



Iowa's County Conservation System

I.C.C.S.

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

BOARD OF DIRECTORS MEETING

President Mark Vavroch called the meeting of the IACCB Board of Directors to order on **Thursday, August 6, 2020** – 9:00 AM in the **ICCS ZOOM Meeting Room** online.

BOARD MEMBERS PRESENT: Vavroch (Poweshiek), Wilson (Johnson), Miner (Butler), Straw (Chickasaw), Beeck (Plymouth), Dixon (Mahaska), Beeck (Plymouth), Malcomson (Polk), DeVos (Plymouth)

BOARD MEMBERS ABSENT: Lara (Hardin), Shoemaker (Pottawattamie), Chatfield (Mitchell)

OTHERS PRESENT: Tom Hazelton (Chief Executive Officer), Zach Hall (Director, Ida CCB)

ALL ITEMS DISTRIBUTED ELECTRONICALLY (via email) TO THE BOARD IN ADVANCE OF THE MEETING: Meeting Agenda; July 2020 Financial Report and Supplemental; June 2020 MCP.com Financial Report; Minutes of the May 19, 2020 Board of Directors Meeting; Copy of IAN Listserve 7/30/20 Posting; Three Ratification Forms of Email Votes on 7/14/20, 6/20/20, and 6/10/20

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

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

- a. WELCOME & INTRODUCTIONS - Hazelton introduced Zach Hall, Director of the Ida County Conservation Board as an observer to the meeting to learn more about activities and operations of the Board of Directors.

ITEM 2. APPROVAL OF AGENDA

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

ITEM 3. APPROVAL OF PREVIOUS MEETING MINUTES – May 19, 2020

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

ITEM 4. FINANCIAL REPORTS / MEMBERSHIP UPDATES

- a. Hazelton presented the **July ICCS Operational Financial Reports** and the highlights.
- b. Hazelton presented **the MCP.com Financial Report for June 2020** (*most current available*) – noting that it was a fairly quiet month with the exception of heightened Processing Fee revenues due to the online rebound from the March/April devastating impact from COVID-19. With the rebounds of May and June revenue, we actually exceeded revenue projections by nearly \$11,000 as noted.
- c. **FY2021 ICCS Membership Report** – Still awaiting 11 CCB Memberships that Hazelton will begin follow-up communications with shortly. Preferred Member Memberships for Calendar Year 2020 remain at 22.....down about 30% primarily due to no fall conference. Hazelton suggested, and the Board agreed that 2020 Preferred Vendors would be invited to renew their 2021 memberships at a 50% reduction (\$75) due to the deferment of the ICCS 2020 Fall Conference and Winterfest 2021.

- d. **IRS 990-N and Q2 Iowa Sales Tax Filed** – Hazelton noted that he had recently completed the filing of the Federal 990-N that is required annually for our 501(c)3 IowaTLC, as well as the 2nd Quarter (Apr. – June) Sales Tax filing for the State of Iowa.

ITEM 5. OFFICE & DIVISION REPORTS

- a. **President Vavroch** – Nothing to report
- b. **Other Board Members** – No reports/comments
- c. **Strategic Transition Planning Committee** – Hazelton reported that 57 CCBs had participated to-date with the Strategic Planning Survey, but COVID-19 was most-likely impacting higher participation. He recommended that the deadline be extended to October 1st to allow more time for CCBs to participate in the survey. Additionally, Hazelton indicated that he would like to push his retirement date out approximately 15 months towards the end of 2022 – if the Board would allow him to do so. He cited time needed to complete the website transitioning, as well as his desire to see funding secured for the Natural Resources and Outdoor Recreation Trust Fund. Vavroch spoke on behalf of the Board and indicated they would be happy to have the additional time in service from Hazelton.
- d. **CEO Hazelton**
- **IWLA Habitat Improvement Awards** – Hazelton indicated that there were 19 applications for the FY2020 awards, and that the scoring has been completed and IWLA has ordered the plaques. With no fall conference on tap to present the awards, he will develop a mechanism with IWLA representatives to announce and award the plaques.
 - **Board of Directors Elections** – Hazelton noted that there are still no Board Member nominations from the Western Region (Districts 3 & 4), and that Steve Dixon has indicated he would be interested in a second term – this time representing the new Eastern Region (Districts 5 & 6). Hazelton will ascertain the viability of one other possible candidate from Lee CCB, and then prepare a ballot for distribution.
 - **2020 New County Conservation Employee School & E-Commerce Summit** – Hazelton noted that COVID-19 has impacted the way that we would normally host these ICCS-sponsored events, and that options are being explored. Deferring the events to 2021 is being considered, as well as our ability to hold them virtually on Zoom – stay tuned
- e. **ICCS DIVISION REPORTS**
- a) **IACCBE** – Vavroch reported that the IACCBE Winterfest Planning Committee struggled with the decision to cancel Winterfest 2021, and that contractual arrangements with the Marriott were part of the issue. Additionally – it was very difficult to get commitments from presenters.
- b) **CCDA** – Miner reported that Summer ISAC had been cancelled due to COVID, and that other opportunities for Directors to network were being explored.
- c) **CCPOA** – Beeck noted that the CCPOA Executive Board had recently met, and opted to cancel the 35th Annual Fall Workshop and Anniversary Celebration. He also noted that their Division was a bit more unique in that members have in-service training requirements to maintain for firearms and education....options are being explored to assist members.
- d) **IAN** – DeVos noted that due to COVID-19 that IAN had cancelled both their in-person Summer workshop, and will be holding the November workshop virtually.
- e) **AFIRM** – Straw noted that due to COVID-19, the fall AFIRM Meeting scheduled in Winneshiek County has been cancelled, and will be held the same week in Winneshiek Co. in 2021.
- f) **MCP.com** – Hazelton noted that the Advisory Committee will be meeting on Zoom soon as there is much going on, and they need to discuss the E-Commerce Summit planning
- g) **IowaTLC** – Hazelton reported that the TLC Trust remains “on the shelf”.
- h) **Division Benefit Package Change for Full-Participating Divisions** – Hazelton described how the ICCS Divisions that use the online event registration system for events are losing 3.5-4% of their revenues to credit card fees. He proposed that ICCS adjust the benefits for full-participating Divisions and allow a certain level of credit towards these fees so that Division can use more of the revenue for general operations and not have to raise the registration fees for event participants. Consensus was for Hazelton develop a proposal for a future discussion – perhaps at the November meeting.

ITEM 6. LEGISLATIVE UPDATE

Hazelton noted that the two-week session in June was productive for conservation and natural resources with REAP receiving steady funding at \$12M, the sunset for REAP extended from 2021 for two years to 2023, and trails received \$1M (after having been zeroed out). Our lobbyist indicated that much of the success was due to the efforts from county conservation folks contacting legislators! There was also much favorable talk about the use of parks and trails during COVID, and how much everyone appreciated their local trails and parks.

Hazelton had also met with the CCDA Legislative Committee on August 5th to finalize the CCDA Legislative Priorities for submission to ISAC for their priority selections. For the most part, the work of the CCDA and their Legislative Committee has become the legislative positions of ICCS.

Hazelton also noted that he has been meeting periodically with representatives of the Iowa Natural Heritage Foundation (our lobbying partner), along with our lobbyist. As of a July 30th meeting, no one was in anticipation of any sales tax increase during the 2021 legislative session, and therefore everything was essentially “back on the table” concerning IWILL and “the formula” – but, stay tuned!

ITEM 7. DIVISION EVENT CANCELLATIONS / UPDATES

- a. [Summer ISAC / CCDA Conference](#) – Cancelled by ISAC – next meeting planned for spring.
- b. [2020 ICCS Fall Conference](#) – Postponed to 2021 by ICCS – seems as though there were no monetary issues with the deferment and all the sponsorships remained in place.
- c. [2021 IACCBE Winterfest Conference](#) – Cancelled by vote of IACCBE Planning Committee. The Coralville Marriott is holding IACCBE to \$15,000 of the contract that was in place for 2021; \$7,500 will be a credit towards the 2022 event; the remaining \$7,500 will need to be paid in full - \$2,500 of this amount can be the MCP sponsorship set aside for the 2021 event.
- d. [2020 CCPOA Fall Workshop/35th Anniversary Celebration](#) – Cancelled/postponed by the CCPOA Executive Committee. Beeck noted that they have still had no contact with the Ramada Tropics Conference Center, and perhaps they will not reopen. This would have been the location for both lodging for the workshop AND the 35th Anniv. Banquet.
- e. [2020 IAN Fall Workshop](#) – Converted to a virtual workshop for early November. The IAN had surveyed their membership to determine attendance levels if an in-person event was held.
- f. [2020 AFIRM Fall Meeting](#) – Cancelled by AFIRM Exec. Comm. – rescheduled for fall 2021.

ITEM 8. MyCountyParks.com UPDATES - Hazelton

- a. [Early August Issues](#) – Hazelton updated everyone on the most recent issues w/operations
- b. [Cyber Security Insurance In-Place on 6/25/20](#) – With the online Vote approval, ICCS now has \$1 million of Cyber-Security Insurance at a cost of \$3,5775/year (paid by MCP.com)
- c. [Processing Fee Refunds](#) – To-date there have been refunds to 7 CCBs in the amount of \$1,830. Hazelton indicated that he anticipates up to 15 CCBs requesting refunds.
- d. [Record Website Revenue in June](#) - \$567,525 in website revenue for CCBs in June smashed all previous records! There were 5,235 reservations in June – also a record.
- e. [Too Many Administrators](#) – As mentioned by Hazelton several times historically – the # of County Administrators working on the website is of concern. That number has now become an issue with the clogging of administrative emails. Working on remediation of this problem.
- f. [Version 8.1 Completed / Testing V.8.2](#) – Most of the Phase two testing is dealing with event registrations, so we rely on Polk CCB for much of this testing & evaluation (Thanks, Ginny!) “Banner Ads” are part of the discussion going forward – looking perhaps at a 3rd party vendor to provide more options.....but is may also be “Pay to Play” for those that want to use it.
- g. [Sale of Guidebooks on the Rise!](#) – Most likely due to COVID, and people spending more time online – but Tom has sold four in the past week! (usually a couple of months-worth!)
- h. [NEW E-Commerce CCBs Coming Online](#) – Currently working with Decatur and Sac CCBs, with Ida and Clayton next ones coming up in the months ahead (by end of the year?)
- i. [Cyber-Security Breach to Close-Out Call Center](#) – On August 8th, the call center that was established by the legal firm handling the breach will be closed....this will be 4 months to-the-date of when the breach was discovered. It is good to have this episode behind us.
- j. [June 24 Meeting w/Informatics on the Future](#) – Though the time frame has been extended a bit, Hazelton met with a team of Informatics folks about tentative scheduling for them to take

on some of the day-to-day management of the website – identifying May 2021 to launch some preliminary management hand-offs.

- k. **Third-Party Vendors for Payment Gateways** – Hearing from some of the new E-Commerce CCBs that they are getting calls from vendors that want more information about the other counties involved with online reservations as “they can make us a really good deal on group-pricing!” (*I consistently advise our CCBs to not get involved in these conversations or provide encouragement to these vendors*)

Dixon inquired as to the annual conundrum in Marion County with the Knoxville Sprint Car Nationals and the overload that the website takes. Hazelton indicated that due to COVID, most of the 2020 reservation have been transferred to 2021, and therefore there are very few sites available for reservation. Marion County anticipates a “nothing-burger” on Aug. 14th.

ITEM 9. NEW BUSINESS

- a. **Ratification of Email Ballots** – Hazelton reviewed the three email ballots that had occurred in the interim since the last meeting;
 - 1. 6/10/20 – Hardin CCB Request for Membership Level Modification
 - 2. 6/20/20 - Purchase of Cyber-Liability Insurance
 - 3. 7/14/20 – Postponement of ICCS 2020 Annual Fall Conference to 2021**M/S by Wilson/Straw to Approve the Ratification of the Ballots. VOTE - AYE - Unanimous**
- b. **Discussion of IAN Listserve Posting** – Hazelton reviewed his concerns about a recent posting (7/30/20) on the IAN Listserve platform that was derogatory about the CCB system. A general discussion by the Board yielded that Hazelton would contact the President of IAN and express our concerns, but offer no rebuttal to the comments.
- c. **FY2020 Annual Report** – Hazelton reported that the FY2020 Annual Report was in progress and would be posted to MyCountyParks.org by the end of August with notice of posting to be sent to all CCB Directors. Bylaws requirement is that it be posted no less than 30 days prior to the Annual Meeting. (*Usually this would mean by mid-August, but with no meeting scheduled – within the month of August has been targeted*)
- d. **Bylaws Requirement for Annual Meeting, etc.** – Hazelton noted that due to COVID – we will need to observe the [ICCS Articles of Incorporation](#) as they pertain to Annual Meetings.....
“The annual meeting of this Corporation shall be held between September 7 and November 1 each year at such time and place in the State of Iowa as may be determined by the Association and by the Board of Directors. If, for any reason, the annual meeting shall not take place at the time so fixed herein, it shall be held within a reasonable time thereafter on a date fixed by the Board of Directors.” Discussion by the Board was how and when to have the Annual Meeting of the Association. Consensus was that we should have it on the same date as our regular November Board of Directors Meeting, and to hold them both electronically on Zoom. Hazelton will send out a Doodle to determine this date with the Board, and also send out the Articles of Incorporation pertaining to this issue. (Above)

ITEM 10. OLD BUSINESS

- a. Nothing brought forward

ITEM 11. OTHER

- a. Dixon suggested that our previous discussion about adjusting the Division Management benefits (credit card fees) needs more review by the Board. Hazelton agreed and would put something together for discussion/approval at the November Board meeting.
- b. **Preliminary Transition Survey Results!** – Even with only 57 CCBs responding to-date, it is worthy of taking note of some of the most and least important services offered by ICCS – according to the survey.....as follows (Hazelton presented the top 7 and the bottom 2)

THE TOP SIX:

1. MyCountyParks.com
2. Legislative Advocacy / Lobbying

3. Legislative Updates / Communications
4. IACCB Portal
5. Statewide Surveys
6. ICCS Statewide Newsletter
7. Training for Website Administrators

THE BOTTOM TWO:

18. ICCS Preferred Member Program (*an education/awareness issue?*)
19. ICCS Guide to Outdoor Adventure (*confirms what we have known!*)

ITEM 12. ADJOURNMENT

M/S by DeVos / Wilson to Adjourn the Meeting – **VOTE – AYE, Unanimous**

Meeting was adjourned at approximately 10:49 AM

(Meeting Doodle will be circulated for the November meeting date)

Thomas F. Hazelton
Chief Executive Officer
11/7/2020