



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 **Tuesday, February 4, 2020** – 9:00 AM in the **ICCS ZOOM Meeting Room** online.

BOARD MEMBERS PRESENT: Vavroch (Poweshiek), Wilson (Johnson), Miner (Butler), Lara (Hardin), Shoemaker (Pottawattamie), Straw (Chickasaw), Beeck (Plymouth), Chatfield (Mitchell), Dixon (Mahaska), Beeck (Plymouth), Malcomson (Polk)

BOARD MEMBERS ABSENT: (None)

OTHERS PRESENT: Hazelton (Executive Officer), Nathan Jones, Director, Jackson CCB

ALL ITEMS DISTRIBUTED ELECTRONICALLY (via email) TO THE BOARD IN ADVANCE OF THE MEETING: Meeting Agenda, Agenda Supplemental, January 2020 Financial Report and Supplemental, December 2019 MCP.com Financial Report, Minutes of the November 19, 2019 Board of Directors Meeting, MAP – Statewide of Directors & Districts, MAP – Statewide of Director turnover in past 18 months, Report on Administrative Contract Work, Current Legislation – Here's What we Know, Letter to Governor Reynolds – 1.16.2020, MAP – E-Commerce CCBs across the state, Sample of MCP.com Testing Listing, Email Ratification for 1.15.2020 Email Ballot, Sample of Marketing Proms of Rack Cards and Iowa Tourism Guide Advertising, Meeting Agenda & Minutes of 1.8.20 Strategic Transition Committee, Listing (& Map) of Strategic Transition Committee Members, etc.

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. **ROLL CALL TO ZOOM ATTENDEES** – All Participants and Guests introduced themselves, the Board welcomed Nathan Jones, new Director for the Jackson CCB who was invited to join the meeting by District 6 Board Member Wilson.

ITEM 2. APPROVAL OF AGENDA

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

ITEM 3. APPROVAL OF PREVIOUS MEETING MINUTES – November 19, 2019

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

ITEM 4. FINANCIAL REPORTS / MEMBERSHIP UPDATES

- a. Hazelton presented the ICCS Operational January financial reports and solicited the Board for any questions they may have. Dixon inquired if the premium payment for the Liability Insurance Policy in place for the Board of Directors was tied to the number of members serving on the Board. Hazelton stated that he did not think so, but that he would check.
- b. Hazelton presented the MCP.com Financial Report for December 2019 (*most current available*) – noting that it was a fairly quiet month. **M/S by Beeck/Wilson** to approve ICCS and MCP.com financial reports as presented. **VOTE – AYE** – Unanimous
- c. Hazelton reported that we have all 99 county memberships now for FY2020, but are lagging behind on Preferred Vendor Memberships. He will be sending out a snail mail follow-up to the email solicitation for Preferred Vendor Renewals. The email has only generated 11 renewals

of the 30 Members from 2019. Hazelton also shared a statewide Map of Districts and Directors that demonstrated the turnover of Directors in the past 18 months, and a couple of additional ones anticipated in 2020.

ITEM 5. OFFICE & DIVISION REPORTS

- a. **President Vavroch** – Commented on the success of the Winterfest 2020 event with the record attendance. He also complimented Hazelton on the three presentations he made for the Collegiate Seminar, MCP.com 101 and an impressive session on legislative efforts
- b. **Other Board Members – Wilson** – Welcomed Nathan Jones to the meeting once again.
- c. **CEO Hazelton**
 - **ZOOM-IN to District 1 Meeting** – Hazelton reported on his first-ever Zoom in to the District 1 Meeting in Warren County. It went well, had a good legislative discussion, was able to take & answer some questions..... A good overall experience!
 - **Administrative Support Services** – Hazelton discussed the short report he had prepared on the hours worked by admin. Support person, Melissa Johannes. Feels very fortunate to have a person of her background assisting us!
 - **IOWA STATE PARKS, CENTENNIAL CELEBRATION** – Hazelton reviewed that the DNR is celebrating the centennial of the Iowa State Parks in 2020. CCBs manage 20 of the state's parks but are not getting any recognition for this in 2020. There is an antique auto tour that will be visiting about half of the CCB-managed state parks on their tour.

ICCS DIVISION REPORTS

- a) **IACCBE** – Shoemaker/Vavroch - reported on the successes of the recently held Winterfest 2020 – overall it was pretty awesome in many ways. Once all the bills have been paid, they will be able to determine a profit margin as the event lost \$2,500 in 2019...there may be a need for a registration fee hike in the future.
- b) **CCDA** – Miner reported that Spring ISAC was coming up in March for Directors, and that their goal is to increase membership numbers to be over the 2019 number of 65!
- c) **CCPOA** – Beeck noted that the CCPOA Division is in good shape with membership numbers over 150. They have three regional workshops coming up in late Feb./Early March and the 35th Anniversary Celebration/Fall Workshop coming up in October.
- d) **IAN** – Hazelton reported that IAN has requested to no longer have an interest in using the ICCS Zoom Meeting system service at the annual fee of \$30. They do however wish to continue with using the online registration system and the Survey Monkey system. Talked to representatives at Winterfest where an interest was expressed to become more active with the lobbying efforts by ICCS, and perhaps having their own lobbyist – stay tuned.....
- e) **AFIRM** – Straw noted that the next meeting of the organization was on March 11th at the Gateway Center in Ames
- f) **MCP.com** – Ginny had no report, and Tom indicated that most other MCP information was covered in other items on the agenda.
- g) **IowaTLC** – Hazelton noted that the Iowa Trust for Local Conservation, a 501(c)3 arm of the CCB system has been dormant for 9 years – now awaiting some new direction, perhaps in the pending transition process to the future?

ITEM 6. LEGISLATIVE UPDATE

- a. **Natural Resources and Outdoor Recreation Trust Fund** – Hazelton reviewed the January 15, 2020 letter to the Governor, along with a PowerPoint slide that had been used to update CCB employees at the Winterfest Legislative Session on January 29th. He further shared what he thought we would be seeing soon from the Governor's office in the form of legislation. He further indicated that this could come in the form of a comprehensive bill in the legislature in the next couple of days.
- b. **REAP** – Hazelton noted that the recent REAP Congress had been very successful, and it may have been the last as one of the proposals he has been hearing is to eliminate the sunset, along with the assemblies and the Congress itself. Stay tuned for what may come.....
- c. **\$2,500 LEGISLATIVE SUPPORT** – The Board discussed the \$2,500.00 amount within the FY2020 ICCS Budget that was identified to go to support of the educational effort to inform legislators about the importance of Funding the Trust. **M/S by Miner/Chatfield** to approve the

expenditure of the \$2,500 at an appropriate time as determined by Hazelton. **VOTE – AYE – Unanimous.**

- d. **CAPITOL DAYS** – Hazelton noted that Environmental Lobby Day (*which has recently coincided with REAP Day at the Capitol*) for the past several years is scheduled for March 11th. This is also the day that would be “County Day at the Capitol” as it falls on the Wednesday prior to the Spring ISAC Conference in Des Moines. Hazelton indicated that we are holding off scheduling anything at the capitol until we see some movement on Funding the Trust which should appear after the first if not the second legislative funnel. He indicated that there will be “an ask” for ALL OF US TO BE AT THE CAPITOL on a specific date.....stay tuned.

ITEM 7. ANNUAL CONFERENCE UPDATES

- a. **UPDATE on 2020** – Hazelton indicated that the only update was the closing of the restaurant and food service at the Quality Inn of Ames, site of our 2020 Fall Conference. We are not to worry as the Ames CCB felt this could easiest be covered with good outside catering coming into the hotel to service our event.

ITEM 8. MYCOUNTYPARKS.COM WEBSITE

- a. **NEW E-COMMERCE COUNTIES** – Hazelton shared the statewide map of counties that are expanding into E-Commerce in the months to come – including: Monona, Jefferson, Clayton, Sac, Ida, Clarke and Warren.
- b. **CURRENT CONSTRUCTION PROGRESS** – Our current “Testing Team” is on the worksite testing the Phase #1 upgrades that have been released for testing and review. Hoping to have these items fully tested by mid-March
- c. **CURRENT FOCUS ON UPDATES** – With two more Phases to be rolled out for testing, the discussion about the Management Agreement with Informatics is being deferred to allow for all of the upgrades to be completed. Most likely, none of the funding set aside in FY2020 for the Management Agreement will be expended.

ITEM 9. NEW BUSINESS

- a. **EMAIL VOTE RATIFICATION** – Hazelton shared the PDF of the email that requested the online voting for support of the Governor’s introduction of the Invest in Iowa initiative. The online voting was 10-0 in favor of the proposed support. **M/S by Beek/Malcomson** to approve the ratification of the ballot. **VOTE – Aye – Unanimous**
- b. **MARKETING** – Hazelton shared the two prototypes of the Rack Card brochures, and the advertisement for the Iowa Tourism Travel Guide. He will be getting pricing on the brochures in the weeks ahead and will probably order 10,000 of them for CCBs and Welcome Centers.
- c. **STRATEGIC TRANSITION COMMITTEE** – Hazelton and Shoemaker reviewed the progress of structuring the committee to-date and that they would be scheduling the first formal meeting of the Committee in February. The early charges of the Committee were reviewed - centered on assessment of our industry via a survey, and begin initial work on a job description for the Chief Executive Officer position for the association.

ITEM 11. OTHER

- a. Hazelton will circulate a Doodle for an early-to-mid May 2020 date for the next meeting.
- b. **ADJOURNMENT** – Meeting was adjourned at approximately 10:10 AM