



County Parks

BYTES



VOLUME XVII

DECEMBER 2025

ISSUE 5

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QR Code Pioneers ☺

2024 was a bit of an experiment in the QR Code “Scan & Go” technology on the website – with Hamilton and Kossuth CCBs testing the waters and providing ICCS their unique insights for the future. The “FUTURE” arrived in 2025 as EIGHT CCBs immersed themselves in this new feature, which did not go unnoticed by the Iowa Tourism Office. The 2025 Innovation in Marketing Tourism Award came to MyCountyParks.com – which couldn’t have happened without the curiosity and willingness of these CCBs to explore this new horizon! ☺



At the 2025 E-Commerce Summit in October, we celebrated this milestone recognition with our eight partnering CCBs that took this adventure head-on in 2025! (Boone, Butler, Hamilton, Johnson, Kossuth, O'Brien, Polk and Story) It's important to highlight that this was Johnson CCB's first foray into online E-Commerce – jumping in with both feet with QR Instant Pay in Year #1. *Kudos and THANKS to all!*



WCAG V.2.1 – Level AA
“Web Accessibility & Guidelines” ALL CCBs WILL BE IMPACTED! ☺

ADA.gov U.S. Department of Justice Civil Rights Division
County Parks

Fact Sheet: New Rule on the Accessibility of Web Content and Mobile Apps Provided by State and Local Governments

- “Alt-Text” is not the same as a “Caption” on images
- Acquia Software is used to fix many issues
- A “County” page on MCP may have 100+ errors
- If your CCB’s pages on MCP are not in compliance – then other CCBs may be restricted from utilizing the MCP website & services
- Compliance Required by April 24, 2026

Web Content Accessibility Guidelines

UPDATE - As reviewed at the 2025 E-Commerce Summit, ICCS has had their preliminary meeting with our developer and CCB representatives (from Linn CCB) to discuss our approach to the new D.O.J. Civil Rights Division rules for Accessibility of Web Content and Mobile Apps provided by State and Local Governments. This is of special interest for CCBs from counties with greater than 50,000 residents as the rules go into effect as of 4/24/2026, and one year later in 2027 for most others. We are in the process of scheduling a follow-up meeting to establish the necessary measures that will be needed at a MCP system-wide level - But also be able to provide detailed guidelines that individual CCBs will need to be cognizant of and abide by for their portions of MCP.com as well any other online presence. ☺

For additional information on the D.O.J. guidelines – please visit the following link:

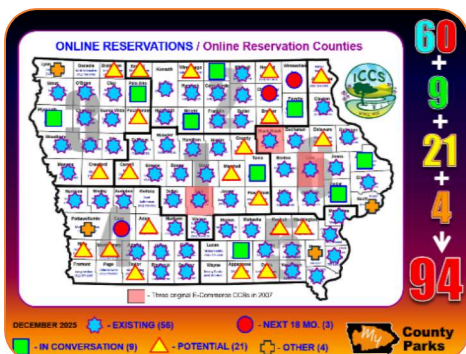
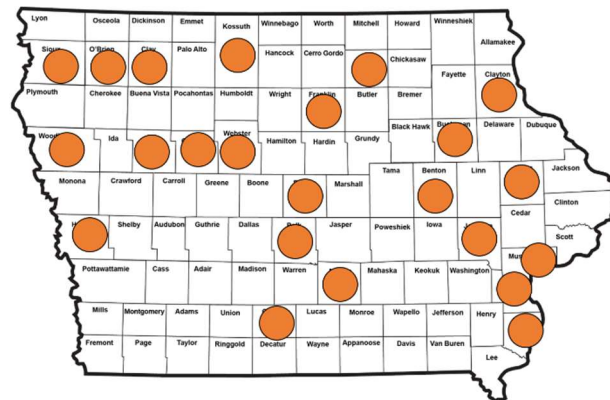
LINK: <https://www.ada.gov/resources/2024-03-08-web-rule/#top>

Are Your CCB’s Admins in MCP “Users” Up-To-Date??

A recent evaluation of both Website **Users** and Website **Admins** demonstrated that we have had a 390% increase in site users since 2016 – to some **225,078** in 2025 (AND... a 1200+% in Website Admins? (from 26 to 497). These numbers beg the question – “How many of these CCB Admins have expired – especially when we note that there are only 745 total employees in our CCB system for FY2026?” We suspect that there as many as 200+ Admins that are either no-longer within the CCB system, or that have changed positions and no longer need Admin access to the website? These numbers come into play for our Cyber-Risk Insurance evaluations – and ask that you please review your MCP Admin listing and eliminate those that are no longer required or viable – *Many Thanks!* ☺

E-Commerce – Merchant Account Provider Survey!

On November 18th – We sent out a system-wide email to all **E-Commerce CCBs** requesting information as to their current **MERCHANT ACCOUNT PROVIDERS**. To-date, we have heard from only 23 of our 47 E-Commerce CCBs - a mere 48% of you!? The deadline for submission of this information **was Dec. 5th**. As this info. is critical for ALL CCB Operations – we will accept this information from all additional CCBs at your earliest opportunity. **We essentially need:** the NAME of your Merchant Account Provider, the AVG. % of retention of revenue that you are paying, any additional Annual or Monthly charges, and if you might recommend your provider to others. BTW – the information we have been receiving will be enlightening for most – look forward to a preliminary report with this information from us in the upcoming of days! 😊



Welcome New CCBs to MCP E-Commerce

We look forward to welcoming **THREE new CCBs to the E-Commerce Arena** in the months to come – **Audubon, Chickasaw and Winneshiek CCBs** have all determined that their programs have progressed to the point that they need to integrate this awesome customer service opportunity into their operations! This will elevate our statewide system offerings to **56 counties** participating with our internal partnerships available through MCP.com. This is no better mechanism to collectively promote who we are than our two-decade-long adventure into this cyber space mission. For additional information, questions or assistance please contact ICCS at MCPAdmin@mycountyparks.org

Digital Creativity – Beyond the Pavement @ Kossuth CCB

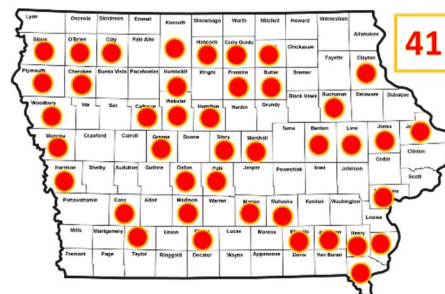
(From Kossuth CCB) This past fall provided a perfect window to develop a trail system on 61 acres of a Nature Preserve that was recently donated by Rodney Schmidt in Kossuth County. While mapping out where KCCB staff wanted to have mowed trails the idea of an interactive trail system developed. Maintenance staff started to think of ways the idea would be able to become a reality. The first idea was to use apple or google maps to drop pins and create a path but that wouldn't allow easy access to all public or create a nice trail map. Google Earth has more capabilities than both of those mapping services. Staff created a "new project" within Google Earth and laid out possible trail locations using the "add path or polygon" function. Staff then went to the site, Buffalo Creek Nature Preserve, and drove what would be the trail system. Once out on the site it was discovered that you can see your location within the project; as long as it was shared. It was easy to have your phone out to see your location along the marked path on Google Earth. This is also how the trails were mowed.

After getting the trails mowed, staff then had to open the sharing function to allow anyone that has the link to view the project. Staff then took a copy of the shared link and used the QR Code generator within MCP to create a QR Code. KCCB went to the local business, Sign Works Inc., to have a small 4"x4" sign developed to be posted out at the property. One of the driving factors into wanting an interactive trail system, is that this allows KCCB to update the trail system faster than putting out new maps for the public. Updating the trail system within Google Earth on the "project" will allow the public to have the most current map of the trails. *(Many thanks to Kossuth CCB, and especially Madison Beenken, Maintenance Technician for this article! 😊)*



Nearby Attraction Still Hovering at 223!?

And this includes the 70+ Education/Nature Centers that ICCS provided! 😊 We are nearly a FULL YEAR into the new website and we *certainly* thought we would have more than 223 attractions submitted from less than 1/2 of our CCBs!? Your allowance has been up to SIX per county *(in addition to an EE/Nature Center)* – so we continue to solicit submissions from 58 CCBs with NONE, and additional ones from CCBs that have yet to meet the maximum! **Your Nearby Attractions** appear on your Home, Parks and Facility pages. If you haven't submitted any for installation – then your pages are populated with **Attractions** from other counties! *It's EASY – we look forward to hearing from YOU!*



THANKS to Our Participating CCBs to-date!

SUBMIT VIA GOOGLE DOCS *(requires Gmail account):*

<https://docs.google.com/forms/d/e/1FAIpQLSf6dH06ZTVi-z5VeoBikGgfmVSqVLBxuC4-63Jhq16My4fFOw/viewform>

LINK TO PDF SUBMITTAL FORM / INFORMATION:

https://www.mycountyparks.org/uploads/1/0/6/7/106716567/nearby_attractions_-_request_form.pdf

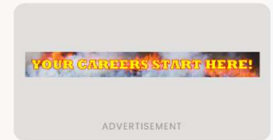
**We should be near 600
ATTRACTIVE from ALL
99 CCBs!**

How to Make a Facility Reservation?

What's Happening



NEW IN NOVEMBER 2025!



Many Thanks and KUDOS to **Wapello CCB** for providing this instructional document on their local pages of MCP to assist customers with making reservations for their facilities! We liked it so well that we converted it into a generic version for general MCP facility bookings – and made it a highlight of the home landing-page for the website! You can view this site-wide version at the following link: https://www.mycountyparks.org/uploads/1/0/6/7/106716567/how_to_make_a_facility_reservation_sitewide.pdf

We also took advantage of this opportunity to highlight the option of searching for available campsites (*cabins or other facilities*) utilizing the “Map” search feature in lieu of the search by “List” option. (see lower right corner of the *How to Make a Reservation page to the right*)

Should your CCB receive repetitive common questions about any aspect of your online presence(s) (*MCp.com or otherwise*) – why not create a “help” or “tips” sheet and make it available in a likely location via link(s), as well as have it available to distribute electronically upon request or to support a customer’s needs!? Feel free to utilize our generic MCP “Reservation Assistance” document as a template to create a customized tool for your online visitors! 😊

If you have an item / document / page that you have developed material or instructions to assist your online visitors with either navigation or manipulation of a particular online presence - **which may be of benefit to other counties** – feel free to send it along so that we can share your creative ideas with others! We ARE all in this together!



County Parks



How to Make a Reservation Within Iowa's County Park System

NOTE: Iowa has 99 counties – each with their own County Conservation Board operation. Currently, there are 54 of these counties that offer online reservations for facilities and/or events. Should you need assistance or have questions – please contact the specific County directly – Thanks!

STEP 1: Go to mycountyparks.com and click on the shopping cart in the upper right corner of any page. You may Continue as a Guest, or Create a User Account

STEP 2: Select Book Now tab from the page

ACCOUNT SET-UP TIPS:
 - Passwords must be 4-8 characters with a combination of uppercase, lower case, and a number – no special characters
 - Phone Numbers should contain hyphens, i.e. 515-487-6543
 - Street Address must match the address for the credit card being used – Thanks!

STEP 3: Choosing a Facility:
 A. Select Facility Type of your choice (Cabin, Campsite, Shelter, etc.)
 B. If you know of the County(s) you prefer – select from the listing
 C. Select your desired Check-in and Check-Out dates from calendars
 D. Select Search and review your opportunities!
 (NOTE: Non-specific selections will search the entire state)

STEP 4: Reserving the Facility:
 - Select Facility of your choice (Cabin, Campsite, Shelter, etc.) you would like to reserve
 - Read the Special Regulations and Facility Contract
 - Double check that selected dates are correct / select correct date
 - Add to Cart
 - Follow pages through to the checkout screen and make payment
 - A confirmation email receipt will be sent immediately

FOR ASSISTANCE:
 Please contact the County Conservation Board in which you are attempting your reservation with – Thanks!

2026 IAN Membership
 Event: 01/01/2026 - 12/31/2026
 Registration From: 09/22/2025 - 12/31/2025
 This is good for membership dues in 2026

WINTERFEST 2026 - EMPLOYEE REGISTRATION
 Event: 01/27/2026 - 01/29/2026
 Registration From: 10/27/2025 - 01/10/2026
 The absolute best annual networking and educational event created by County Conservation Employees FOR County Cor January for WINTERFEST 2026 in Coralville - looking forward to seeing you all there!

WINTERFEST 2026 - EXHIBITOR REGISTRATION & SPONSORSHIPS
 Event: 01/27/2026 - 01/29/2026
 Registration From: 10/27/2025 - 01/13/2026
 WINTERFEST 2026 EXHIBITOR REGISTRATION & SPONSORSHIP OPPORTUNITIES: connecting businesses and ser Iowa's County Conservation System! Join us in Coralville for one of our best networking opportunities of the year!

2026 ICCS PREFERRED VENDOR MEMBERSHIP
 Event: 03/01/2026 - 03/01/2026
 Registration From: 10/30/2025 - 02/26/2026
 PREFERRED VENDOR MEMBERSHIPS ONLY - No sponsorships or conference exhibiting, for renewals or new members!

EMAIL	COUNTY	ACTUAL	REGIS. \$	# ATTEN.
roeke@polkcountyiowa.gov	IOWA	POLK	\$390.00	3
ers@linncountyiowa.gov	IOWA	LINN	\$130.00	1
countyconservation.com	IOWA	HENRY	\$665.00	5
johnsoncountyiowa.gov	IOWA	JOHNSON	\$130.00	1
mahaskacounty.org	IOWA	MAHASKA	\$130.00	1
mahaskacounty.org	IOWA	MAHASKA	\$655.00	5
er@myomnitel.com	IOWA	FLOYD	\$595.00	5
johnsoncountyiowa.gov	IOWA	JOHNSON	\$130.00	1
johnsoncountyiowa.gov	IOWA	JOHNSON	\$130.00	1
johnsoncountyiowa.gov	IOWA	JOHNSON	\$265.00	2
owacounty.iowa.gov	IOWA	IOWA	\$595.00	5
clintoncounty-ia.gov	IOWA	CLINTON	\$1,170.00	9
johnsoncountyiowa.gov	IOWA	JOHNSON	\$395.00	3
johnsoncountyiowa.gov	IOWA	JOHNSON	\$610.00	5
johnsoncountyiowa.gov	IOWA	JOHNSON	\$180.00	1
johnsoncountyiowa.gov	IOWA	JOHNSON	\$655.00	5
				53

REGISTERING FOR ICCS EVENTS: Did you know that the Iowa CCB has 53 employees?! 😊 We are soliciting everyone’s assistance that when you register for an ICCS / DIVISION Event or Membership renewal **to be cognizant of what the autofill option might be providing from the device you are using** (P.C., tablet, cell phone, etc.) For Winterfest 2026 registrations alone, a full 24% of all registrations have come through listing “Iowa” as the County for the registrant. (See left) We did a bit of a deep dive on why this is happening, and the likely culprit turned out to be “auto-fill”. So, please take an extra moment in your next registration to ensure that your forms are correct prior to submission – **your assistance is very much appreciated!**

Activities FACILITY TYPE COUNTY ACTIVITIES AMENITIES Facilities

Keyword Search Search

Page size: 25

Title

- Edit Disc Golf
- Edit Biking
- Edit Cabins
- Edit Camping
- Edit Education
- Edit Equestrian Activities
- Edit Fishing
- Edit Hunting
- Edit Other Activities
- Edit Trails & Hiking
- Edit Fall Colors

How Do Customers Search Your Facilities?

You MAY have a feel for how customers search for your rental facilities – or you may not...when you get a chance sometime – ask them!? 😊 Generally, most website visitors are searching by “Facility Type” – BUT, there are many that research the opportunities by “Activities”, “Amenities”, Location – and/or a combination of all of these options! As many of you know, **Activities** are installed one at a time within each of your **PARK** facilities; once installed – they can be added to any of the **facilities** within that **PARK**. And **FYI** - the **Amenities** for your facilities are chosen/installed from a list of available options in each facility Admin. – and they work through their search functionality similar to that of the **Activities**. Questions always welcomed! 😊

Should your CCB have a preferred way that you would recommend online visitors to search your facilities – be sure to indicate such at the proper location on your **County, Park or Facility** page(s).

Keyword Search Search

Page size: 25

Title

No records to display.

Page size: 25

- Cabin
- Cabin
- Campsite
- Lodge
- Other
- Shelter

Amenities

- A/C
- Dump station
- Fireplace
- Kitchenette
- Pets prohibited
- Restroom
- Table with chairs
- Camping Winter
- Electric Vehicle Charging Station
- Firewood available
- Microwave
- Picnic Table
- Sewer Connection
- Wi-Fi
- Carry in/carry out refuse
- Electricity
- Handicap Accessible
- On-site resident host
- Pressurized water
- Shower facilities
- Cooking / eating utensils
- Fire ring
- Heating
- Pot Friendly
- Refuse cans
- Swimming nearby

Major MCP.com Admin Projects Wrapping Up! 🎉

🕒 You have **9 minutes / 33 seconds** minutes to complete your event registration before your cart expires.

Thinking there is *“Something for Everyone”* with two areas of improvement that will be released in the upcoming weeks – within both the **Facility AND Event** operations for online bookings! Combined, these two projects reflect a \$17,000 investment in our Customer Service efforts as suggested and tested by selected E-Commerce CCBs.

FACILITY RESERVATIONS: This involves a couple of items - **#1.** To remove the fixed **Maximum Allowable Check-In Date** parameters of 12 months for campsites and 24 months for Cabins and all other

Facilities. This allows each CCB to determine how far in the future that a particular facility can be booked. (**NOTE: If no optional selection is made, the internal defaults will remain the same as listed above.**) It will be incumbent on each CCB to be cognizant of any changes that they make, and ensure that the pricing calendars coincide with any changed parameters. (This “new” feature was released in late-July, and has administrative guidelines on [MCP.org](https://www.mycountyparks.org/mcpcom-administration.html): <https://www.mycountyparks.org/mcpcom-administration.html>) As a reminder - Customers are also able to book an “Extended Stay” beyond the maximum date - **This “extended” stay will be impacted by excluded dates, end-of-season exclusions, existing reservations, grouped dates, etc.** See Adm. Document referenced above for more info.

#2. Facility Calendar Search Functions are receiving a fresh look (see above right examples of old v. new) – in addition to a fair amount of revamping of the code in the background. There are repetitive mentions of the **# of actual nights booked**, and the calendars now have a highlighted day of arrival that that matches a highlighted day of departure. **Informatics** indicates that...”*The check-in/check-out format with total nights is now displayed consistently across all steps. — from the homepage search, to the facility detail page, and through to the cart and checkout screens. This means that whether a user starts their search on the homepage or directly at a facility, the same format and number of nights carry all the way through the process, eliminating the confusion that was previously occurring. We’re confident this adjustment addresses the feedback from Counties and should provide a more intuitive experience for end users.*”

EVENT REGISTRATIONS: While there is not much visible on the user side, nor for your Administrative “backside”, the problem of one user being able to grab one or more of a limited number of spaces for an event while another user was already engaged in the same bookings has been eliminated. Key updates include seat-locking with countdown timer, auto-expiry/release, real-time availability across users, admin-side lock awareness, and full logging of all activity for tracking errors. Users and Admins alike should welcome these adjustments, we anticipate that we will have an educational document for CCB website Admins as this batch of Event Registration enhancements are released in the weeks ahead! 😊

EXISTING

Choose Your Dates

06/18/2026 - 06/21/2026

\$30 /Night Marion County, IA

Jun 18 - Jun 20

14	15	16	17	18	19	20
21	22	23	24	25	26	27

● Jun 18 - Jun 20

CHANGE-UP

Select Check-In / Check-Out Dates

Jun 18 - Jun 21 (3 Nights)

\$30 /Night Marion County, IA

Jun 18 - Jun 21 (3 Nights)

14	15	16	17	18	19	20
21	22	23	24	25	26	27

● Jun 18 - Jun 21 (3 Nights)

- Default Months --
- 1 Month
 - 2 Months
 - 3 Months
 - 4 Months
 - 5 Months
 - 6 Months
 - 7 Months
 - 8 Months
 - 9 Months
 - 10 Months
 - 11 Months
 - 12 Months
 - 13 Months
 - 14 Months
 - 15 Months
 - 16 Months
 - 17 Months
 - 18 Months
 - 19 Months
- Default Months --

Maximum Allowable Check-In Date

Resources for Your MCP Administrative Adventures!

MyCountyParks.org - <https://www.mycountyparks.org/mcpcom-administration.html> (No login required)

MyCountyParks.com PORTAL – <https://portal.mycountyparks.com/Portal/Files/Default.aspx> (Login required)

Just a quick reminder that we attempt to place and retain important documents and timely training information that is accessible to all **CCB Website Administrators** in one of two locations as listed above:

#1 – On the MCP.com Administration page on **MyCountyParks.org** (noted above)

#2 – Within the MCP.com Portal “Files” on **MyCountyParks.com** (noted to right)



AND, as always – if you are not finding something you are looking for – please don’t hesitate to get in touch our **Internet Systems Administrator, Tom Hazelton** at either (319) 521-5952 (cell) or, email at MCPAdmin@mycountyparks.org We are here to assist each of you to ensure that your website administration with our MyCountyParks.com website & collateral pieces is an enjoyable experience! **Many THANKS for all that you do!** 🎉


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