conservation board. In 1956, the first 16 were voted into existence:

*Polk, Black Hawk, Mitchell, Howard, Chickasaw, Butler, Buchanan, Hamilton, Dubuque, Benton, Poweshiek, Iowa, Scott, Marion, Mills, Page.*

*(Now Chapter 350 Code of Iowa)*





# 1955 - CHAPTER 350



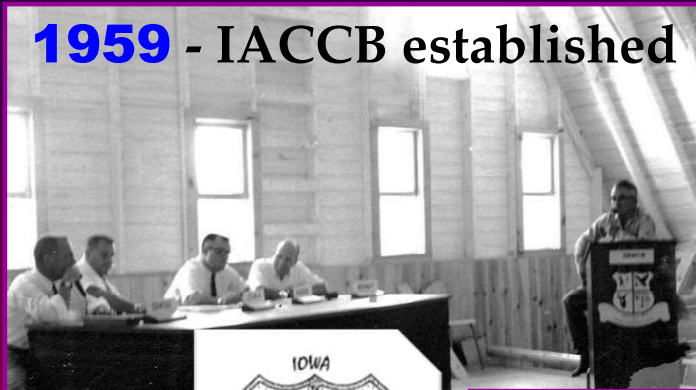
**1958** – *The Iowa Conservation Commission (DNR) established the "County Conservation Coordinator's Office" Office was closed in 1989.*

House File 591

An Act  
Authorizing the Creation  
of a

COUNTY  
CONSERVATION  
BOARD

**1959** - IACCB established



**YEARS IN 2023**

mycountyparks.com

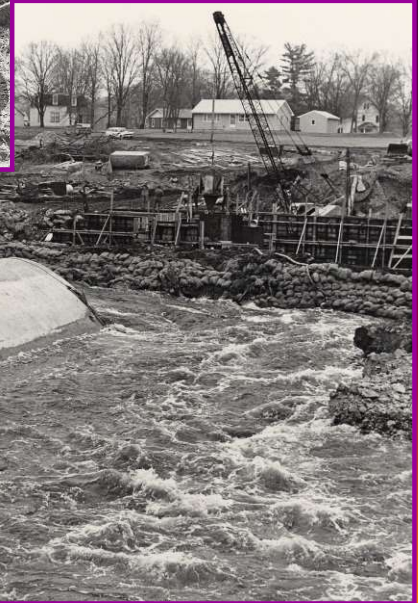


# *The early years, from 1956 ....*

- \* Developmental years
- \* Smaller scale
- \* Getting started
- \* Finding our niche
- \* Professional staff coming on board
- \* Program expansion



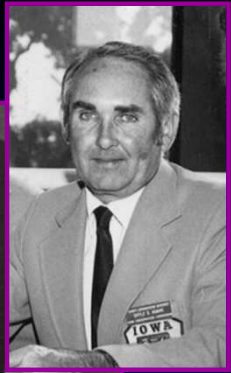
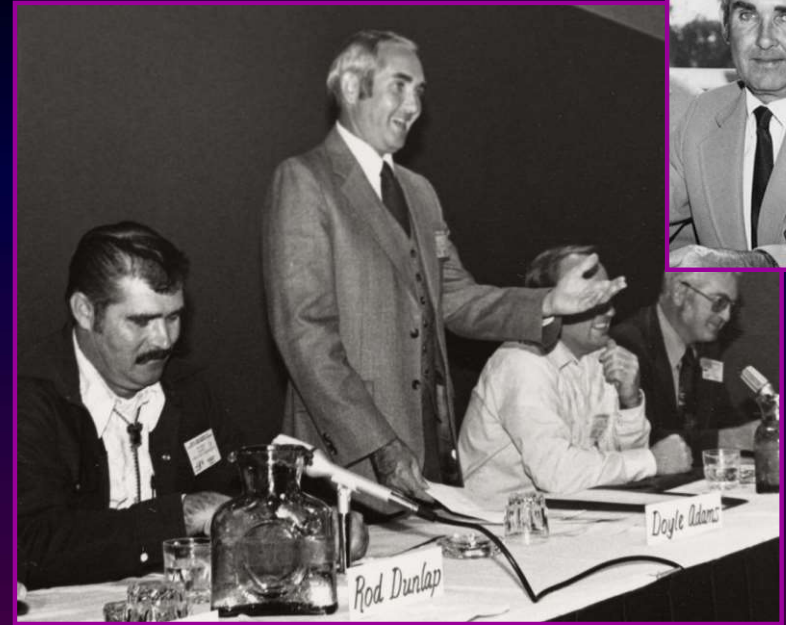
1958 – Office of  
County Conservation  
Activities established





# SPRINGBROOK

1971 - 1998



# STATE FAIR BOOTH

1968 - 2008



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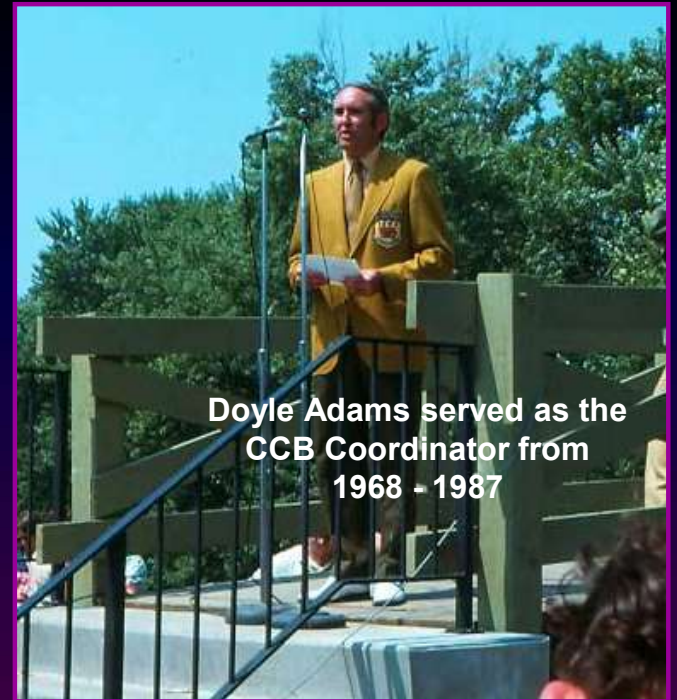
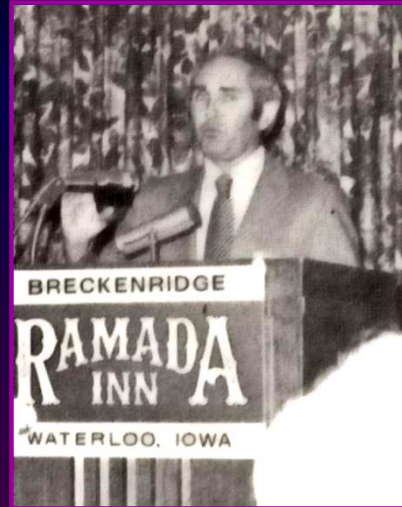
# *Tremendous program expansion ...*



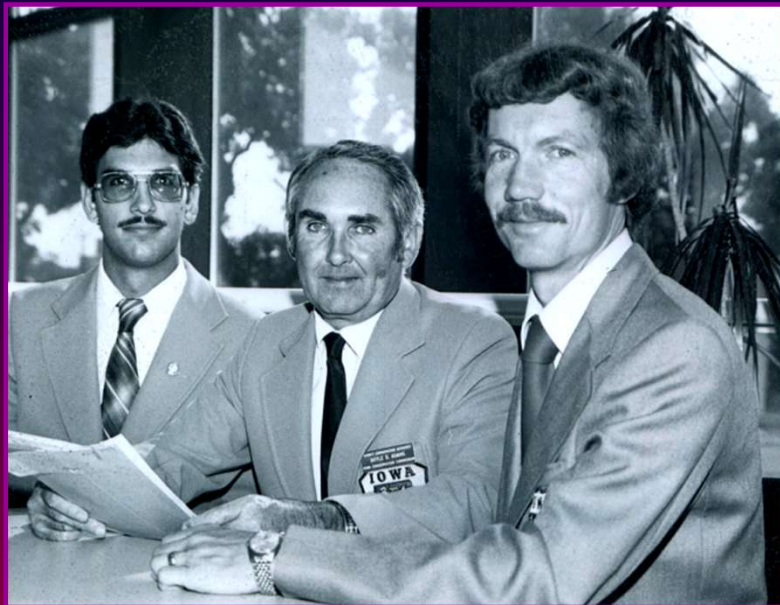




*The DNR closed the office of County Conservation Activities in 1989 and the three full time staff were reassigned.*



Doyle Adams served as the CCB Coordinator from 1968 - 1987



Steve Derman, Doyle Adams, Jim Zohrer



Bob Walker



Jim Zohrer



Don Brazelton



Walker 2022





# *Iowa's County Conservation System – Est. 1959*



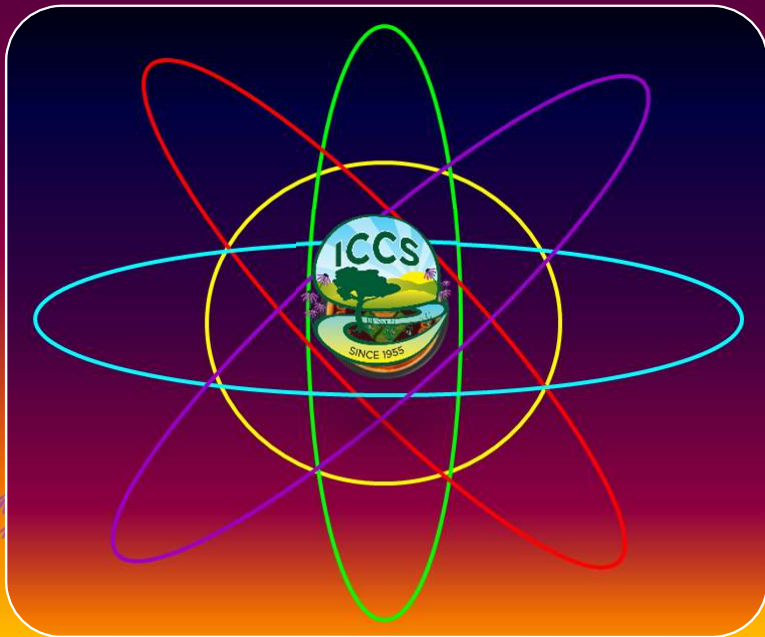
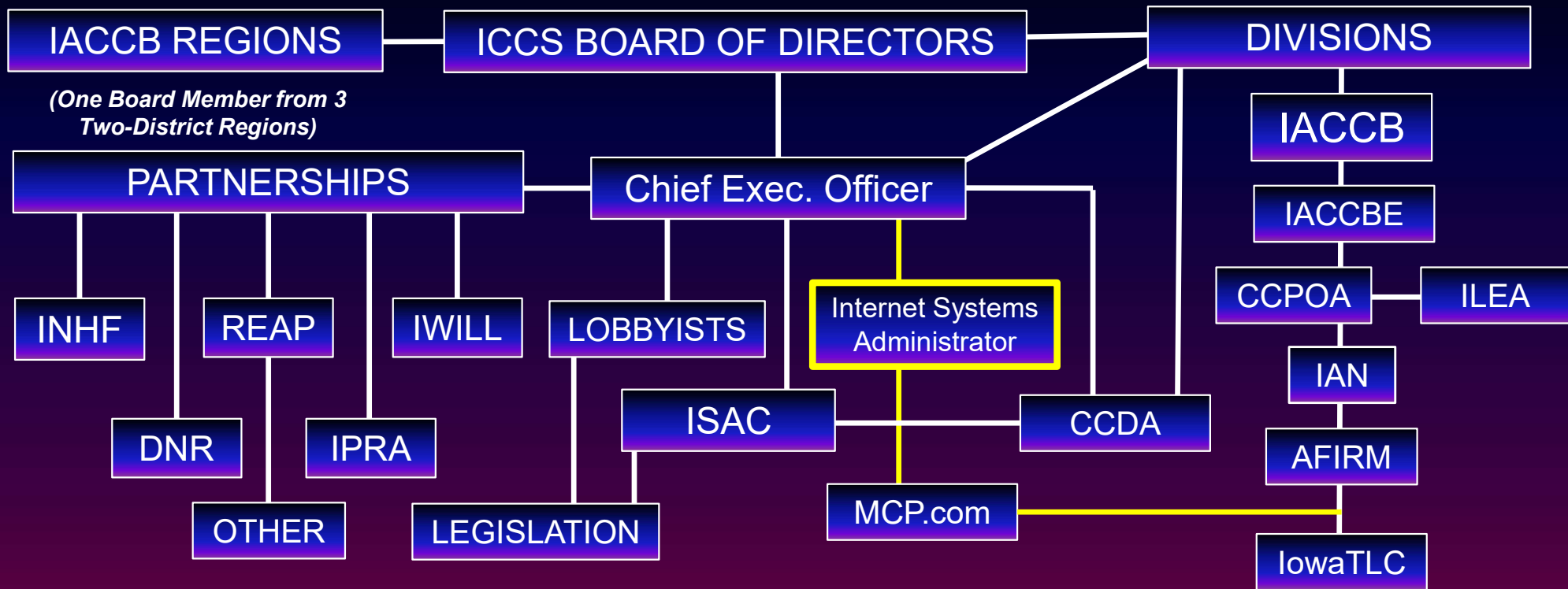
# I.C.C.S.

Promoting the objectives and supplementing the activities of conservation boards, information networking, assisting boards and members in program development, promotion and marketing of Iowa's county conservation system, board member & staff education, and providing a unified voice in the Iowa legislature.





# Table of Organization 2023



ICCS, Divisions and Partners all work in tandem for the common good - for the protection & preservation of Iowa's natural resources, providing quality outdoor recreation experiences, and marketing/promotion of our mission.

*Our joint successes have cemented our resolve to continue. We know we don't have to do this by ourselves.*



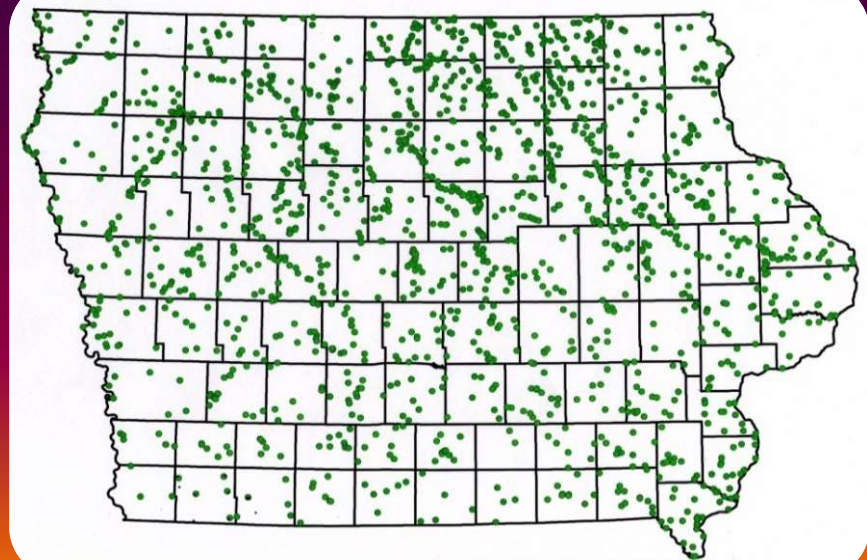


## The winning formula(s)?

- Local control
- Local funding & support
- Local ownership
- Local partnerships/people

*Continual partnering, outreach and participation is an essential core mission of county conservation*

99 CCBs established  
1956-1989





# *The People .....*

**495 Conservation Board Members** *(5 appointed by B.O.S. in each county)*



**100 Conservation Directors** *(1 hired by each County Conservation Board)*



**605 General Employees** *(hired by Directors & Conservation Boards)*



## **1,200 Dedicated People \***

\* PLUS - 400+ part-time & seasonal staff, and thousands of volunteers



# 970 years 2022

## 38 Employees



126 years

Average of 25.5 years

(High of 56, Low of <1)

2023 Statewide Average of 12.19 years



mycountyparks.com



# Iowa's County Conservation System – **The FACTS**

## **THE PEOPLE:**

- 495 Board Members
- 100 Directors
- 605 Employees
- 1,200 great people

## **THE GREAT PLACES:**

- 215,868+ acres
- 2,024+ parks, natural areas, preserves, historic sites, trails & more!



75 Education Centers  
(and 6 more in production)



1,949+ miles of trails



11,200+ campsites



285+ cabins in 60  
counties



26,000+ programs annually with  
760,000+ participants







# R.E.A.P.

## *Resource Enhancement And Protection*



- First \$350,000 each year goes to Conservation Education
- 1% of balance goes for DNR Administration
- Remaining balance is then divided as follows:

(3%) Roadside Vegetation  
(5%) Historical Resources  
(9%) Public Land Management  
(15%) City Parks and Open Space  
(20%) Soil and Water Enhancement  
**(20%) County Conservation**  
(28%) State Open Space



Approximately \$1 million/year comes from the sale of Natural Resource license plates, and the remainder is an annual appropriation from the Iowa Legislature. **\$12M in FY2023**







- **REAP Assemblies** are held every odd-numbered year. County Conservation staff and board members are leaders & hosts in this effort . (Fall 2023)

- **REAP Congress** - January 2024



- **The REAP Alliance** (41 members) meets periodically in the Des Moines area to plan ongoing outreach and education efforts for the legislative sessions. County Conservation and the Iowa Natural Heritage Foundation (INHF) have shared the leadership roles for REAP since 1990.



2022 REAP Congress







# REAP

1989-2019



[www.REAPAlliance.org](http://www.REAPAlliance.org)

## STATEWIDE COUNTY CONSERVATION TOTAL:

Per County (30%)	\$20,199,938.00
Per Capita (30%) *	\$20,199,938.00
Competitive Grants (40%) *	<u>\$26,933,251.00</u>
<b>TOTAL REAP Dollars</b>	<b>\$67,333,128.00</b>

*\* Requires tax dollar support at .22/\$1,000 of assessed valuation*

*With the assistance from funding such as REAP, Iowa's County Conservation System is able to leverage local dollars with other funding sources to indeed provide those quality of life programs and facilities that are important to the economic & cultural growth in all 99 counties. This in turn provides critical support to workforce development & retention, healthy lifestyles, and lifelong learning opportunities to all Iowans.*

**TOTAL REAP program funding in first 30 years - \$353,643,508.00**

*(Full funding at \$20M/year for 30 years would have yielded \$600M)*







### CONSERVATION EDUCATION


The Conservation Education Program (CEP) receives \$350,000 of REAP funds annually. This money is awarded in June and December to grantee programs that teach people of all ages about their natural world and how to make informed decisions about its well-being.

**Iowa Public Television**  
Iowa Public Television, IOWA PBS, and IOWA PBS HD are the primary providers of conservation education programming.

**Decorah High School**  
Their Outdoor Science Lab is a unique outdoor classroom that provides students with hands-on learning experiences in a natural setting.

**Providing Resources to Iowa's Teachers**  
The CEP provides a variety of resources to Iowa's teachers, including field guides, lesson plans, and other educational materials.

**CEP Fund Distribution**  
The CEP fund distribution is as follows: 20% to Open Spaces, 20% to County Conservation, 20% to Native Roadside Vegetation, 20% to Soil Conservation & Water Quality, 20% to City Parks and Open Space.



### COUNTY CONSERVATION

County Conservation receives 20% of the REAP funds. This money is available to counties for a variety of conservation opportunities, land protection, capital improvements, and protection of resources. It is used for a variety of projects, including land acquisition, land management, and land restoration.

**Wapello County**  
Pioneer Ridge Nature Area

**Clayton County**  
Mott Mill Historic Bridge

**CEP Fund Distribution**  
The CEP fund distribution is as follows: 20% to Open Spaces, 20% to County Conservation, 20% to Native Roadside Vegetation, 20% to Soil Conservation & Water Quality, 20% to City Parks and Open Space.



### OPEN SPACES

20% of REAP is allocated to the Department of Natural Resources for open spaces. This money is used to acquire and manage land for a variety of purposes, including recreation, conservation, and education.

**Open Space Project**  
Area Addition, Monroe County

**Private/Public Partnership Grants**  
Berkley State Forest Addition, Boone County

**CEP Fund Distribution**  
The CEP fund distribution is as follows: 20% to Open Spaces, 20% to County Conservation, 20% to Native Roadside Vegetation, 20% to Soil Conservation & Water Quality, 20% to City Parks and Open Space.



# REAP at work in **TAMA** County \$1,153,095 since 1990

Red numbers represent the total allotted to the Program Area to date.  
Recent projects are listed below. For all projects, go to [www.iowareap.com](http://www.iowareap.com).

**Historic Preservation: \$17,500**  
\$5000 Dysart County School Restoration Project  
\$7500 Dysart Historical Society: Museum Tuckpointing  
\$5000 Dysart Historical Society: Museum Climate Control

**Native Roadside Vegetation: \$7468**  
\$2250 County Roadside Inventory

**Soil Conservation & Water Quality: \$328,575**  
\$214,188 Allocation for Practices  
\$70,844 Forest & Native Vegetation  
\$43,543 Otter Creek Lake

**Open Spaces: \$152,886**  
\$2650 Local Property Tax  
\$139,636 Union Grove State Park: Cabin and Facility Upgrades  
\$5000 Union Grove State Park: American Legion Property  
\$5600 Union Grove State Park: Septic Tank

**Land Management: \$1260**  
\$1260 Union Grove State Park: Lake Restoration

**Traer**  
\$4173 Wilson Nature Preserve

**TAMA CO.**

**City Parks: \$4173**

**County Conservation: \$641,234**  
\$211,694 Per County Allocations  
\$132,709 Per Population Allocations  
\$296,831 Otter Creek Lake Park Addition



Natural Resource plates support habitat, water quality, city, county and state parks, wildlife species of special concern, and more. These plates are added to state gaming revenues to finance REAP. For more information visit: [www.iowareap.com](http://www.iowareap.com)



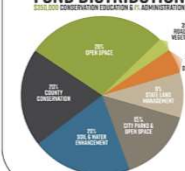
## IOWA REAP BENEFITS RESOURCE ENHANCEMENT AND PROTECTION

The goal of REAP is to improve Iowa's natural resource and cultural amenities by providing a dedicated funding mechanism for grants and projects. The program encourages public-private partnerships to accomplish results. Since 1989, more than \$340 million has been invested across all of Iowa's 99 counties.

- Benefits**
- Improve quality of life
  - Enhance local economies
  - Protect water and land resources
  - Expand wildlife habitat
  - Create recreational opportunities
  - Preserve historic sites
  - Beautify landscapes
  - Educate Iowans, and much more!

**How does the funding work?**  
Each year, the Iowa Legislature appropriates a dollar amount for REAP, up to \$20 million. From that amount, the first \$350,000 goes to conservation education and the next 1 percent for DNR administrative costs. From there:

### FUND DISTRIBUTION



**3%: Roadside Vegetation**  
Funding goes to county and city management of roadside vegetation. Examples of projects include surveys, education and equipment. Administered by the Dept. of Transportation.

**9%: Public Land Management**  
Funding goes to the DNR to maintain parks, habitat, fish hatcheries, etc. Examples include: trail renovations; shower and restroom repairs; repairs to lodges, shelters and cabins; and minor repairs of dams, spillways, and beaches.

**5%: Historical Resource Development Program**  
Grants available to private individuals and businesses, as well as nonprofit organizations and agencies for projects that fall under: (1) historic preservation; (2) library and archives; and (3) museums. Administered by the Dept. of Cultural Affairs.

**15%: City Parks and Open Space**  
Grants available to cities for projects such as parkland expansion and multi purpose recreation developments.

**20%: County Conservation**  
Funds go to each county equally and per capita, additionally, grants for projects including: land easements, capital improvements, stabilization and protection of resources, and environmental education.

**20%: Soil and Water Enhancement**  
Funds are available to landowners/farmers for soil and water conservation projects and practices. Projects protect the state's surface and ground water resources from point and non-point pollution. Projects include reforestation, soil conservation practices, wildlife habitat preservation and protection of highly erodible soils. Administered by the Dept. of Agriculture and Land Stewardship.

**28%: State Open Spaces**  
Funds are invested in public lands and waters to create new recreation and scenic to hunting and fishing areas. Any public lands purchased with REAP funds are property taxes to counties, currently more than \$540,000 per year. 1/10 of the funds are to partner with private organizations to create recreation lands or protect unique natural resource areas.

LEARN MORE: [www.iowareap.com](http://www.iowareap.com)

[www.iowaREAP.com](http://www.iowaREAP.com)

[mycountyparks.com](http://mycountyparks.com)



# 24 million visitors

... annually to Iowa's County Conservation System

		<u>STATE PARKS</u>	<u>CCB SYSTEM</u> 
Jobs Created		7,473	5,800
Personal Income Generated		\$216M	\$167.5M
# Annual Visitors		13.7million	24 million
Visitor Expenditures		\$744.8 million	\$609 million
Acreage		89,318	215,868+
Inventory of Assets (Value)		\$720M	\$1.25B



SOURCE: *The Economic Value of Iowa's Natural Resources*



# *Economic Impact*

146,262 hunting acres

\$63.78 million

11,111 Campsites

\$45.86 million (35% occupancy)

1,949 miles of trails

\$28.68 million





CABINS

CAMPSITES

SHELTERS

Search for cabins

Check-In



Check-Out



Search

[All Cabins](#)

FEATURED CABINS

**Bullfrog Cabin**

Hickory Hills Park | Black Hawk County

**Cabin - Oak - 8 person**

Briggs Woods Park and Golf Course | Hamilton County

**Arrowhead Cabin 3**

Arrowhead Park | Pottawattamie County



## EMPLOYMENT OPPORTUNITIES

[Home](#) > [EMPLOYMENT](#)

The seasonal and permanent career opportunities listed below have been provided to us from the employers listed with the job descriptions. Please read the information carefully, and make note of the application procedures and deadlines. Inquires should be made directly to the employers as noted - either via email or telephone.

## Current Openings

Keyword Search

-- ALL COUNTIES --

Search

View All

## PERMANENT

**Crawford County - Park Technician - Dow City, IA**

Posted: 01/05/2021

The Crawford County Conservation Board is taking applications for the position of Park Technician, located at Nelson Park near Dow City, IA. This is a permanent part time position.

Salary: \$12 to \$14 per hour

Deadline: Open Until Filled

**Polk County - MAINTENANCE PARK RANGER - GRANGER, IA**

Posted: 01/05/2021

Under general supervision of the Parks Superintendent, participates in and directs seasonal park staff and/or volunteers in the care and maintenance of park grounds, trails, buildings, and equipment and participates in law enforcement activities. Assists the Conservation Park Ranger in overall park/natural resource management including park maintenance, wildlife protection, pollution control, and habitat restoration.

Salary: \$53,956-\$70,773

Deadline: 01/26/2021

County: CONSERVATION LABORER II, NATURAL RESOURCES - GRANGER, IA

[Links](#) [EMPLOYMENT](#) [Privacy Policy](#) [SELFIE STATIONS](#) [COVID-19 UPDATES](#) [WINTERFEST](#) [Organization Event](#) [REAP](#) [Security Policy](#) [Sitemap](#)

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# MyCountyParks.com





# *The Positions ...*

*Director, Park Ranger, Ranger/Naturalist, Conservation Officer, Park Attendant, Forester, Natural Resource Technician, Operations Supervisor, Naturalist, Roadside Vegetation Manager,*

*Administrative Assistant, Special Programs Manager, Carpenter, Heavy Equipment Operator, Mechanic, Conservation Technician, Accounting Clerk, Clerk Typist/Receptionist, Community Outreach Manager, Park Planner, Golf Course Manager, Crew Leader, Education Director, Site Coordinator, Spray Technician, Youth Corps Coordinator, Equestrian Coordinator, Wildlife Manager, etc.*





# ICCS Divisions



**IACCBCE** – Iowa Association of County  
Conservation Board Employees  
705 members



**CCDA** – County Conservation Directors  
Association – 99 members



**IAN** – Iowa Association Naturalists  
180 members



**CCPOA** – County Conservation Peace  
Officers Association  
163 members



**AFIRM** – Association for Integrated  
Roadside Managers (in 16 CCBs)  
50 members



*Training, education, certification, networking, industry  
leadership opportunities for all CCB staff across the state!*





5761



# I.A.C.C.B.E.

## *Iowa Association of County Conservation Board Employees*

**MEMBERSHIP:** 705 - *All full-time CCB employees automatically are members*

### **LEADERSHIP:**

IACCBE President  
IACCBE Vice President  
IACCBE Secretary/Treasurer  
District I - Vice Chairperson  
District II - Vice Chairperson  
District III - Vice Chairperson  
District IV - Vice Chairperson  
District V - Vice Chairperson  
District VI - Vice Chairperson  
I.C.C.S. CEO  
C.C.D.A. Representative  
C.C.P.O.A. Representative  
I.A.N. Representative  
I.R.V.M. Representative  
I.A.C.C.B. Representative (2)  
Ad-Hoc / At-Large Members  
Past Presidents



**CURRENT PRESIDENT:**  
**Brett Backhaus, Worth CCB**

**2022**  
**Committee**



# WINTERFEST

*"The #1 dynamic educational conference for county conservation employees created BY county conservation employees!"*

- \* Professional growth
- \* Networking
- \* Leadership opportunities
- \* 48 hours – 42+ sessions
- \* The **BEST** investment of your time and dollars

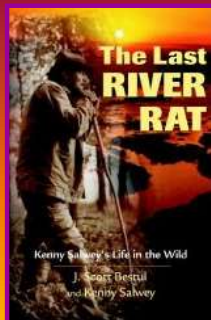
1999 - 2018

**CONVENTION  
CENTER**

WELCOME IOWA ASSN.  
OF COUNTY CONSERVATION



FIVE  
SULLIVAN  
BROTHERS



**\$37,000+**



mycountyparks.com





# WINTERFEST

## WINTERFEST 2023

January 24 - 26



THOMAS GABLE  
Voyageurs Wolf Project

MATT STUTZMANN  
[mycountyparks.com](http://mycountyparks.com)

CONCURRENT  
SESSIONS AND  
NETWORKING



1972-1998 @ Springbrook Education Center  
1999-2000 @ Marshalltown Regency Center  
2001-2018 @ Waterloo Convention Center  
2019-2026 @ Hyatt Regency Coralville

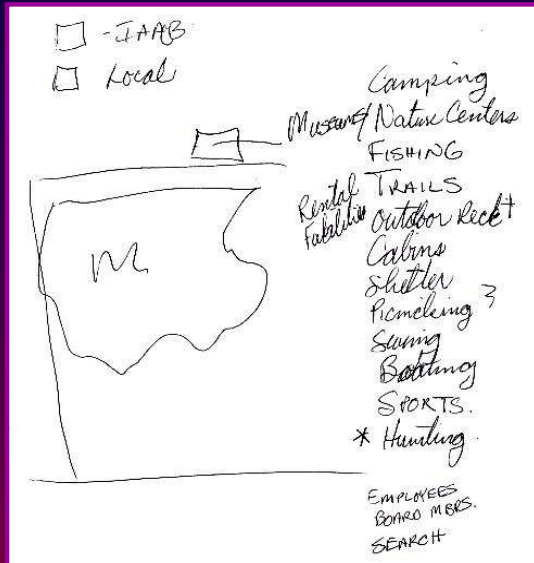


**WINTERFEST 2023 – January 24-26**





# I.A.C.C.B.E. Planning Committee



- \* Monthly meetings – March thru July (Ames/Marshalltown)
- \* Host & orchestrate the Winterfest Event - Coralville
- \* Assist Districts & Affiliates with communications and networking!



At the May 2006 **IACCBE Planning Committee** meeting, the URL "MyCountyParks.com" was chosen, and the concept of a statewide website was launched.



The absolute best professional growth experience available!





# 1971

# C.C.D.A.

## *County Conservation Directors Association*

**MEMBERSHIP:** 88 – paid memberships with active members. All 99 directors are eligible for membership. (88% are members)

**DUES:** \$25/year

**LEADERSHIP:**

CCDA President

CCDA Vice President

CCDA Secretary/Treasurer

IACCB Representative

ISAC Board of Directors Representative

Legislative Policy Committee



**Director's Retreat  
Polk County**



**CURRENT PRESIDENT:**  
*Jenna Pollock, Clayton CCB*





# County Conservation Director

## GENERAL:

- \* CEO of the organization
- \* Board makes policy, Director carries it out
- \* Duties & Responsibilities vary greatly from county-to-county

## DUTIES & RESPONSIBILITIES:

- \* Carry out & recommend policy
- \* Inform & orient board members
- \* Prepare the Department Budget
- \* Prepare an Annual Report
- \* Develop regulations
- \* Develop comprehensive plans
- \* Hires/Dismisses/Directs Field Staff

## OTHER KEY ROLES:

- \* Working w/ Board of Supervisors & Legislators
- \* Planning – “Fail to Plan – Plan to Fail”
- \* Grant writing / Fund raising
- Marketing / Media Relations
  - Board Member Recruitment





# CHARACTERISTICS OF A GOOD DIRECTOR

- \* Statewide industry participant (*CCDA, IACCBE, ISAC, etc.*)
- \* Must work well with the public & staff
- \* Principles of conservation
- \* Conservation laws & law enforcement
- \* Plant/animal ecology
- \* Maintenance
- \* Business practices
- \* Public speaking
- \* Personnel management





# SIGNATURE PARTICIPATION

- County Conservation Directors Assoc.
- REAP Day at the Capitol
- County Day at the Capitol
- CCDA Meetings/Retreats
- ISAC Meetings / Training / Updates
- IACCB District Meetings
- ICCS Fall Conferences
- Winterfest Conference (IACCBE)
- Affiliate Support (CCPOA, IAN, AFIRM)





# Conservation Board Members

*To work within the corporate, decision-making framework of a five-member board to set policy regarding activities and affairs of the conservation department, according to the guidelines set forth in Chapter 350 of the Code of Iowa. Conservation Boards are responsible to the taxpayers of the county to provide the best, diverse conservation/outdoor recreation program possible with the natural resources and funding available.*

## Iowa's County Conservation System

### COUNTY CONSERVATION BOARD

<ADDRESS>  
<CITY / STATE / ZIP>  
<PHONE>



#### Board Member Duty Description

**Title:** County Conservation Board (CCB) Member

**Basic Responsibility:** Works within the corporate, decision-making framework of a five-member board to set policy regarding activities and affairs of the conservation department, according to the guidelines set forth in Chapter 350 of the Code of Iowa. Conservation Boards are responsible to the taxpayers of the county to provide the best, diverse conservation/outdoor recreation program possible with the natural resources and funding available.

**Term:** Five-year term. Selected on the basis of "demonstrated interest in conservation matters" as required by law (Code of Iowa) and other criteria indicative of a good board member, as indicated in this Job Description. Board members must be residents of the County.

**Compensation:** Conservation Board members serve without pay, but may be reimbursed for expenses incurred while carrying out official county duties.

**Status:** Once appointed, county conservation board members become county officials and should work to address the conservation needs of the county in a positive, responsible manner. Conservation boards receive county tax money and other funds to carry out their duties. However, the Conservation Board is a separate governmental entity, with the authority to govern itself and make decisions without interference or approval of any other governmental body, unless otherwise stated in the Code of Iowa.

**County Conservation Board (CCB) Responsibilities:** The CCB operates as a corporate body, meaning individual members acting independently have no legal status or authority and cannot commit or bind the CCB by their actions. The CCB must hold regular monthly meetings and annually formulate a budget. The CCB may transact business with a minimum quorum of three members at an official meeting. Iowa law authorizes CCBs to:

1. Adopt by-laws. Establish rules and regulations.
2. Enter into contracts.
3. Fix time and place of regular and special meetings.
4. Employ an Executive Director to carry out Board policies and programs (Executive Director may hire other staff with Board approval).
5. Acquire land by gift, purchase, lease, agreement, exchange otherwise in fee or with conditions for public museums, parks, preserves, playgrounds, forests, and other purposes.
6. Study the need for conservation areas and facilities and adopt a coordinated plan to meet such needs. This comprehensive planning should identify both short and long-term needs – which includes master plans for individual areas.
7. Plan, develop, preserve, administer, and maintain all areas and facilities under its jurisdiction.

## Description of Duties



OCTOBER 2020

## COUNTY CONSERVATION BOARD MEMBER RECRUITMENT & SELECTION GUIDANCE

### CODE OF IOWA, Chapter 350 - County Conservation Boards

**SECTION 2:** ..... "Members of the board shall be selected and appointed on the basis of their demonstrated interest in conservation matters, and shall serve without compensation, but may be paid their actual and necessary expenses incurred in the performance of their official duties." (Chapter 350, Code of Iowa attached)

#### I. BOARD OF SUPERVISORS:

- A. Advertise position opening for a five-year term on County Conservation Board in local printed and social media 30-60 days prior to appointment date.
- B. Request that resume / application / letter of introduction be submitted by potential appointees no less than two weeks prior to appointment date.
- C. Personally interview 3-5 interested/qualified applicants if possible.
- D. Incumbent board members should be given equal consideration (if interested) along with other applicants. Re-appointment should not necessarily be automatic. This will provide an opportunity for fresh ideas and backgrounds to come to the board, as well as allowing burned-out or ineffective members to exit.
- E. Supervisors may consider establishing term limits by local board policy.
- F. Strive to maintain good background diversity on Board (lawyer, business person, teacher, medical provider, agriculture, domestic engineer, etc.)
- G. Effective January 2012 - The law requires all appointive boards, commissions, committees, and councils of a political subdivision to be gender balanced, by using a fair and unbiased method of selecting the best qualified applicants. A political subdivision may appoint any qualified applicant, regardless of gender, after making a three-month good faith effort to appoint a gender balanced board. (Sample application from ISAC attached)
- H. Attempt to complete process by January 1<sup>st</sup>, (if on a calendar year rotation), and make appointment for a 5-year term.

#### II. CANDIDATE QUALIFICATIONS:

- A. Interested in current conservation and environmental issues. Willing to keep informed and expand knowledge and training on conservation topics.
- B. Not hesitant to accept responsibilities.
- C. Accepts leadership role or leadership from others. Chairperson leadership skills (Roberts Rules of Order)
- D. Accepts and allocates responsibility.
- E. Skilled in interpersonal relations.
- F. Understands concepts involved with making and carrying out policies.
- G. Recognizes the need for developing short and long-term goals & policies.
- H. Possesses foresight for making planning decisions

## Recruitment & Selection



## COUNTY CONSERVATION BOARD MEMBER ORIENTATION GUIDANCE

It is important to insure that Conservation Board appointees are given proper in-service training by the Conservation Director and that each candidate is aware of the resources available to them from Iowa's County Conservation System's administrative office and website at: <https://www.mycountyparks.org/board-members.html>

### ICCS RESOURCES AVAILABLE FOR NEW COUNTY CONSERVATION BOARD MEMBERS:

(ICCS items available on MyCountyParks.org unless otherwise indicated)

1. The Board Member Handbook
2. New Board Member Orientation Video
3. New Board Member Orientation PowerPoint
4. Why County Conservation Matters Handout
5. ICCS Facts & Stats
6. MyCountyParks.com Facts & Stats
7. Map of IACCB Districts & Current Directors
8. Code of Iowa - Chapter 350 (County Conservation)
9. Gender Balanced Board Information (provided by ISAC)
10. New Board Member Welcome Letter
11. Current and Past ICCS Newsletters
12. OTHER

### LOCAL CCB RESOURCES FOR ORIENTATION:

13. Discuss "Duties of Conservation Board Members" Document
14. Various local county policies / procedures
15. Tour of all CCB areas / Facilities – points of interest/concern
16. Introduction to Staff as appropriate
17. Recent Board Meeting Minutes
18. Copy of all Board Member Policies / Policy Statements
19. Copy of CCB Bylaws and Rules of Procedure (as available)
20. Explanation of Expense Reimbursement Policy and Forms
21. Previous Year Annual Report for Your CCB
22. Copy of Capital Improvement Program
23. Copy of Long Range and/or Strategic Plans
24. Copy of Land Acquisition Plan (as available)
25. History of your CCB
26. Additional orientation as provided by County Board of Supervisors / Human Resources

## Board Member Orientation





# County Conservation Directors

*The Executive Director is appointed by, and reports to, the Conservation Board. Serves as chief administrative officer for the Conservation Board and is responsible to plan, coordinate, direct and oversee all aspects of the County Conservation Board program and Department. Responsible for administration of Conservation Board staff. Manages all real property under authority or management of the Conservation Board and implements Conservation Board activities as per the Code of Iowa (Section 350) and Conservation Board policies.*

## County Conservation Director

### GENERAL:

- \* CEO of the organization
- \* Board makes policy, Director carries it out
- \* Duties & Responsibilities vary greatly from county-to-county

### DUTIES & RESPONSIBILITIES:

- \* Carry out & recommend policy
- \* Inform & orient board members
- \* Prepare the Department Budget
- \* Prepare an Annual Report
- \* Develop regulations
- \* Develop comprehensive plans
- \* Hires/Dismisses/Directs Field Staff

### OTHER KEY ROLES:

- \* Working w/ Board of Supervisors & Legislators
- \* Planning - "Fail to Plan - Plan to Fail"
- \* Grant writing / Fund raising
- \* Marketing / Media Relations



mycountyparks.com

### SIGNATURE PARTICIPATION

- County Conservation Directors Assoc.
- REAP Day at the Capitol
- County Day at the Capitol
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- Winterfest Conference (IACCB)
- Affiliate Support (CCPOA, IAN, AFIRM)



## Iowa's County Conservation System

County Conservation Board  
Executive Director



### JOB DESCRIPTION

The following Sample Job Description is offered as a tool for County Conservation Boards to develop job descriptions for the Executive Director position. Only aspects identified as being consistent statewide are included in this document. Specific descriptions for, and/or requirements of, work environment, residency and drug testing, salary guidelines or contracts, pre-employment background checks and physicals, EOE/ADA, work hours, benefits, and marginal or special job functions are not included in this Sample Job Description.

### POSITION SUMMARY

The Executive Director is appointed by, and reports to, the Conservation Board. Serves as chief administrative officer for the Conservation Board and is responsible to plan, coordinate, direct and oversee all aspects of the County Conservation Board program and department. Responsible for administration of Conservation Board staff. Manages all real property under authority or management of the Conservation Board and implements Conservation Board activities as per the Code of Iowa (Section 350) and Conservation Board policies.

### ESSENTIAL JOB DUTIES

- Sets and oversees direction for the conservation department by exercising general supervision of staff; organizing, coordinating and assigning program areas of responsibility to staff; and conducting staff meetings.
- Administers and develops written and oral policy and directives by formulating, planning and directing the county conservation program and staff in accordance with Conservation Board policy.
- Manages personnel by making final decisions regarding hires, terminations, and disciplinary action.
- Prepares reports and recommendations for the Conservation Board on a wide range of issues by researching records, current mandatory standards, best practices, and scientific data, and through contacts with peers, professional associations, and other agencies.
- Oversees community outreach/public relations by organizing and facilitating meetings and maintaining relationships with local agencies, nonprofit organizations, and the media, and works cooperatively on county, regional, and statewide projects and legislation that ultimately affect local citizens.
- Administers budget and financial information, and prepares annual budgets for presentation to the Conservation Board; maintains and monitors expenditures and budget activity.
- Implements the Conservation Board's land acquisition program by identifying potential willing sellers, writing offers and acceptance agreements, and negotiating land transactions as per the Conservation Board.
- Writes and submits grant applications and/or solicits professional assistance for grant writing to further the efforts and priorities of the Conservation Board.
- Writes, edits, and otherwise produces, or supervises production of, brochures, newsletters, articles, displays, and other media.
- Assists the Conservation Board chair in the function and conduct of meetings.
- Attends work-related meetings and professional development opportunities to keep well informed on trends, procedures, and philosophies in outdoor recreation; design and development of park facilities; preservation of natural resource areas; national and state programs affecting natural resources; staff management, and other areas as pertain to Conservation Board functions; and reports to the Conservation Board the results of research and investigation in the above mentioned areas as needed.
- Provides orientation and training for new Board Members, and assists the Board of Supervisors with the new Board member recruitment and appointment process.
- Maintains active involvement in the County Conservation Directors Association (CCDA), and supports staff and Board Member involvement in Iowa's County Conservation System Division organizations.
- Maintains relationships with Board of Supervisors and other County Departments, nonprofit support organizations, local and state political leaders, and regional and state professional organizations.
- Directs the staff in maintenance, land management techniques, and conservation education. Conducts maintenance, management, and education programs, as needed.

## 1971 C.C.D.A. County Conservation Directors Association

**MEMBERSHIP: 64** – paid memberships with 35 active members. All 99 directors are eligible for membership. (65% are members)

**DUES: \$25/year**

### LEADERSHIP:

- CCDA President
- CCDA Vice President
- CCDA Secretary/Treasurer
- IACCB Representative
- ISAC Board of Directors Representative
- Legislative Policy Committee



Director's Retreat  
Polk County



**CURRENT PRESIDENT:**  
Mike Cox, Story CCB

### CHARACTERISTICS OF A GOOD DIRECTOR

- \* Statewide industry participant (CCDA, IACCB, ISAC, etc.)
- \* Must work well with the public & staff
- \* Principles of conservation
- \* Conservation laws & law enforcement
- \* Plant/animal ecology
- \* Maintenance
- \* Business practices
- \* Public speaking
- \* Personnel management



mycountyparks.com



1978



### LEADERSHIP:

I.A.N. President  
I.A.N. Vice President  
I.A.N. Secretary  
I.A.N. Treasurer  
I.A.N. Workshop Coordinator



### CURRENT PRESIDENT:

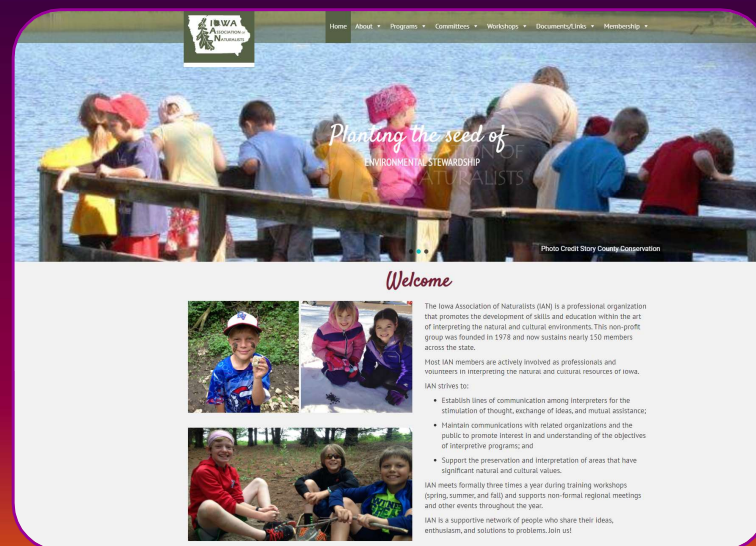
Chelsea Rowcliffe, President  
Mitchell CCB

# Iowa Association of Naturalists

MEMBERSHIP: 180 – Members from  
CCBs, and other public/private organizations

DUES: \$20/year  
\$10/year – Full time students

( 109/180 CCB Educ. Staff are members of IAN - 66% )



[www.IowaNaturalists.org](http://www.IowaNaturalists.org)

[mycountyparks.com](http://mycountyparks.com)





# Communications, Media Relations & Life-long Learning



Welcome



The Iowa Association of Naturalists (IAN) is a professional organization that promotes the development of skills and education within the art of interpreting the natural and cultural environments. This non-profit group was state Most In IAN.



## The Web

*Newsletter of the Iowa Association of Naturalists*

Fall 2011

**There are "Soccer Moms," but no "Nature Moms: Building Identity with Nature and Nature Centers**

by Rob Bixler, Associate Professor at Clennett University

Soccer moms: adults dressed up as Darth Vader at Star Wars conventions; rowdy college students painted head-to-toe in their school colors cheering at a football game; World War II veterans being photographed at the USS Wisconsin; \$275 Nikes; and a Playboy air freshener hanging off the rear-view mirror of a Hummer. What can these tell us about growing, diversifying and retaining our nature center members? Such examples illustrate the

gnashing of teeth. Identities tend to be robust and hard to give up. Abandoning an identity means loss of valued social relationships, future opportunities, a sense of belonging, and the investment a person has made in material goods associated with the identity. Marketers long ago realized the power of persuading consumers to identify with their brands. I'm still amazed that people will pay premium prices for a t-shirt sporting a Coca-Cola or Nike emblem that turn the owner into a walking billboard for the company. Those of us with more "noble" motives have stuck with education and reason. Maybe we need more "I Love Biodiversity" t-shirts as a complement.

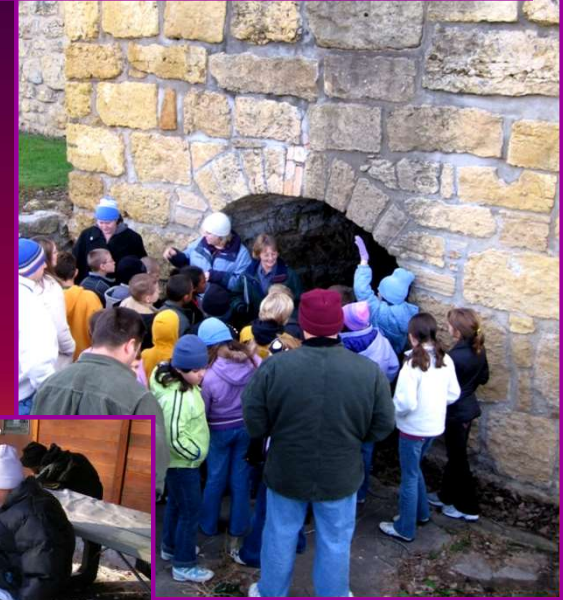
Before jumping into environmental and place identities, let's go through some basics. There are two broad types of identities: personal and social. In 1972, after many trips






# *Outdoor Education*

*..... and historic interpretation*






 Iowa's County Conservation System  
**STRATEGIC PLANNING SURVEY**  
*(Please fill out completely with current accurate information)*  
 COUNTY: \_\_\_\_\_  
 Person(s) Compiling: \_\_\_\_\_  
 CAMPING / CAMPSITES:  
 Modern Sites (Electricity, water, etc.): \_\_\_\_\_  
 Non-Modern Sites (include "Yule" or "Y") \_\_\_\_\_  
 \$ \_\_\_\_\_ Average Annual Camping Revenue  
 Additional Information: \_\_\_\_\_

# Education & Outreach ....

99 County Conservation Boards



26,000 programs & events



738,000+ participants

(Average of 29 participants per session)





# 1992



**MEMBERSHIP:** 50 – Members from CCBs, and other public/private organizations

**DUES:** \$20/year

## LEADERSHIP:

AFIRM President  
AFIRM Vice President  
AFIRM Secretary  
AFIRM Treasurer  
At-Large Member  
At-Large Member

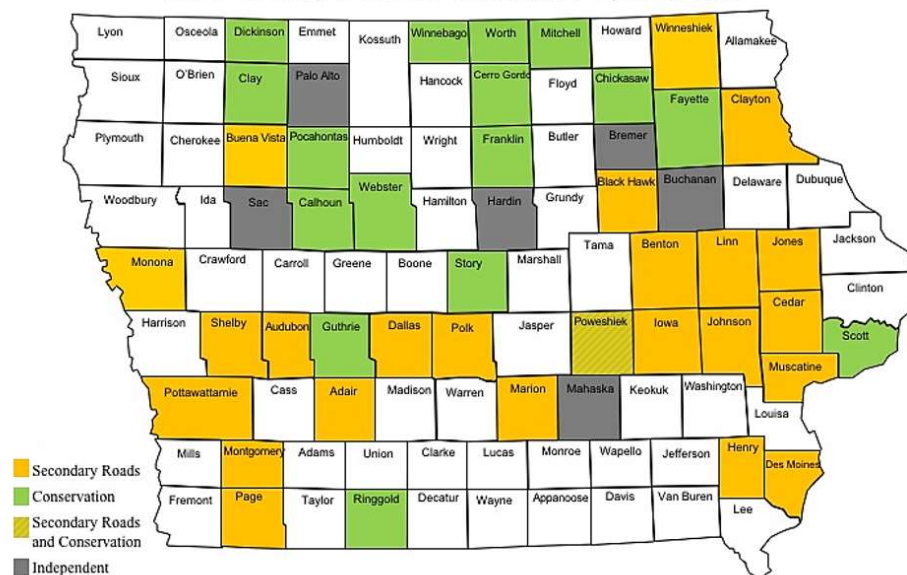
## CURRENT PRESIDENT:

*Joe Kooiker, Story Co.*  
Conservation

# A.F.I.R.M.

## *Association For Integrated Roadside Managers in Iowa*

2019 County Roadside Manager Departments



- Secondary Roads (23)
- County Conservation (16)
- Independent (6)
- Secondary Roads/Conservation (1)

# 46





# Integrated Roadside Vegetation Management

## IRVM



## IOWA CODE 314.22

**OBJECTIVES:** “ It is declared to be in the general public welfare of Iowa and a highway purpose for the vegetation of Iowa’s roadsides to be preserved, planted, and maintained to be safe, visually interesting, ecologically integrated, and useful for many purposes.”





*“Roadsides in Iowa encompass more than 600,000 acres of land”*

IRVM program goals include:

- A safe travel environment
- A variety of public purposes
- A systematic assessment of conditions
- Emphasizing establishment of vegetation
- Incorporating integrated practices
- Building upon public education
- Increasing/expanding planting effectiveness
- Incorporating management with other agency activities



*Habitat*



*Water infiltration*



*Sustainability*







# In Our Toolbox.....

- \* Spot mowing & herbicide applications
- \* Prescribed burning
- \* Tree & shrub management
- \* Site specific planting of appropriate species
- \* Controlling disturbances





# Specialized Resources ....

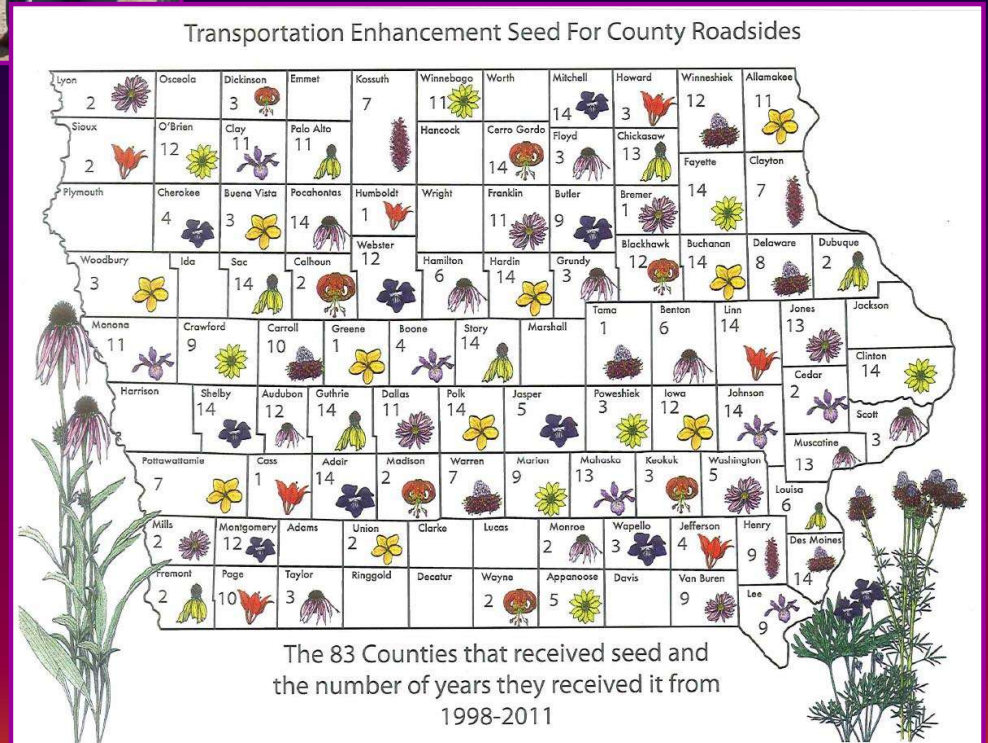
**IRVM**  
Integrated Roadside Vegetation Management  
Iowa's Roadside Resource

**INTEGRATED ROADSIDE  
VEGETATION MANAGEMENT**

Technical Manual



**IOWA'S  
LIVING  
ROADWAYS**





1961



## LEADERSHIP:

CCPOA President  
CCPOA Vice President  
CCPOA Secretary/Treasurer  
CCPOA Editor  
Membership Training Officer  
Chief Firearms Instructor  
Past President  
4 Appointed At-Large Members



# C.C.P.O.A.

## *County Conservation Peace Officers Association of Iowa*

MEMBERSHIP: 163 – Members from 64 CCBs – 100% participation across the state

DUES: \$15/year



CURRENT PRESIDENT:  
*Ryan Wiemold, Story CCB*

<https://www.mycountyparks.org/ccpoa-of-iowa.html>







# Park Ranger/Attendant





## HIRING STANDARDS:

- \* **Physical Agility** (Sit & Reach, Sit-ups [38] & Push-Ups [29] in a minute, 1.5 mile run [12:51])
- \* **General Knowledge** (Cognitive ~ High school examination)
- \* **Psychological** (MMPI)
- \* **Must be a bonafide employee of the hiring agency**
- \* **Physical Exam** (color blindness, vision, hearing, physically fit)
- \* **No record of domestic abuse** (Federal Law 1996)



## IN-SERVICE TRAINING REQUIREMENTS:

- ILEA** - \* 12 hours/year \* CPR/Medical Training \* Firearms Qualification  
\* Dependent Adult & Child Abuse \* Mental Health Awareness \* Federal
- OSHA** - \* Blood borne Pathogens \* HAZ-MAT Training \* Electrical, etc.

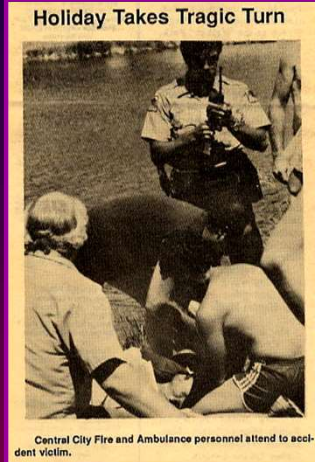


# *Law Enforcement Academy*



- \* Outdoor work!
- \* Work with people, wildlife & resources
- \* Never a dull moment - everyday different
- \* Housing & vehicle provided (*w/some positions*)
- \* Flexible work schedule
- \* Weekdays are your weekend
- \* Great benefits!

# PROS

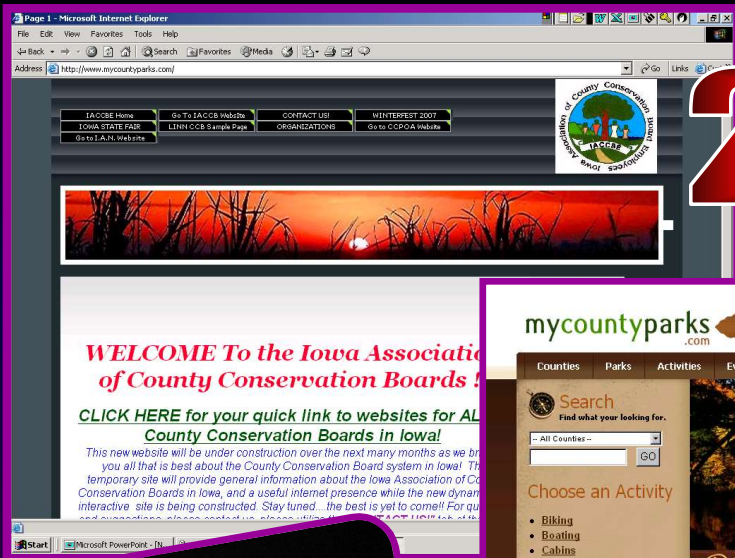


# CONS

- \* We work when other people play
- \* Weekends, nights, holidays, etc.
- \* “Dark side” of people/park management
- \* Need to deal with death on occasion
- \* Frustration of tight government budgeting
- \* Occasional tasks that no one else wants to do
- \* Outside work in all kinds of weather!
- \* Can be highly stressful at times
- \* “One person show”







# 2006



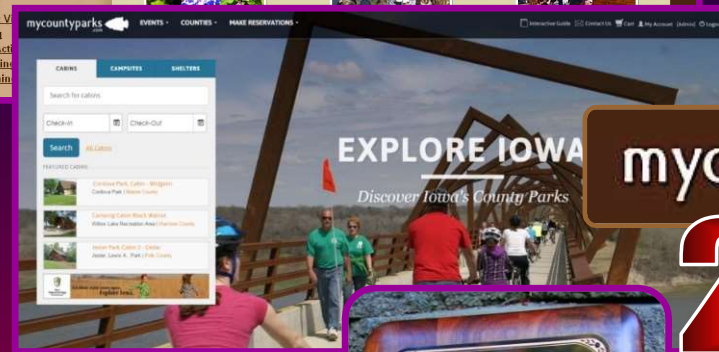
**Silver Addy Award**  
American Advertising Federation

# 2009

**2009 Iowa Tourism Website of the Year, and Runner-Up in 2015**



# 2016



# 2013



# 2017



# 2022

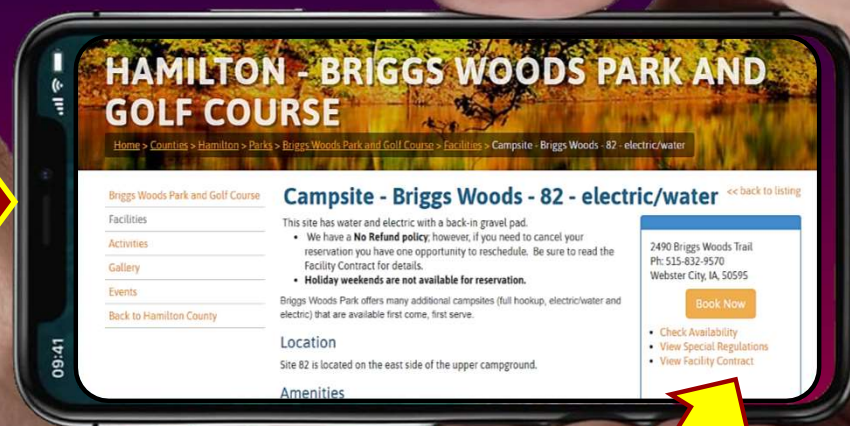


# RETURN OF THE Q.R. CODE SYSTEM ???



*Hamilton County Conservation is exploring the use of onsite campground registration utilizing a Q.R. Code system.*

(**NOTE:** This would require that the advance “cut-off days” option in which you cannot reserve a facility would no longer be used)



- Access to live calendar for availability & site information
- Ability to register immediately w/credit card
- Calendars immediately populated online (*prevents other bookings*)
- Email receipt on cell phone  
(*locations require good cell / Wi-fi signals*)





## Thomas Mitchell Park Site 1



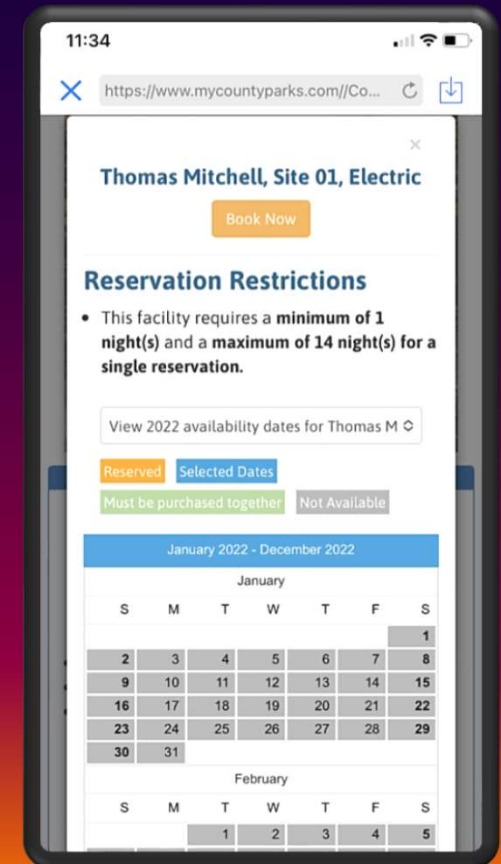
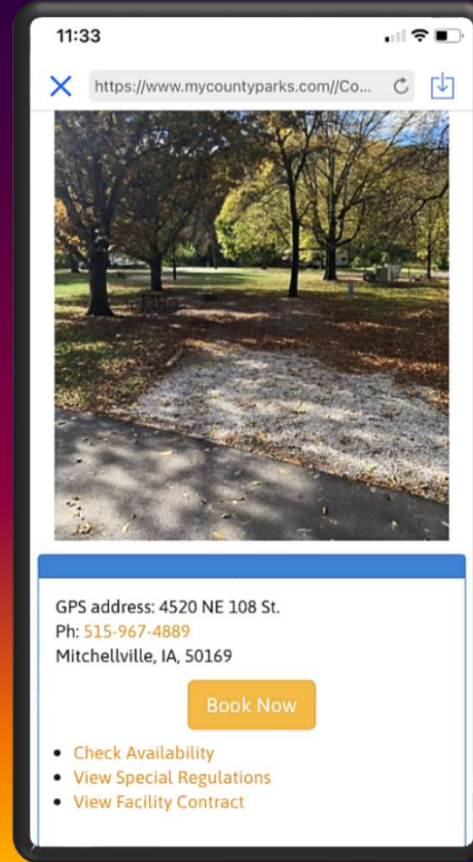
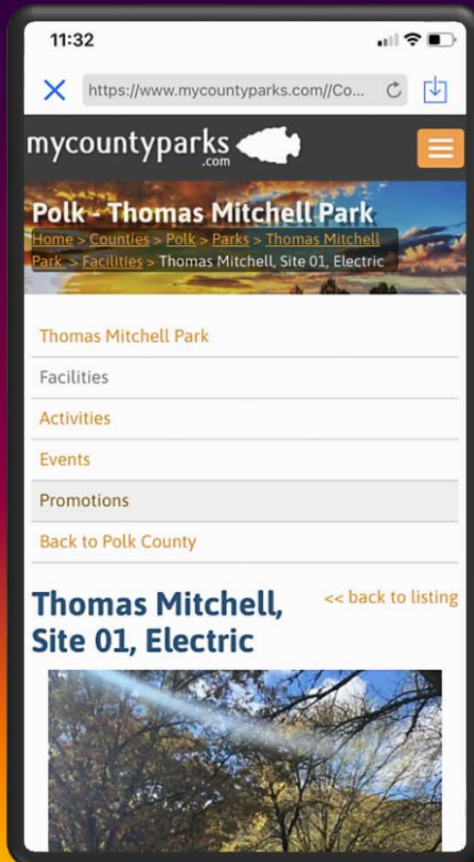
Scan the QR code to reserve this campsite.

Online payment required prior to set up in campsite.



Scan the QR Code above to reserve this campsite.

- **Instant Availability** for customers
- **Guest Check-Out** expedites process
- **Reservations** from home on “day of”
- **Instant Availability Info.** for Office Staff
- **Instant Availability Info.** for Field Staff
- **Information** is accurate and readable
- **Reduces staff time** in office & field!





1,951 of an estimated 27,000 – 8% of potential

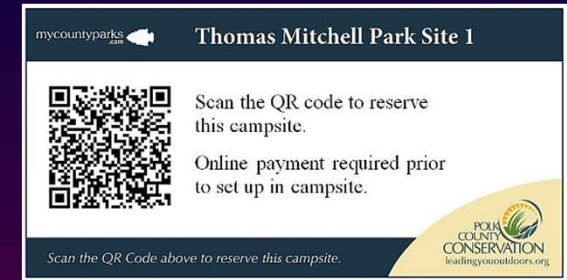


***Have you Q.R.-  
Coded your CCB's  
events yet?***

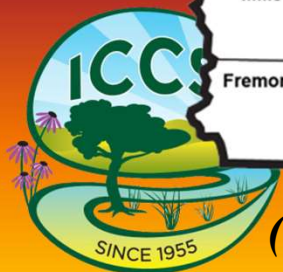
<b>YEAR</b>	<b>CCBS</b>	<b>REVENUE</b>
CY2019	12	\$166,068
CY2021	20	\$156,787
CY2022 (YTD)	22	\$185,593



1,211 of an estimated 11,100 – 11% of potential  
**26 participating counties** *(of the 98 CCBs with camping)*



***(Total of 1,317 "Campsites" listed on website)***







.... since 2009

## 2022 MyCountyParks.com Highlights:

- 45 CCBs generate **442657** reservations & **\$4.2M** in CCB revenue
- Currently in discussions with **20+ more CCBs** for E-commerce activity
- Website generates **\$134,000+/year** for ICCS in FY2022
- Internal customer service provided to 88 participating CCBs
- Onboarding support for **7 New E-Commerce CCBs**
- Support for over **429 Administrators** across system
- Website is financially self-supporting, and has a **\$151K Budget** for operations in FY2023

Year	#CCBs	#Reservations	Revenue	YtoY %
FY15	11	11,640	\$1,133,151	-
FY16	15	14,082	\$1,371,248	+21%
FY17	21	17,066	\$1,715,310	+25%
FY18	24	20,628	\$2,078,008	+22%
FY19	32	24,130	\$2,410,752	+16%
FY20	37	25,594	\$2,733,347	+14%*
FY21	46	41,214	\$4,134,991	+51%
FY22	51	42,657	\$4,204,384	+ 2%

# 170,342+

## Registered Users on December 18, 2022

16+% increase since Aug. 2021

8% increase since mid-April 2022

mycountyparks.com PORTAL

Administrative Intranet for all CCBs

CONTACTS FILES JOBS BEST PRACTICES

(Established in 2013)

- **908 JOBS** posted
- **408 BEST PRACTICES** inquiries posted
- **1,283 CONTACTS** listed in "live" personnel directory
- **CCB SYSTEM INTERNAL EVENT REGISTRATION**

mycountyparks.org

(2017)



- Administrative Website for ICCS
- Board Member Information & Orientation
- ICCS E-Mail System, Newsletters, Preferred Vendors
- Digital Calendar, Conferences, Division Pages, etc.



mycountyparks



IOWA'S BEST TRAIL TOWN  
CEDARFALLSTOURISM.ORG

FACEBOOK(2): MyCountyParks.com & Iowa's County Conservation System



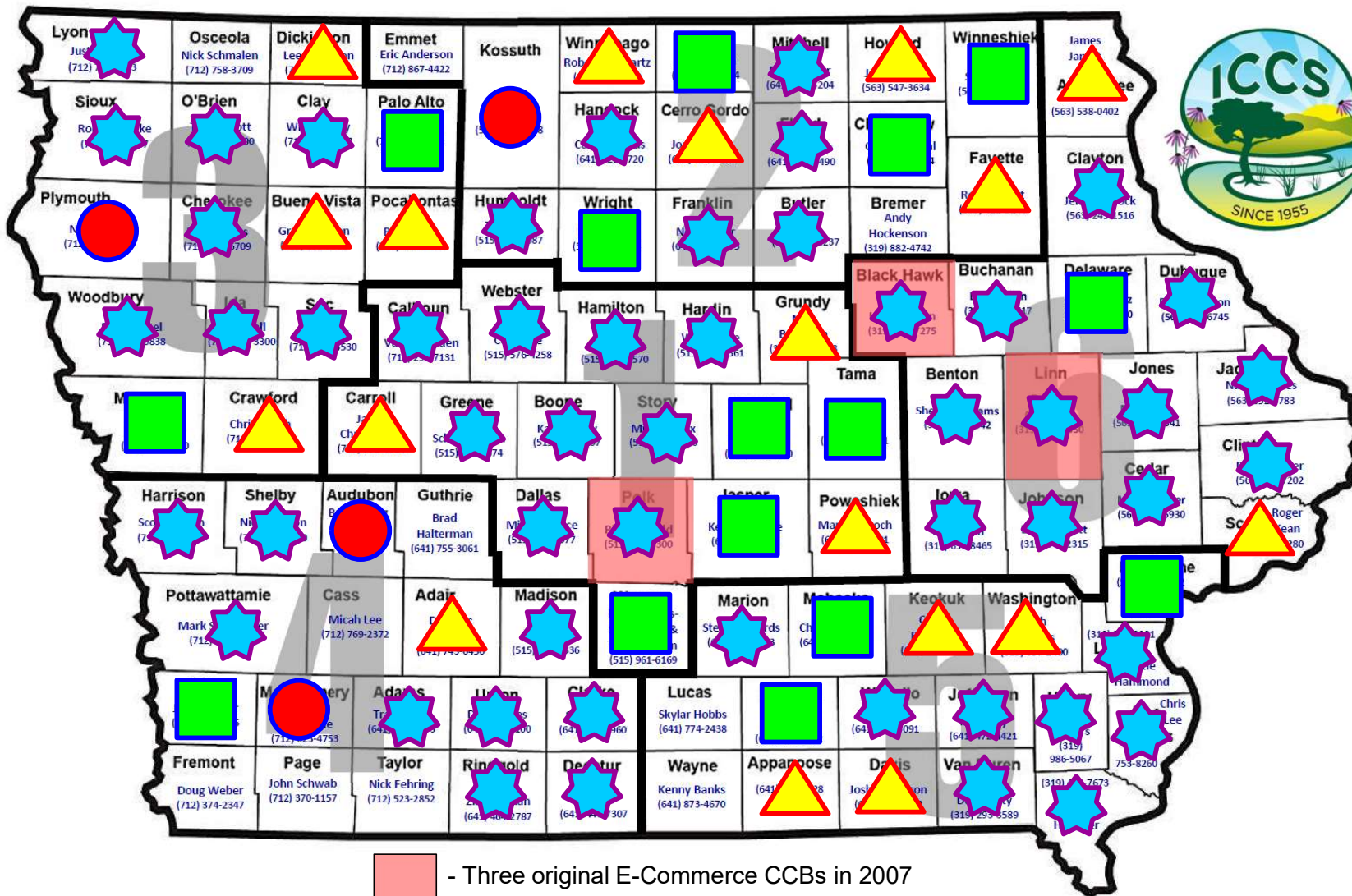
## SMOKIN' CAREERS HERE!



mycountyparks.com



# ONLINE RESERVATIONS / Online Reservation Counties



56  
+  
15  
+  
18  
↓  
89



DECEMBER 2022



# County Conservation CLOUD TECHNOLOGY

mycountyparks.com PORTAL

CONTACTS FILES JOBS BEST PRACTICES



# 2013





### Contacts

[Contacts](#) [Registered Users](#) [All Contacts](#)
[Export to XLS](#) [Generate Report](#) [Add New](#)

Keyword Search -- All Positions -- -- All Organization -- -- ALL Counties -- -- All Roles -- [Filter](#) [View All](#)

Page size: 100 175 items in 2 pages

Name	Position	Organization	County	Date Modified
Chuck Unga	Naturalist	EMPLOYEES, IAN	Linn	08/29/2013
Amber Hoffman	Naturalist	EMPLOYEES, IAN	Appanoose	08/29/2013
Missy Smith	Naturalist	EMPLOYEES, IAN	Warren	08/29/2013
Charlie Bray	Park Ranger	CCPOA, EMPLOYEES	Johnson	08/29/2013
Julie Moss	Other	CCB ALUMNI	Adair	08/29/2013

### Best Practice Detail

Provide your comments below based on current topic.

Topic: PARK MODEL CABINS

Tom Hazelton Sep 02, 2013

Lance Nelson, Director from Crawford CCB. I would like to know if any of you have purchased or have additional information about the "park model" cabins that are delivered on wheels to your location. Please contact me at: [crawfcbdir@frontiernet.net](mailto:crawfcbdir@frontiernet.net)

Tags: Cabins

### Jobs

Indicates a job posting is no longer visible on the user side of the site.

Keyword Search -- ALL Counties -- -- All Display -- [Filter](#) [View All](#) [Add New](#)

Job Title	County	Display	Post Date	Deadline Date	
CONSERVATION TECHNICIAN	Story	✓	08/30/2013	09/20/2013	<a href="#">view</a>
CONSERVATION EDUCATION INTERNSHIP	Cerro Gordo	✓	08/28/2013	09/27/2013	<a href="#">view</a>
NATURALIST II	Dickinson	✓	08/14/2013		<a href="#">view</a>
ASSISTANT RIDING INSTRUCTOR	Polk	✓	08/14/2013		<a href="#">view</a>
STABLE LABORER	Polk	✓	08/14/2013		<a href="#">view</a>
EXECUTIVE DIRECTOR	Cerro Gordo	✓	08/09/2013	08/23/2013	<a href="#">view</a>
PARK TECHNICIAN	Plymouth	✓	08/09/2013	08/23/2013	<a href="#">view</a>
EXECUTIVE DIRECTOR	Clarke	✓	08/09/2013	08/23/2013	<a href="#">view</a>

### Files

Search Files

[Search](#) [clear](#)
[Upload file](#) [Add new folder](#)

File	Roles	Modified	
REAP REPORTS - Annual	County Administrator, System Administrator,		<a href="#">edit</a> <a href="#">delete</a>
ATTORNEY GENERAL OPINIONS	County Administrator, System Administrator,		<a href="#">edit</a> <a href="#">delete</a>
SALARY SURVEYS	County Administrator, System Administrator,		<a href="#">edit</a> <a href="#">delete</a>

### My Account

Discover the many opportunities waiting for you in Iowa's county parks by signing up for a FREE account on MyCountyParks.com!

#### General User Information

Username \* SYSADMIN  
Do not use spaces in username  
Password \* [Change Password](#)  
Admin System Administrator -- ALL Counties --

#### Personal Information

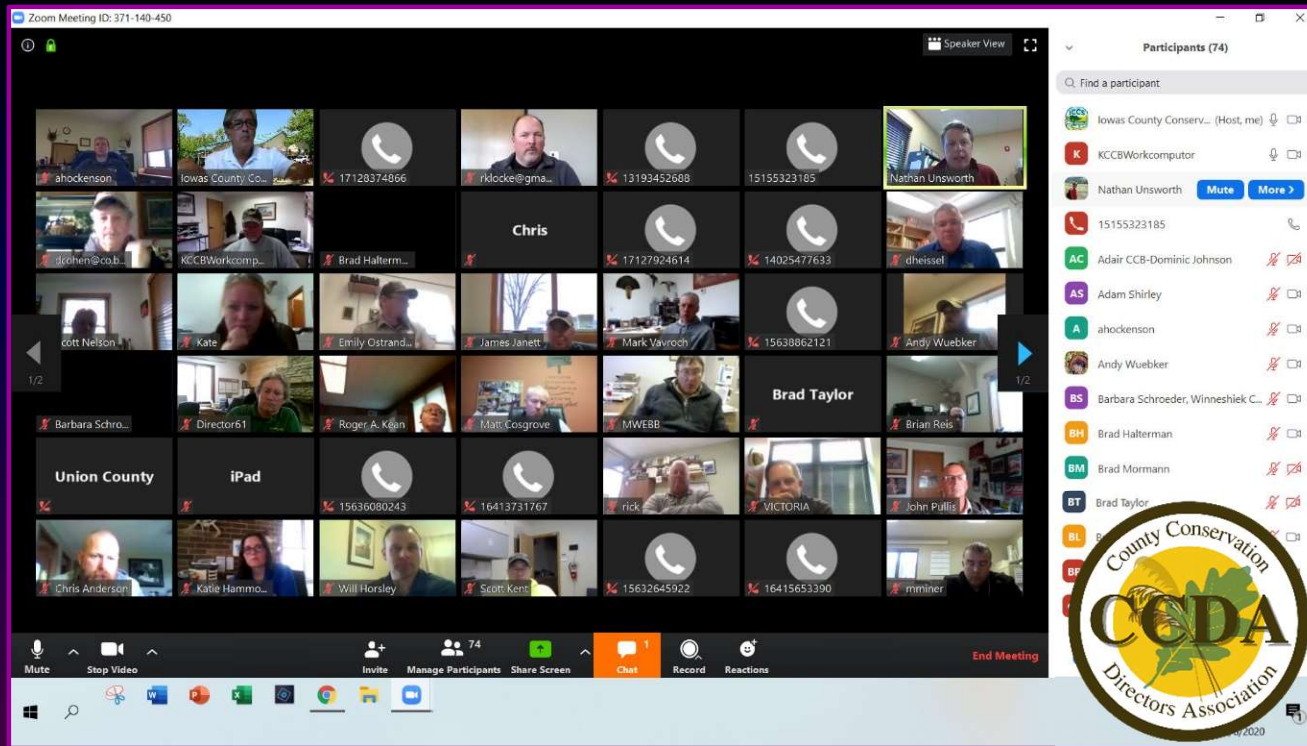
*Keeping 1,227 of us connected.....*

A county conservation "cloud" for storage, networking, sharing data/information & promotion of statewide job opportunities.



*Launched in January 2014*





Iowa's County Conservation System

## ZOOM MEETING ROOM

**FOR OFFICIAL ATTENDEES ONLY:**  
**USE THIS QUICK LINK:**  
<https://zoom.us/j/5159639582>

Join a Meeting

515 963 9582

Join

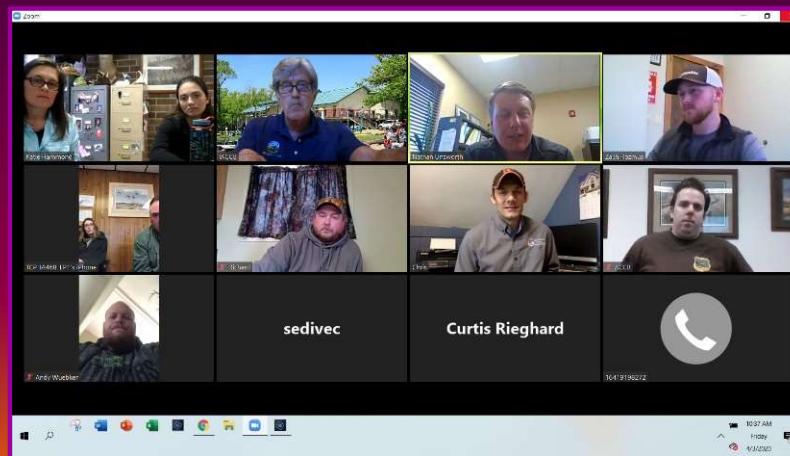
**PROVIDE THIS NUMBER TO THE PUBLIC FOR ACCESS:  
 AND TO THOSE JOINING THE MEETING VIA PHONE:**  
**CALL: (312) 626-6799**  
 Enter Meeting ID: 515 963 9582 (on prompt)

**SUGGESTIONS FOR PARTICIPANTS:**

1. Login early in case you need to download software snippet
2. Utilize head phones when possible to diminish feedback
3. Mute yourself if you have excessive background noise
4. Meetings cannot be recorded with this system.
5. Avoid talking over each other
6. There is **no system host** to assist you with your meeting needs
7. Endeavor to complete your meeting within your time slot

Statewide – Up to 100 participants

Free ICCS Zoom Room



Districts / Regions



Divisions / Small Groups

*Conservation Board Meetings, Training Seminars, MCP.com  
 Orientation, One-On-One MCP Trouble-Shooting*





# Preferred Vendor Program



## PREFERRED VENDOR MEMBERSHIP PROGRAM

Iowa's County Conservation System provides the opportunity for businesses or organizations to support the broader county conservation industry in Iowa by becoming a member in the **Preferred Vendor Program**. Information about the program - member benefits, advertising rates and application procedures are available through the PDF documents posted below. For additional information or questions about this feature of Iowa's County Conservation System - please contact: [INFO@mycountyparks.org](mailto:INFO@mycountyparks.org)

APPLICATION FORM 2020  
[Download File](#)

MEMBERSHIP BENEFITS 2020-2022  
[Download File](#)

INVITE LETTER TO 2020 MEMBERSHIP  
[Download File](#)

## LISTING OF CURRENT PREFERRED VENDORS

Current IACCB Preferred Vendors are listed alphabetically by vendor and information resource.

**ABCREATIVE, INC.**  
2236 W. 82nd Street



Iowa's County Conservation System

## PREFERRED VENDOR

MEMBERSHIP APPLICATION / RENEWAL  
Calendar Year 2020

Please complete the form below, print legibly or type all information and return to the ICCS Office. Approximately 30 words in your description will be most welcomed! ©  
**CONTACT the ICCS Office at (515) 963-9582 if you have any questions - Thanks!**

(Please fill out all information requested below - it will be used for our various printed and online vendor listings)

Business/Organization Name \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
Phone (only list \_\_\_\_\_  
FAX # \_\_\_\_\_  
E-mail \_\_\_\_\_  
Website \_\_\_\_\_

**DESCRIPTION** (Service or Products provided - approximately 30 words): \_\_\_\_\_

☐ Use Previous Year Information

**\$150/yr.**



Iowa's County Conservation System

## PREFERRED VENDOR PROGRAM

Membership Benefits

2020-2022

Iowa's County Conservation System is one of the most unique locally-managed programs for conservation and outdoor recreation in the United States. All 99 counties in Iowa have established county conservation boards. Our Association is composed of all 99 counties. Collectively, we manage over 215,868 acres across the state in 2,024+ parks, trails, natural areas, preserves and historic sites.

Facilities include: 11,111 campsites, 1,949 miles of trails, 640 pedestrian bridges, 471 lodges & shelters, 70 nature centers, 234 cabins, 1,480 support buildings, 450+ miles of roads, 7 million sq. ft. of parking lots, and tens of thousands of minor park facilities. There are 5 Conservation Board members in each county (495 statewide) and approximately 661 full and part-time employees in the system.

ICCS assists its members in several key areas: board member/staff education & networking; legislative presence and lobbying service; and marketing & public relations. There are several events (conferences & workshops) held throughout the year - primarily focusing on board member and staff education. These are also opportunities for board members and employees to view products and services from firms such as yours. A synopsis of these events follows:

EVENT	LOCATION	TIME OF YEAR	ATTENDEES (#)
ICCS Annual Conference	Quality Inn - Ames	Sept. 15-17, 2021	Board & Staff (250-325)
ICCS Annual Conference	Grand Harbor Resort - Dubuque	9/13-15, 2022	" " "
ICCS Annual Conference	(TBA) - Council Bluffs	Sept. 2023	" " "
ICCS Annual Conference	(TBA) - Decorah	Sept. 2024	" " "
WINTERFEST Workshop	Coralville Marriott	January 24-26, 2022	Employees (300-375)
Park Officer Conference	Ramada Tropics Hotel	October 4-6, 2021	Employees (150-160)
Park Officer Workshops	3 Regions (E, W & Central)	March 2021 (TBD)	Employees (35-60 ea.)



Iowa's County Conservation System

## MARKETING OPPORTUNITIES

### IACCB Newsletter

(Exclusive opportunity for ICCS Preferred Vendor Members ONLY)

PLACEMENT	One Issue	2 Issues	6 Issues
Half Page	\$100	\$150	\$300
1/4 Page	\$50	\$75	\$150

### CIRCULATION

There are currently 495 Board Members and nearly 644 full and part-time employees that view each edition of this newsletter. Newsletters are generally produced monthly - delivered electronically and posted online.

### AD COPY

Advertisers furnish a .JPEG file of their advertisement. (PDFs are also accepted that can be converted to JPEG) All advertising copy should be sent via email to: [IACCB@MyCountyParks.org](mailto:IACCB@MyCountyParks.org)



mycountyparks.com





# County Conservation Publications

Periodic ICCS Newsletters (12 - 20 annually)



## Newsletter

Volume 63  
Issue No. 4  
September 23, 2021

**NEXT-UP.... TIME FOR SCHOOLS!**

With the 2021 ICCS Fall Conference in our rearview mirror, we now look forward to hosting our two other annual fall events – the New County Conservation Employee School, and the MCP.com E-Commerce Summit. We learned from our recent fall conference that we CAN safely hold in-person events and that participants respect the protocols established for everyone's protection. At this time, all participants will be provided a MCP.com mask at check-in, and encouraged to wear them at all times. Online registration is currently open for these events on our MCP.com website via the link below. We currently have 44 Employees from 21 CCBs registered for the New Employee School, as well as 26 employees from 14 CCBs signed up for the E-Commerce Summit. **Deadline for registering is October 20th!** Looking forward to seeing many of you there!

**REGISTRATION:** <https://www.mycountyparks.com/Org-Event/Default.aspx>

**Under 20,000 Population Categories:**

- 3rd Place – Poweshiek CCB
- 2nd Place – Butler CCB
- 1st Place – Mitchell CCB

**Over 20,000 Population Categories:**

- 3rd Place – Woodbury CCB
- 2nd Place – Woodbury CCB
- 1st Place – Johnson CCB

**2021 I.W.L.A. HABITAT IMPROVEMENT AWARDS**

For the 47th consecutive year, it was a pleasure to partner with our friends from the Iowa Chapter of the Izaak Walton League of America to present these awards! We also look forward to celebrating the Centennial of the IWL national organization with them in 2022.

Representing the Iowa Chapter and presenting the award plaques were state officers Lisa McIntyre and Dale Braun – we very much appreciate their time and recognition of our statewide CCB effort!

CCB representatives receiving the awards for each county included: MITCHELL – Director Adam Shirley, Staff & Board Members, BUTLER – Director Mike Miner, POWESHIEK – Director Mark Vavroch, JOHNSON – Board Member Bonnie Winslow-Gavin, STORY – Parks Superintendent Ryan Wiemold, and, WOODBURY – Deputy Director Brian Stehr.

**CONGRATIS!** to all of these excellent programs and we look forward to YOUR nomination for 2022!

ICCB@mycountyparks.org (515) 963-9582 mycountyparks.com

Legislative Newsletters (during session)



## The Capitol Report

April 5, 2014

[Click here for the IACCB Bill Tracker.](#)  
[Click here for the INHF Bill Tracker.](#)

### Zeroing In


Friday, April 4th is the 82nd day of the legislative session. At this point, the Legislature is aiming to be done in two weeks. As such, this will probably be the last update until final adjournment, but be watching for Legislative Alerts!!

The last two weeks at the Capitol have moved very much into "closedown" mode. This means the days are much longer, and are filled with more extreme moments of lulls and panic than earlier in session. Anyone tracking the process has to have a lot of patience, be very diligent and, if they have kids, have an excellent babysitter on call that is available for long periods of time.

Guide to Outdoor Adventure

## Iowa's County Conservation System Guide to OUTDOOR ADVENTURE

(515) 963-9582 - 1,832 areas - 193,624 acres - 10,500 campsites - 1,536 miles of trails



mycountyparks.com

The essential guidebook to Iowa's county park system



## "ALL THINGS CAMPING" SURVEY - 2021

COUNTY & REPRESENTATIVE INFORMATION

**THANK-YOU** for participating in this important survey about camping and campground operations within Iowa's County Conservation System. ALL CCBs with any camping activities should respond to this survey.....we look forward to your input!

**FOLLOWING INFORMATION:**

Next

Powered by SurveyMonkey

See how easy it is to create a survey!

**Statewide surveys as needed**



Personnel Directory



CONTACT REPORT

Adair County - District 4					Directors: 1
Position	Full Name	Email	Phone	Full Address	
Director	Kevin Black	adaircc@iowadnr.com	641-743-6450	705 NE 6th, Suite A, Greenfield, IA, 50601-9501	
Naturalist	Jesse Hansen	jessh@iowadnr.com	319-824-5164	705 G Avenue, Grady Center, IA, 50638	
Adams County - District 4					Directors: 1
Position	Full Name	Email	Phone	Full Address	
Director	Dan Carl	adaircc@iowadnr.com	641-322-4793	1688 Lake Scania Rd., Corning, IA, 50841-0380	
Allamakee County - District 6					Directors: 1
Position	Full Name	Email	Phone	Full Address	
Director	James Janett	allamakee@iowadnr.com	563-589-2996	Box 276, 427 N 1st St., Harpers Ferry, IA, 52344-0078	
Appanoose County - District 5					Directors: 1
Position	Full Name	Email	Phone	Full Address	
Director	Mark Hoffman	markh@iowadnr.com	641-456-8528	25100 S. 520th St., Centerville, IA, 52544-8910	
Naturalist	Amber Hoffman	amh@iowadnr.com	563-232-1234	1234 Wynter Lane, Centerville, IA, 50003	
Audubon County - District 4					Directors: 1
Position	Full Name	Email	Phone	Full Address	
Director	Bruce Hagg	hagg@iowadnr.com	712-369-2762	3673 18th Field Dr., Exira, IA, 50076	

Salary Survey

Iowa's County Conservation System

FY2022 SALARY SURVEY

(Permanent, Full-time Positions Only)

POSITION	# IN CLASS	SALARY RANGE	AVERAGE	MEDIAN	AVG. YEARS
DIRECTOR	99	\$40,800 - \$171,046	\$64,592	\$65,847	21.65
PARK RANGER	131	\$36,837 - \$83,907	\$54,287	\$52,416	11.39
NATURALIST / Env. Ed.	121	\$32,000 - \$92,186	\$51,540	\$50,206	12.36
OPERATION SUPVR.	36	\$41,413 - \$99,073	\$60,129	\$56,632	19.11
MAINTENANCE TECH.	123	\$28,017 - \$85,378	\$48,520	\$46,591	11.23
NAT. RES. / VEG. SPEC.	74	\$23,920 - \$95,990	\$51,971	\$48,525	9.04
ADM. PERSON - OTHER	39	\$37,440 - \$122,459	\$59,979	\$58,088	9.11
CLERICAL / OFFICE MGR.	35	\$17,497 - \$62,317	\$43,004	\$42,099	10.18
OTHER - FULL TIME	23	\$32,989 - \$89,669	\$54,564	\$56,518	9.48
TOTALS	681		\$37,663,345		

in total annual CCB full-time payroll


8,810 total years of experience in CCB full-time payroll

Average of 12.95 years of experience - all full-time employees

ICCS/99+

10/20/2021

mycountyparks.com









## KEY MESSAGE PILLARS FY2022

ADVENTURE	CULTURE & LIFESTYLE	ECONOMIC VIABILITY	AFFORDABILITY
Exploration and adventure including state and county parks	Art, music, restaurants, breweries, festivals, shows and nightlife	Energetic, thriving communities and downtowns	Family friendly weekend getaways

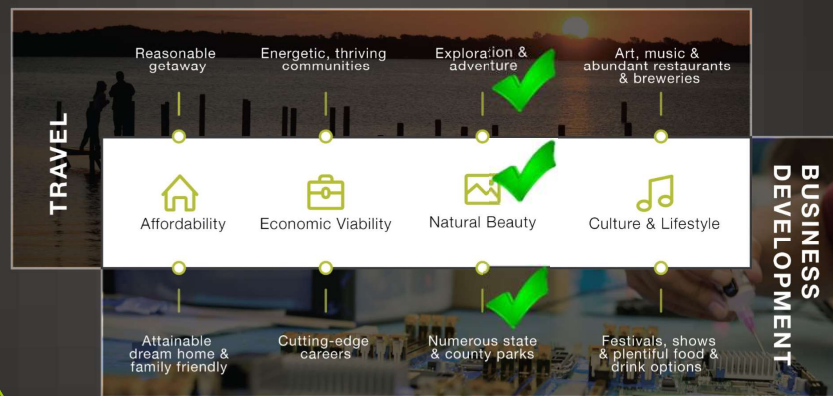
## Iowa's County Conservation System 2020 STRATEGIC PLANNING INITIATIVE SURVEY

October 2020  
*(Preliminary Results)*

Please rank the following services currently associated with ICCS/IACCB based on how important they are to you and your county. (1 = least important, 5 = most important)

	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
MyCountyParks.com Website	1.25% 1	2.50% 2	6.25% 5	13.75% 11	76.25% 61	80	4.61
Legislative Advocacy / Lobbying	0.00% 0	0.00% 0	12.50% 10	28.75% 23	58.75% 47	80	4.46
Legislative Updates & Communications	0.00% 0	0.00% 0	13.75% 11	30.00% 24	56.25% 45	80	4.42
IACCB Portal (Jobs, Best Practices, Personnel Directory, File Sharing)	1.25% 1	1.25% 1	6.25% 5	37.50% 30	53.75% 43	80	4.41
Statewide Surveys (Salary, User Fees, etc.)	1.25% 1	2.50% 2	10.00% 8	36.25% 29	50.00% 40	80	4.31
ICCS Statewide Newsletter	0.00% 0	3.75% 3	6.25% 5	48.75% 39	41.25% 33	80	4.28
Training for Website Administrators	2.50% 2	3.75% 3	21.25% 17	33.75% 27	38.75% 31	80	4.03
Presence & Presentations at Incal/District Meetings	1.25% 1	3.75% 3	22.50% 18	45.00% 36	27.50% 22	80	3.94
Marketing / Tourism	0.00% 0	2.50% 2	32.50% 26	38.75% 31	26.25% 21	80	3.89
Winterfest Conference	6.25% 5	0.00% 0	22.50% 18	43.75% 35	27.50% 22	80	3.86
Divisional Administrative Support (CCDA, CCPOA, etc.)	2.50% 2	6.25% 5	20.00% 16	50.00% 40	21.25% 17	80	3.81
New CCB Employee School/Handbook	2.50% 2	6.25% 5	26.25% 21	45.00% 36	20.00% 16	80	3.74

## Key Message Pillars FY2020

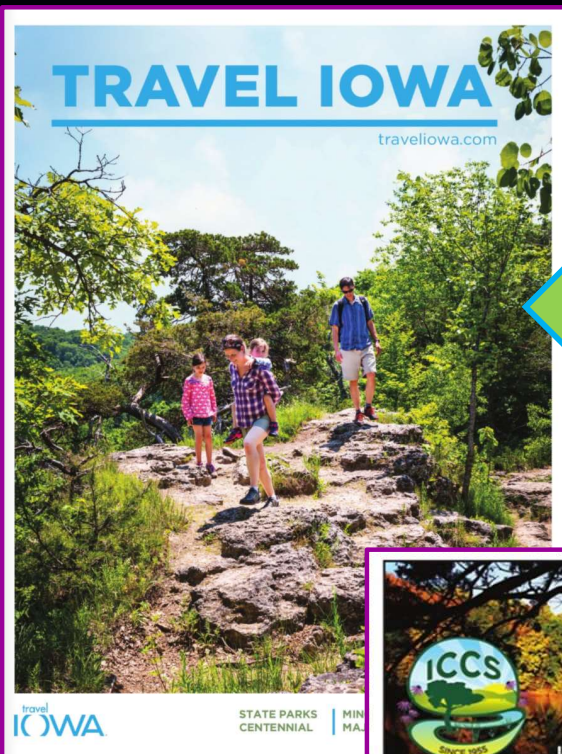
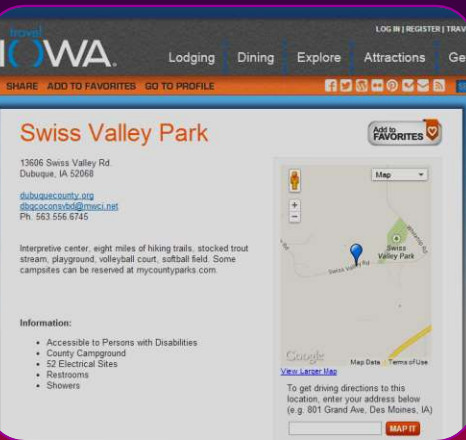


# #THISIOWA









1,949 miles of trails, 250 cabins,  
75 Nature Centers, 11,111 campsites,  
Selfie Stations & more!

mycountyparks.com  
info@mycountyparks.org





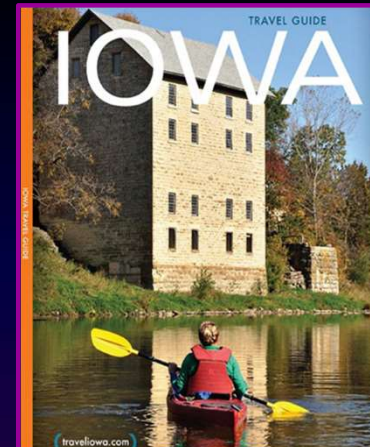
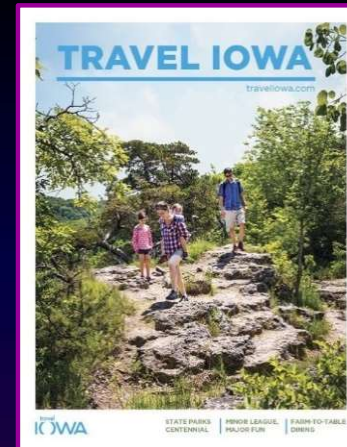


**IOWA NATURAL BEAUTY COMBO**

Participation in this combo offering gives your brand exposure in both magazines for one low price!

- Iowa Outdoors, the official publication of the Iowa Department of Natural Resources, effectively reaches outdoor enthusiasts, hunting and fishing license holders
- Circulation:
  - 120,000 readers
  - 38,000 mail subscribers
- In-Market Dates:
  - Spring Magazine - April 2022
  - Summer Magazine - June 2022
- The Iowa Sportsman magazine is devoted to the sports and activities of Iowans of all ages, primarily reaching outdoor enthusiasts and nature lovers
- Circulation: 14,000

**134,000 Combined Circulation**  
**April / June 2022**



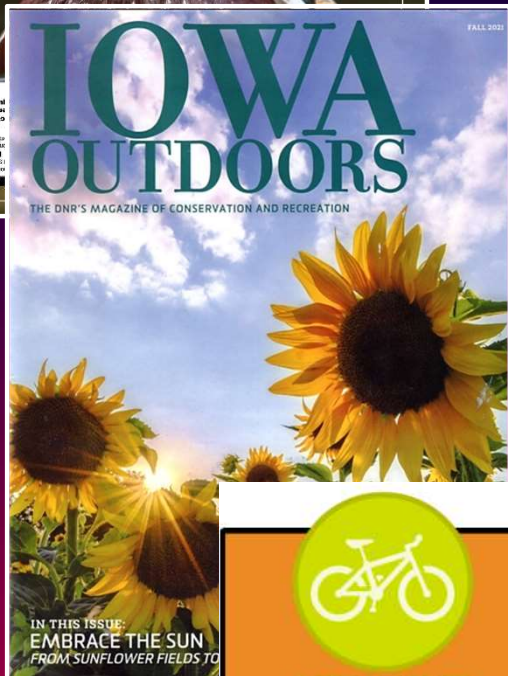
**1/6 Page Ad**  
**100,000 copies**  
**Iowa Tourism Guide**  
 plus online  
 version/downloads



**25,000 Rack**  
**Card Brochures**  
 to all 99 CCBs,  
 Iowa Welcome  
 Centers, etc.



travel  
**IOWA**



**Exploration and  
 adventure  
 including state and  
 county parks**

**#1 Pillar of  
 2021 Marketing**

**mycountyparks.com**

**Iowa's County Conservation System**

**MyCountyParks.com**

**ALL 99 Counties in Iowa**

**2024 areas with 75 Interpretive Centers**

**215,000+ acres of parks, natural areas,  
 trails, preserves & historic sites**

**11,100+ campsites, 250 cabins, hiking & biking  
 trails, hunting & fishing, lodges, shelters, boat ramps**

**Iowa's County Parks - Since 1955**  
 (515) 963-9582  
**INFO@MyCountyParks.org**

**ICCS**  
 SINCE 1955

**2,024 areas  
 215,868 acres  
 Iowa's County Park System**

**1,949 miles of trails, 250 cabins  
 75 Nature Centers, 11,111 campsites,  
 Selfie Stations & more!**

**mycountyparks.com**

**INFO@mycountyparks.org**

**mycountyparks.com**





# FY2023 MARKETING



**\$18,000**



**\$24,000**

Out of necessity for IRS tax reporting, marketing expenditures for by a 501(c)6 need to be truly an educational or promotional effort.



**\$7,640.00**

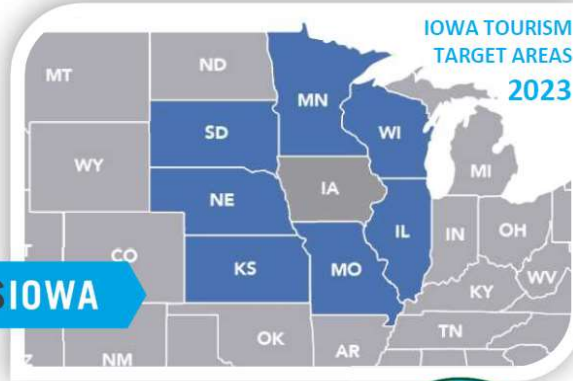
....committed to-date



\$1,250.00



#THISIOWA



IOWA TRAVEL GUIDE 2023  
\$1,390.00 for both Spring & Fall Editions



Advertise to Travelers Across Sites and Apps Like



Submission Date	Advertiser	Agency	Campaign Name	Start Date	End Date	Campaign Total
7/28/2022	Iowa Conservation Systems	N/A	Iowa Conservation System co-op campaign	8/20/2022	10/20/2022	\$ 6,500.00

Please note this is a proposal not an insertion order.

CAMPAIGN DETAILS								
Sojern Custom Targeting	Geos/Markets	Start	End	***Creative Size/Description	Units	Rate Format	Net Rate	Total Paid (Net)
Targeting outdoor enthusiast travelers with a focus on outdoor based travel (mountain biking, golf, fishing, recreation) and locations based on Sojern proprietary travel audiences	Midwest - details TBD	Targeting Spring of 2023 for project with Sojern		Compiled assets	555,556	CPM	\$9.00	\$ 5,000.00
Targeting summer outdoor enthusiast travelers with a focus on outdoor based travel (mountain biking, golf, fishing, recreation) and locations based on Sojern proprietary travel audiences	Midwest - details TBD			Compiled assets	166,667	CPM	\$9.00	\$ 1,500.00
Targeting summer outdoor enthusiast travelers with a focus on outdoor based travel (mountain biking, golf, fishing, recreation) and locations based on Sojern proprietary travel audiences	Midwest - details TBD			Compiled assets	361,111	CPM	\$9.00	\$ -





The Native Ad format fits the form and function of whatever page it renders on

### Creative Example 1



### 7 Best Things To Do

Learn from Caillin, a Travel Blogger, on the must-see and do activities in San Francisco.

### Creative Example 2



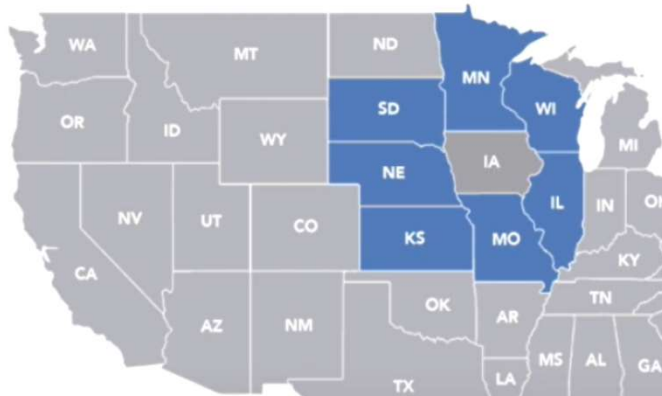
### Creative Example 3





**7 Best Things To Do**  
Learn from Calin, a Travel Blogger,  
on the must-see and do activities in  
[Learn More](#)



- Minnesota
- South Dakota
- Nebraska
- Kansas
- Missouri
- Illinois
- Wisconsin



*March &  
April 2023*

<b>Headline</b> IOWA – Land of 2,000 County Parks	
<b>Image</b>	
<b>Logo</b>	
<b>Body</b> Learn about Iowa's vast one-of-a-kind 99-county park system and some of the best kept secrets in the Midwest!	
<b>Call To Action</b> Start planning your Iowa Adventure TODAY!	
<b>Click-Through URL</b> <a href="https://www.mycountyparks.com/Default.aspx">https://www.mycountyparks.com/Default.aspx</a>	



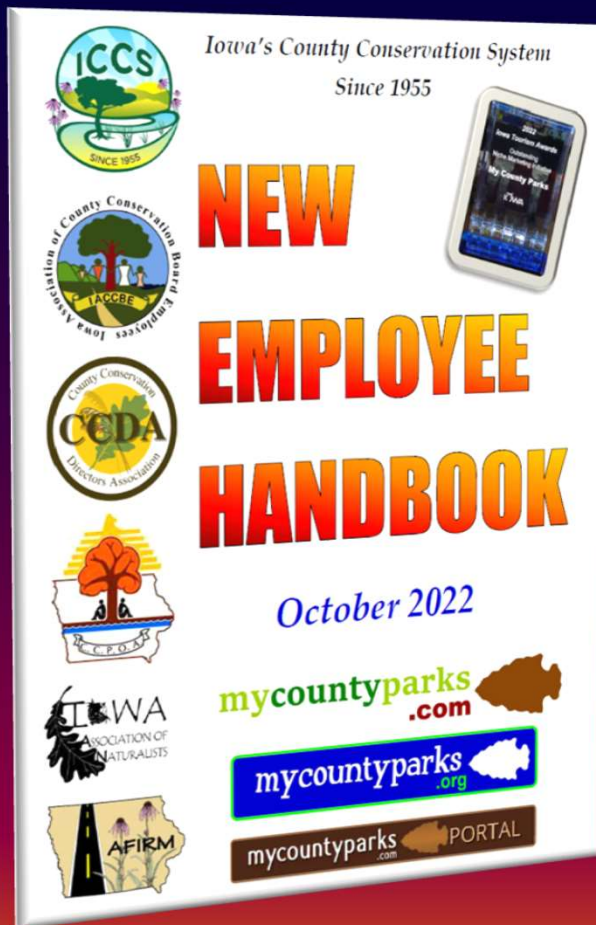
# New County Conservation Employee School

SUMMIT  
series  
2022



## 2022 HANDBOOK INCLUSIONS

- DNR Programs & Services
- Iowa Tourism Partnerships & Services
- Iowa Natural Heritage Foundation Partnerships
- IPERS & Deferred Comp. - The Other End of Your Career
- County Conservation Code – Chapter 350 Code of Iowa
- Board Member Manual
- New Employee Newsletter & Statewide Contact List
- **“COUNTY CONSERVATION 101”**
  - The County Conservation Journey from 1955
  - Historical Timeline of Significant Happenings
  - ICCS, IACCB, IACCBE, CCDA, CCPOA, IAN, AFIRM, ISAC
  - The IACCB Networking Portal – Established 2013
  - MyCountyParks.com & The New V.8 Version
  - REAP, IWILL & INHF Partnerships







# Briggs Woods Conference Center

October 26, 2022

MyCountyParks.com  
E-COMMERCE SUMMIT

SUMMIT  
series  
2022



- 2023-4 Website Rebuild/Overhaul
- New Technologies for 2022
- Industry Trends Affect MCP.com
- Networking Among Admins
- Planning for 2023 Management
- New Check-Out Security Check
- Division Advisory Committee Report
- Breakout Sessions on Work Around

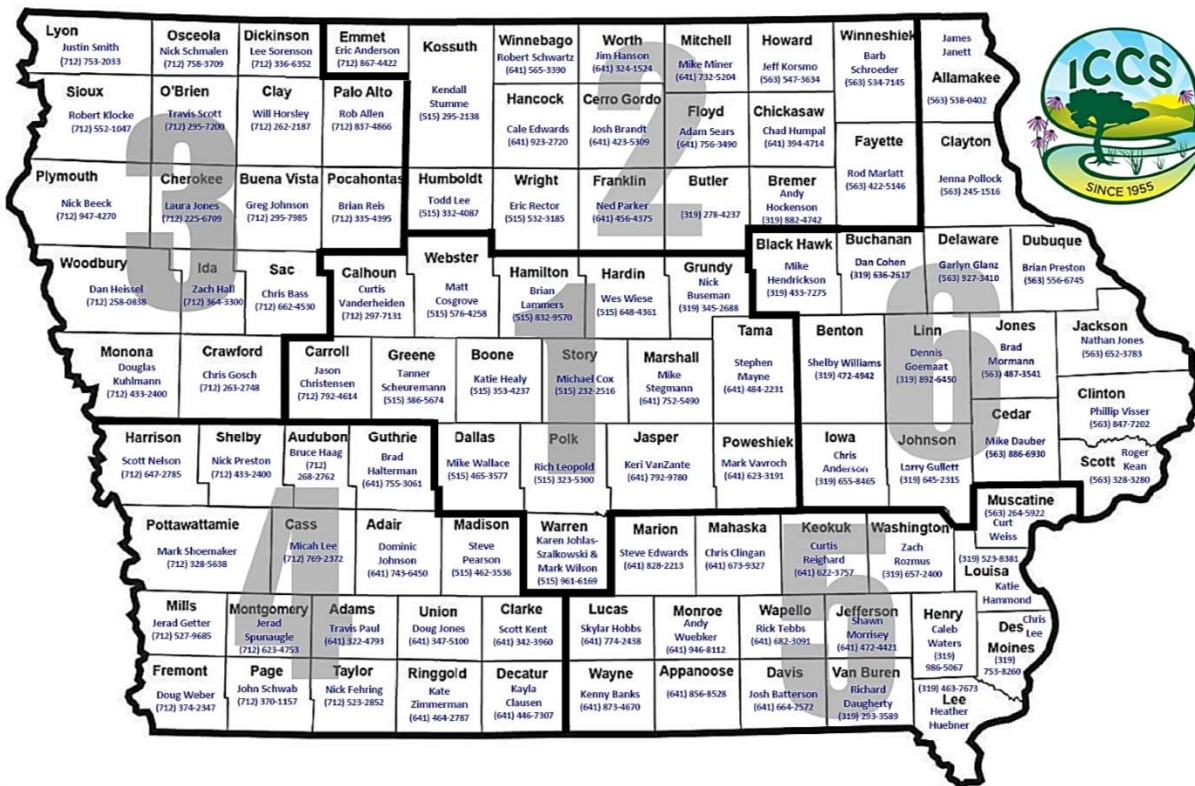


*Additional ICCS  
“No Charge”  
Events*





# 6 REGIONAL DISTRICTS – The first line of outreach, networking & learning ....



<b>Lyon</b> Justin Smith (712) 753-2013	<b>Osceola</b> Nick Schmalen (712) 758-3709	<b>Dickinson</b> Lee Sorenson (712) 336-6352	<b>Emmet</b> Eric Anderson (712) 867-4422	<b>Kossuth</b>	<b>Winnebago</b> Robert Schwartz (641) 565-3390	<b>Worth</b> Jim Hanson (641) 324-1524	<b>Mitchell</b> Mike Miner (641) 732-5204	<b>Howard</b> Jeff Korsmo (563) 547-3634	<b>Winneshiek</b> Barb Schroeder (563) 534-7145	<b>James</b> Janett (563) 538-0402
<b>Sioux</b> Robert Klocke (712) 552-1047	<b>O'Brien</b> Travis Scott (712) 295-7206	<b>Clay</b> Will Horsley (712) 837-2187	<b>Palo Alto</b> Rob Allen (712) 837-4866	<b>Kendall</b> Stumme (515) 295-2138	<b>Hancock</b> Cale Edwards (641) 929-2720	<b>Cerro Gordo</b> Josh Brandt (641) 429-5309	<b>Floyd</b> Adam Sears (641) 756-3490	<b>Chickasaw</b> Chad Humpal (641) 394-4714	<b>Fayette</b>	<b>Clayton</b> Jenna Pollock (563) 245-1516
<b>Plymouth</b> Nick Beek (712) 947-4270	<b>Cherokee</b> Laura Jones (712) 225-6709	<b>Buena Vista</b> Greg Johnson (712) 295-7985	<b>Pocahontas</b> Brian Reis (712) 335-4395	<b>Humboldt</b> Todd Lee (515) 332-4087	<b>Wright</b> Eric Rector (515) 532-3385	<b>Franklin</b> Ned Parker (641) 456-4375	<b>Butler</b> Andy (319) 278-4237	<b>Bremer</b> Hockerson (319) 882-4742	<b>Black Hawk</b> Mike (319) 433-7275	<b>Buchanan</b> Dan Cohen (319) 636-2617
<b>Woodbury</b> Dan Heisel (712) 258-0838	<b>Ida</b> Zach Hall (712) 364-3390	<b>Sac</b> Chris Bass (712) 662-4530	<b>Calhoun</b> Curtis (712) 297-7131	<b>Webster</b> Matt (515) 576-4258	<b>Hamilton</b> Brian (515) 832-9570	<b>Hardin</b> Wes Wiese (515) 648-4361	<b>Grundy</b> Nick (319) 345-2688	<b>Delaware</b> Garryn Glanz (563) 927-3410	<b>Dubuque</b> Brian Preston (563) 556-6745	
<b>Monona</b> Douglas (712) 433-2400	<b>Crawford</b> Chris Gosch (712) 263-2748	<b>Carroll</b> Jason (712) 792-4644	<b>Greene</b> Tanner (515) 386-5674	<b>Boone</b> Katie Healy (515) 353-4237	<b>Story</b> Michael Cox (515) 232-2516	<b>Marshall</b> Mike (641) 752-5490	<b>Tama</b> Stephen (641) 484-2231	<b>Benton</b> Shelby Williams (319) 472-4942	<b>Linn</b> Dennis (319) 892-6450	<b>Jones</b> Brad (563) 487-3541
<b>Harrison</b> Scott Nelson (712) 647-2785	<b>Shelby</b> Nick Preston (712) 433-2400	<b>Audubon</b> Bruce Haag (712) 268-2762	<b>Guthrie</b> Brad (641) 755-3061	<b>Dallas</b> Mike Wallace (515) 405-3577	<b>Polk</b> Rich Leopold (515) 323-5300	<b>Jasper</b> Keri VanZante (641) 792-9780	<b>Poweshiek</b> Mark Vavroch (641) 623-3191	<b>Iowa</b> Chris (319) 655-8405	<b>Johnson</b> Larry Gullett (319) 645-2315	<b>Cedar</b> Mike Dauber (563) 886-6930
<b>Pottawattamie</b> Mark Shoemaker (712) 328-5638	<b>Cass</b> Micah Lee (712) 769-2372	<b>Adair</b> Dominic (641) 743-6450	<b>Madison</b> Steve (515) 462-3536	<b>Warren</b> Karen Johas- Skalkowski & Mark Wilson (515) 961-6169	<b>Marion</b> Steve Edwards (641) 828-2213	<b>Mahaska</b> Chris Clingan (641) 673-9327	<b>Keokuk</b> Curtis (641) 622-1757	<b>Washington</b> Zach (319) 657-2400	<b>Muscatine</b> Curt Weiss (563) 264-9922	<b>Clinton</b> Phillip Visser (563) 647-7202
<b>Mills</b> Jared Getter (712) 527-9465	<b>Montgomery</b> Jared (712) 623-4753	<b>Adams</b> Travis Paul (641) 342-4793	<b>Union</b> Doug Jones (641) 347-5100	<b>Clarke</b> Scott Kent (641) 342-3960	<b>Lucas</b> Skylar Hobbs (641) 774-2438	<b>Monroe</b> Andy (641) 856-8528	<b>Wapello</b> Rick Tebbis (641) 682-3091	<b>Jefferson</b> Morrissey (641) 472-4421	<b>Henry</b> Caleb (319) 986-5067	<b>Des Moines</b> Chris Lee (515) 753-8260
<b>Fremont</b> Doug Weber (712) 374-2347	<b>Page</b> John Schwab (712) 370-1157	<b>Taylor</b> Nick Fehring (712) 523-2852	<b>Ringgold</b> Kate (641) 464-2787	<b>Decatur</b> Kayla (641) 446-7307	<b>Wayne</b> Kenny Banks (641) 873-4670	<b>Appanoose</b> Josh Batterson (641) 664-2572	<b>Davis</b> Josh Batterson (641) 664-2572	<b>Van Buren</b> Richard (319) 463-7673	<b>Lee</b> Heather (319) 265-3580	



- Original Regional Network!
- District Meetings
- Fish Habitat Grants
- IACCB Board of Directors elected from Districts





ICCS LEGISLATIVE NEWSLETTER - 4.17.21

ICCS CEO (iaccb@mycountyparks.org) 260 Bcc

ICCS LEGISLATIVE NEWSLETTER - 4.17.21



## IOWA'S COUNTY CONSERVATION SYSTEM LEGISLATIVE NEWSLETTER – April 17, 2021

April 18, 2021

**MEMO TO:** All County Conservation Staff, Board Members & Stakeholders

Please follow the link below to the April 17th edition of the **ICCS Legislative Newsletter** as prepared by our lobbying team at the Capitol.

**LINK:** <https://conta.cc/3sqYdol>

Send

Email notice of a digital newsletter every two weeks during legislative session.



Iowa  
Natural Heritage  
Foundation



Joe McGovern  
President, INHF



### Iowa County Conservation System and Iowa Natural Heritage Foundation

Legislative Update | April 16, 2021

As we close out Week 14 of the legislative session, we are definitely in the home stretch. Monday, April 19th will be Session Day 99 out of the 110-day scheduled session. Per diems run out on Friday, April 30th, and they almost always go beyond the deadline, but usually not far beyond it.

#### When Will It End?

Predicting the final day of session is always difficult, but this year may be harder than most. The chambers are not in agreeing on much at this point. Most of the eleven budget bills have been introduced by both chambers, but there are some glaring differences in funding. There is also not yet agreement between the chambers on the overall budget numbers, which makes it impossible to start debating the individual budget bill and leaves previously passed tax bills (like SF 576 and SF 587) in limbo.

#### Budget Bills

Out of the eleven budget bills that need to pass this year, eight of them now



ICCS CEO <iaccb@mycountyparks.org>

### LEGISLATIVE ACTION ALERT - Save the Conservation Tax Credit!

6 messages

Iowa's County Conservation System



March 31, 2021

**MEMO TO:** All CCB Staff and Board Members

**Senate File 587** (formerly known as SSB 1253) would repeal **Iowa's Charitable Conservation Contribution Tax Credit** and eliminate the state tax credit for conservation donations. The bill has advanced through the Senate Ways and Means committee last week, and it appears that the Iowa Senate will be doing a "subcommittee of the whole" with the full Appropriations Committee tomorrow, April 1st. Passage of SF 587 out of Appropriations will make it eligible for the full Senate to debate on the floor next Monday.

**EVERY SENATOR needs to hear from you now! - we need you to contact YOUR Senator and ask them to oppose SF 587 or amend the bill to remove Division VII, which would repeal the Charitable Conservation Contribution Tax Credit. (Remember to include local information in your communications!)**

#### FIND YOUR SENATOR HERE:

<https://www.legis.iowa.gov/legislators/senate>

#### LOCAL FORUMS / TOWN HALL

Your Senator may also be hosting or participating in a local forum this upcoming Friday/Saturday near you where you could speak to them in person - check out the following link for locations:

<https://www.infonetowa.org/events/#category-3>

*Since 2014, ICCS has partnered with the Iowa Natural Heritage Foundation and contract annually with the Campbell/Patterson Legislative team for lobbying services.*



mycountyparks.com



# CCB Legislative Presence

..... and participation



At the Capitol



At the Coffee House/Cafe



*It's all about the local grassroots stories from constituents .....*

*It's YOUR story to tell YOUR legislators*



At Legislative Forums





*Iowa's County Conservation System*



# 2023 Legislative Initiative



- Grassroots outreach/education from coalition members
- Part of an overall bi-partisan tax reform discussion
- Statewide footprint of public support to "Fund the Trust"
- Funding streams could provide both dedicated \$\$ to counties as well as grant opportunities totaling over \$80 million annually

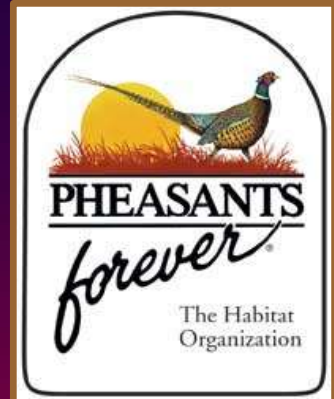
## IWILL COALITION



Iowa  
Natural Heritage  
Foundation



The Nature  
Conservancy



IOWA SOYBEAN  
Association

Meeting on a regular basis!



#FUNDTHETRUST

**Fund the Trust  
Leadership Coalition**

Iowa Environmental Council  
<https://www.fundthetrust.org/>







**\$1,080,265,558 – 46.9 years @ \$23M**

*Iowa's County Conservation System*  
**NATURAL RESOURCE & OUTDOOR  
 RECREATION TRUST FUND**



## THE UNMET NEEDS OF COUNTY

96 CCBs in Listing

## CONSERVATION

79 CCBs w/\$ Reported

In the pages that follow, you will experience just a sampling of the hundreds of millions of dollars that are desperately needed to maintain, renovate, and grow Iowa's County Conservation System. In our first sixty-four years, 99 counties have invested in over \$1.4 billion in assets to provide local enhancements to quality of life, healthy life styles, and workforce development – in addition to the preservation of our natural resources and unparalleled community outreach in conservation education. 24 million annual visitors to our 2,034 parks, natural areas, preserves, historic sites and trails generate \$609 million in annual economic impact for Iowa's economy – it is time to solidify our bridges to future generations and *Fund the Trust!*

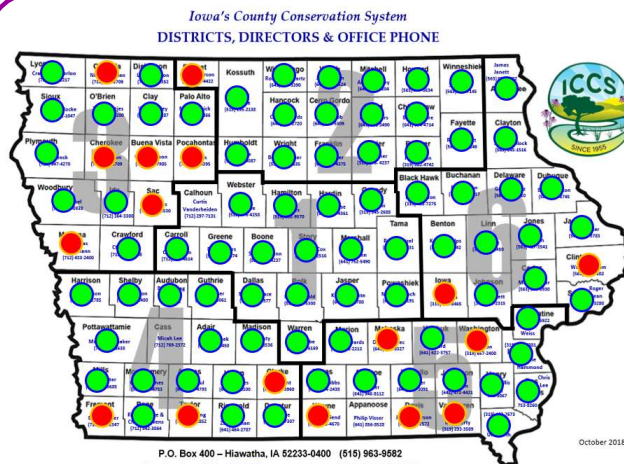
### ADAIR COUNTY Mormon Trail Park:

- Upgrading both  
 \$35,000.00

**\$4,493,000**

camp campsite service.

01/05/2020



P.O. Box 400 – Hiawatha, IA 52233-0400 (515) 963-9582  
 Tom Hazellon, CEO – [ICCS@mycountyparks.org](mailto:ICCS@mycountyparks.org) (319) 521-5952 (Cell)  
 Daniele Dorsey, Administrative Assistant – [RD@mycountyparks.org](mailto:RD@mycountyparks.org)

[mycountyparks.com](http://mycountyparks.com)

Since 2015 we have been working on a statewide listing to provide documentation of the collective **UNMET NEEDS** of Iowa's County Conservation System.

The current 67-page document has been touted as one of most important tools for demonstrating the need for **Funding the Natural Resources and Outdoor Recreation Trust Fund.**



[mycountyparks.com](http://mycountyparks.com)





# WHAT COULD WE DO WITH THE MONEY?



## TAMA COUNTY

Infrastructure- repair and upgrade

**\$3,555,000**

### 1. Otter Creek Lake and Park

- a. **Lake renovation project**- As outlined in the Watershed Management Plan for Otter Creek Lake a lake renovation project is sorely needed. Portions of the lake have 7' – 8' of silt, water quality is being compromised, Estimated cost of lake restoration: \$1.5 million.
- b. **Campground Renovations**- A complete upgrade of four electrical campgrounds at the park is overdue. Electric service that was adequate in the early to mid-1970's is outdated. Water service (water lines and hydrants) need to be completely replaced. Upgrade will include the addition of ADA campsites. New amenities such as picnic tables and fire rings will be part of the project. Estimated cost to run in new underground electric, camp pedestals, distribution boxes as well as new waterline, hydrants and amenities will be around \$300,000.
- c. **Asphalt road and parking lots**- The recycled asphalt road and Nature Center parking lot needs to receive a 2" lift of asphalt in the next five years. Estimated cost: \$150,000.
- d. **Restroom Replacement**- One of the vault restrooms in the park has experienced severe settling and compromised toilet vaults. Estimated cost: \$50,000
- e. **ADA access and parking**- An ADA accessible parking spot, access sidewalk, resurfacing of a picnic pad is needed on the Picnic Point picnic area at the park. Estimated cost: \$25,000





# WHAT IS YOUR LOCAL “LEADERSHIP” EVENT?

Board of Supervisors, Legislators, Local Elected Officials, Business & Service Club Leaders



## Emphasize the Benefits of What We Do!



- Local Economic Impact
- Health & Wellness Opportunities
- Connecting Kids to Nature
- Social & Mental Health Benefits
- Workforce recruitment & enhancement
- Improved water & air quality
- Increased Outdoor Recreation Opportunities



*IWILL, REAP &  
County Days at the  
Capitol*



Partner with local stakeholders for sponsorship  
(PF, DU, Tourism Partners, Businesses, Foundations, etc.)









# QUESTIONS?

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Iowa'sCountyConservationSystem



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