



I.C.C.S.

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

BOARD OF DIRECTORS MEETING

President Mark Shoemaker called the meeting of the IACCB Board of Directors to order on **Wednesday, January 27, 2021 – 9:00 AM** in the **ICCS ZOOM Meeting Room** online.

BOARD MEMBERS PRESENT: Miner (Butler), Straw (Chickasaw), Beeck (Plymouth), Dixon (Mahaska), Malcomson (Polk), DeVos (Plymouth), Chatfield (Mitchell) and Shoemaker (Pottawattamie)

BOARD MEMBERS ABSENT: Lara (Hardin)

OTHERS PRESENT: Tom Hazelton (Chief Executive Officer)

ALL ITEMS DISTRIBUTED ELECTRONICALLY (via email) TO THE BOARD IN ADVANCE OF THE MEETING: Meeting Agenda; December 2020 Financial Report and Supplemental; December 2020 MCP.com Financial Report; Minutes of the November 24, 2020 Board of Directors Meeting

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

ITEM 1. CALL TO ORDER – Shoemaker called the meeting to order at 9:00 AM. Announcement that the meeting was being recorded by ICCS on Zoom.

ITEM 2. APPROVAL OF AGENDA

- a. **M/S by Straw/Dixon** to approve the agenda as presented w/additions.
VOTE AYE – Unanimous.

ITEM 3. APPROVAL OF PREVIOUS MEETING MINUTES – November 24, 2020

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

ITEM 4. FINANCIAL REPORTS / MEMBERSHIP UPDATES & DISCUSSIONS

- a. Hazelton presented the **December ICCS Operational Financial Reports** – December being a very quiet month with the notable transfer of the budgeted \$10K to MCP for annual support. He further noted that ICCS was in excellent financial condition.
- b. Hazelton presented the **MCP.com Financial Report for December 2020 (most current available)** – noting that it was a fairly quiet month for revenue & expenditures excepting the \$10K coming across from ICCS. Additional Processing Fee refunds will appear in future months as there are several that are being processed. **M/S by Dixon/Chatfield** to approve the financial reports as presented **VOTE – AYE** – Unanimous.
- c. **FY2021 ICCS Membership Report** – Hazelton noted that we had 7 returning preferred vendors that had taken advantage of the 50% discount on a 2021 membership due to Covid affects from 2020. (Invoiced via email on 12/1/20) Will be recruiting additional previous members to the full \$150 membership in the weeks ahead. We have also received \$300 in advertising from Pilot Rock for the ICCS Newsletter in 2021.
- d. **GAMBLING REPORT & Q4 SALES TAX** – Hazelton noted that the regular quarterly sales tax had been filed for Oct.-Dec. 2022; as we as the 2020 Gambling Report for the raffle held at Winterfest 2020 last January

ITEM 5. OFFICE & DIVISION REPORTS

- a. **President Shoemaker** – Nothing to report
- b. **Other Board Members** – No reports/comments
- c. **CEO Hazelton**
 - **CCB Director Openings** – Hazelton updated the Board on SIX CCB Director openings across the state in Henry, Warren, O'Brien, Benton, Tama and Madison counties
 - **ONGOING FREMONT CCB ISSUES** – Hazelton updated the Board on his conversations with FCCB Board Members and Director.
 - **“All Things Camping” Survey** – Hazelton shared a map of participating CCBs (80) and that the deadline was looming on February 1st.
 - **2021 Annual Fall Conference Update** – Hazelton noted an upcoming Zoom meeting with the Conference Planning Committee. He will be working with the Committee to expand the time allowance for the ICCS Annual Meeting – currently on the agenda for 30 minutes during breakfast/exhibitor set-up. He estimated that we need 45 minutes for the meeting, and it was a consensus of the Board to have the meeting associated with the Fall Conference per ICCS Bylaws – though the recent Zoom meeting was efficient.
 - **E-Commerce Virtual Summit** – Hazelton noted this annual event was coming up on February 18th - with lots of registrations already! Should be a good event. He also noted that he was planning a “MyCountyParks.com 101” Zoom Training to be forthcoming in March – anticipated good participation for that event too!
 - **ECIA (East Central Intergovernmental Assoc.) Presentation** – Hazelton noted this event was coming up on February 18th for a presentation to representatives from local city & county governments in Delaware, Dubuque, Jackson, Clinton & Cedar counties. His presentation will be about county conservation operations & the economic impact.
 - **SELFIE STATION SIGNS** – Hazelton noted that the sets of signs have been ordered from Iowa Prison Industries and will be arriving in mid-February to be distributed in the Spring. CCBs will reimburse ICCS for the cost of the metal signs.
- d. **ICCS DIVISION REPORTS**
 - a) **IACCBE** – Shoemaker shared various aspects about Winterfest Planning and that the committee would be convening in February. Hazelton updated the Board about the status of the contract with the Coralville Marriott, and that he had assisted IACCBE with getting a Survey Monkey ballot out for the 2021 election of officers.
 - b) **CCDA** – Miner reported the Spring CCDA Meeting would not be associated with Spring ISAC this year, and that they would be doing a Zoom event on their own.
 - c) **CCPOA** – Beeck noted that the CCPOA Executive Board had worked diligently to get an online virtual training catalog together so that the membership could maintain their 2020 ILEA In-Service Training requirements even though the 2020 Annual Workshop had been cancelled. Hazelton assisted with the technical aspects of accomplishing this effort. They will be having an electronic election of officers this spring, and Beeck noted that he had volunteered to continue to be the CCPOA Representative to the ICCS Board of Directors.
 - d) **IAN** – DeVos noted provided a membership update and that they were near the 150 member number. They have also had to develop a new Listserve communication option as the Yahoo service they had been using was no longer available.
 - e) **AFIRM** – Straw noted that AFIRM had a meeting scheduled for March 3rd, and that she had been working with AFIRM leaders to identify/appoint a replacement for her position on the ICCS Board due to her retirement in April 2021.
 - f) **MCP.com** – Malcomson noted that most of the MCP items of interest would be covered later on the meeting agenda.
 - g) **IowaTLC** – Nothing to report

ITEM 6. LEGISLATIVE UPDATE - Hazelton

- a. Hazelton briefly updated the Board on the status of the THREE versions of Bottle Bill that had been introduced, as well as the status of the introduced modifications to the Forest Reserve Law and the impacts it could have on CCBs. He noted it will be an interesting session for accessibility due to Covid guidelines still in place.

ITEM 7. MyCountyParks.com UPDATES - Hazelton

- a. **New E-Commerce Counties A-Plenty** – Hazelton reports that he is working daily with one of SIX CCBs moving towards launching E-Commerce in the next few months – Wapello, Ringgold, Mitchell, O'Brien, Humboldt and Cedar. – WOW! He noted there is significant “hand-holding” required through these processes to assist CCBs through the start-up processes – in addition to the day-to-day issues that continue to develop with 40+ CCBs now providing online reservations via MCP.
- b. **Phase Two Testing Continues** – Version 8.2 rolled out on January 19th and follow-up testing continues. We will be gearing up for the final development of Phase Three in the weeks ahead – which should be a shorter process due to less complicated upgrades & therefore lesser degrees of testing required.
- c. **Meeting w/Informatics on January 25th** – Hazelton highlighted his Zoom discussions with developers and his concerns about problems with the Phase Two rollouts that did not work. He still hopes that we can be moving to some management offsets to Informatics by next fall.
- d. **E-Commerce Summit (Virtual) on February 18th** – Hazelton noted the robust registrations for this Zoom event – for which they will be recording the educational sessions for use as training videos to be posted to the MCP.org website. He also noted the “MCP 101” Zoom training that is being planned for March with hopes that it may take some pressure off the attendance at the Virtual E-Commerce Summit as there is a 100-participant limit for our Zoom Room.
- e. **Guide to Outdoor Adventure Offline** – With the internet loss of Adobe Flash Player, and the expiration of our 7-year contract for page-turning software – the Outdoor Guide is currently offline. We will need to purchase new software to get this book back online as it is an integral part of our 99 Counties Promotion that is underway!

ITEM 9. NEW BUSINESS

- a. **99 Parks / 99 Weeks Social Media Promotion or 2021-2022** – Hazelton inquired, “Who’s idea was this?” – referring to the amount of time it is taking each week – especially if there is no support from the highlighted CCB for any given week! He shared some of the initial numbers we are seeing of “people reached” – which is very encouraging! He will encourage CCBs to assist with pictures and proposed text for posting for their specific weeks! 😊
- b. **CCB Alumni Organization – Next Steps** – Hazelton reported that they have had one online Zoom event to discuss this organization with current Directors and some alumni. Very positive encouragement to move forward and will be orchestrating an April Zoom Event to welcome CCB alumni “Back to Iowa’s County Conservation System!” He has updated an existing CCB Alumni Database that ICCS has on file – which appears to be approx. 85% accurate. As the word has spread about a CCB Alumni Organization. – incoming inquiries have increased!
- c. **2022 Strategic Planning Process** – Hazelton & Shoemaker updated the Board on the status of this effort and the need to get back on track following a pandemic delay. Hazelton indicated that tabulation of the 2020 Strategic Planning Survey had been completed, and he would send a copy of the results to the Board. This looks like it will provide excellent information for the development of a new CEO Job Description as well as some short-term direction from the “Top 18 Priorities” for the ICCS Board of Directors.

ITEM 10. OLD BUSINESS

- a. Brief discussion about ICCS Board of Director’s membership & Region Representatives; and a question by Dixon about recruiting Preferred Vendor Members to the Association.

ITEM 11. ADJOURNMENT

M/S by Dixon/Chatfield to Adjourn the Meeting – **VOTE – AYE, Unanimous**
Meeting was adjourned at approximately 10:30 AM
(Meeting Doodle will be circulated for the May “Budget” meeting date)