



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 Shoemaker called the meeting of the IACCB Board of Directors to order on **Thursday May 20, 2021** – 9:58 AM at the Jester Park Nature Center in Polk County.

BOARD MEMBERS PRESENT: Shoemaker (Pottawattamie), Miner (Butler), Beeck (Plymouth), Chatfield (Mitchell), Dixon (Mahaska), Beeck (Plymouth), Malcomson (Polk), DeVos (Plymouth), Mormann (Jones), Shafer (Wapello)

BOARD MEMBERS ABSENT: Lara (Hardin)

OTHERS PRESENT: Hazelton (Executive Officer)

ALL ITEMS DISTRIBUTED ELECTRONICALLY (via email) TO THE BOARD IN ADVANCE OF THE MEETING: Meeting Agenda; April 2021 Financial Report and Supplemental; April 2021 MCP.com Financial Report; Minutes of the January 27, 2021 Board of Directors Meeting; Email Ratification VOTE – 3/29/2021; April Online Reservations Report; Request from Louisa CCB for a variance on their FY2022 ICCS Membership Dues; Division Management Pricing Structure; Proposed FY2022 ICCS Operations Budget & Narrative; Proposed MCP.com Budget and Narrative; MCP FY2023 Projected Possibilities Report; 2020 Strategic Planning Survey Report; “Evolution of the CEO Contract” Report; Compensation Comparison Between ICCS CEO and CCB Directors Report; Current Listing of ICCS Board of Directors; Preferred Vendor Update for CY2021; FACTS & STATS of Iowa's County Conservation System.

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

ITEM 1. CALL TO ORDER – Shoemaker called the meeting to order at 9:58 AM

ITEM 2. INTRODUCTIONS & OATH of Office

- a. Shoemaker asked that Mormann and Shafer take a moment to introduce themselves to the other Board Members. Existing Board Members did the same. Mormann, Shafer and DeVos were administered the Oath of Office by Board President Shoemaker

ITEM 3. APPROVAL OF AGENDA

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

ITEM 4. APPROVAL OF PREVIOUS MEETING MINUTES – January 27, 2021 & Email Ballot

- a. M/S by Miner/Chatfield to approve the minutes as presented. **VOTE - AYE** – Unanimous
- b. M/S by Dixon/Mormann to ratify the email ballot dated 3/29/21. **VOTE – AYE** - Unanimous

ITEM 5. FINANCIAL REPORTS / MEMBERSHIP UPDATES

- a. Hazelton presented the April ICCS Operational financial reports and went over the highlights.
- b. Hazelton presented the MCP.com Financial Report for April 2021 - noting that it was a fairly quiet month. He also presented the April Online Registration/Reservation Reports – noting a 98% increase in revenue over April 2019. **M/S by Dixon/Malcomson** to approve the April 2021 ICCS and MCP.com financial reports as presented. **VOTE – AYE** – Unanimous

- c. **ICCS MEMBERSHIPS** – Hazelton noted that Counties had been invoiced for their FY2022 ICCS Memberships on April 27th, and we have already received a handful. We currently had 23 Preferred Vendors for CY2021 – down slightly from 2020 due to no exhibitor opportunities. - **LOUISA COUNTY REQUEST FOR VARIANCE** – Hazelton had previously circulated a letter from Katie Hammond, Director of LCCB requesting that ICCS reduce their FY2022 Membership level by \$500 for the causes listed. **M/S by Beeck/Miner** to approve the reduction in FY2022 for Louisa CCB from \$2,000 to \$1,500 – **VOTE – AYE** - Unanimous

ITEM 6. OFFICE & DIVISION REPORTS

- a. **President Shoemaker** – Noted that many CCB Directors are looking into how CCBs can qualify for the federal Coronavirus Rescue Plan Funding for counties – ISAC is assisting with info.
- b. **Other Board Members** – None
- c. **CEO Hazelton** – deferred to agenda items for discussion
- d. **ICCS DIVISION REPORTS**
 - a) **IACCBE** – Mormann reported that the IACCBE Winterfest Planning Committee has met three times - twice on Zoom, and earlier this week in-person. They are in the initial planning steps for a “normal” Winterfest 2022
 - b) **CCDA** – Miner reported that Summer ISAC was coming up in August (NOTE: Online CCDA Membership renewals for 2020 have now topped 86 – all-time record high)
 - c) **CCPOA** – Beeck noted that the CCPOA Executive Committee had met in April, and were wrapping up a virtual training/certification program for the membership. The 35th Annual Fall Workshop is scheduled for October, along with a 36th Anniversary Celebratory Banquet.
 - d) **IAN** – DeVos noted that IAN a virtual conference in March; IAN Membership was at 160; and, their Fall Workshop will be November 3-5 in Woodbury County.
 - e) **AFIRM** – Shafer noted that three more counties are adding IRVM programs; Joe Kooiker (Story CCB) remains the AFIRM President, and that they will be having a fall conference.
 - f) **MCP.com** – Malcomson & Hazelton commented on the virtual E-Commerce Summit on February 18th and the other various development and management issues with the website.
 - g) **IowaTLC** – Hazelton reported that the TLC Trust remains “on the shelf”.
- e. **DIVISION MANAGEMENT AGREEMENTS** – Hazelton reviewed the Division Management Agreement options available to ICCS Divisions, envisioning numbers would be status quo for FY22.

ITEM 7. LEGISLATIVE UPDATE

Hazelton provided a brief update of the ups & downs for the recently concluded 2021 Iowa Legislative Session. He anticipated a digital post-session newsletter from our lobbyist to be issued very soon (actually became available on 5.21.21). Conservation issues pretty much remain status quo with several funding sources being restored to pre-pandemic levels.

ITEM 8. ANNUAL CONFERENCE UPDATES

- a. Hazelton updated the Board on the 2021 ICCS Fall Conference in Ames. Online registration became available in April; he anticipates the Alumni Reunion will draw 8-10 alumni; the conference budget on paper looks to generate a \$20-\$24,000 profit; Exhibitor registrations are being handled by Story CCB, and we have maintained sponsorships at the \$30K level.

ITEM 9. FY2022 BUDGETS DISCUSSIONS – ICCS & MCP.com

- a. **FY2022 ICCS Operational Budget** – Hazelton presented the proposed ICCS Operational Budget for FY2022 that had previously been distributed electronically, and noted that the budget was conservative – reflecting only modest increases in revenue and expenses. He also noted that County Membership revenue was \$1,500 less than projected due to an anticipation that 2-3 CCBs may request variances in the membership levels. **NEW LINE ITEM in the budget for FY2022** was the Executive Officer Benefit Package which has been discussed for the past couple of years. Hazelton noted that in order to recruit a new CEO in 2022, ICCS needed to have comparable benefits to those of a CCB Director. The \$8,512 proposed for this line item was derived from adding the current \$960/year cell phone allowance to \$7,552 – a number that is the equivalent to the 9.44% employer’s share of an

\$80,000 salary for a CCB Director. In general discussion, the Board presented Hazelton with his FY2021 evaluation, and **M/S by Miner/Shafer** to offer a 5% increase in the CEO Contract – setting it at \$111,414.45 for FY2022. **VOTE – AYE - Unanimous** Hazelton accepted the offer.

- b. **FY2022 MCP.com Budget** – Hazelton presented the proposed MCP.com FY2022 Budget that was structured to allow for flexibility in development, contracted staffing, management agreements data breach insurance. This budget reflects a 92% increase in Processing Fee Revenues over FY2021, and zeroing-out the ICCS project support line-item as the website should be financial self-supporting going forward. This provides for an overall 27% increase in the revenue side of the budget. Hazelton noted on the expense side that he anticipated significant increases in the Cyber Liability Insurance, Website Hosting, and Miscellaneous maintenance line-item expenses – recommending appropriate increases in those. Total Expenses projected show an actual reduction of 2% over FY2021.
- c. **VOTE ON APPROVAL OF BOTH BUDGETS: M/S by DeVos/Miner - VOTE – Aye – Unanimous**
- d. **Discussion of FY2023 MCP Projected Possibilities** – Hazelton outlined a vision for future administrative operations of the MyCountyParks.com website – commencing in FY2023. This vision incorporated two main concepts: 1) The need to demonstrate that the day-to-day management of the website operations is detached from the ICCS CEO position (*this is essential for 2022 new CEO recruiting*); and, 2) That we provide a stable transition period for the next several years so that many of the 40 additional CCBs will have confidence in onboarding into the E-Commerce arena. To accomplish these concepts – the FY2023 Budget for the website should include funding for the part-time position of Internet Systems Administrator as demonstrated in the proposal. Following general discussion, the consensus of the Board was in favor of pursuing the concepts as presented for FY2023.

ITEM 10. NEW BUSINESS

- a. **Iowa State Parks – Management Changes** – Hazelton noted that he has become aware of the State Parks Division of the Iowa DNR in the mode of looking at management changes of several of their under-utilized state parks. Conversations may be on the horizon for CCBs that these parks are located in. Dixon noted that this has already occurred in Mahaska County.
- b. **Partnership with DNR/County Engineers on Creek Signage** – Hazelton reviewed discussions he had had with DNR representatives to further this effort in counties along county highways. This program has been ongoing along all state highways – to help the public to understand that “We All Live in a Watershed”.
- c. **Executive Officer Evaluation** – (handled within the budget discussions previously)
- d. **ICCS Board Member Resignation** – Shoemaker/Hazelton reviewed a communication that had been received by Jessica Lara (Hardin CCB) to resign her position on the ICCS Board of Directors. **M/S by Beeck/DeVos** to accept her resignation with regrets. **VOTE – Aye - Unanimous**

ITEM 11. OLD BUSINESS

None brought forth.

ITEM 14. OTHER

- a. Hazelton will circulate a Doodle for late July / early August meeting date/time.

ITEM 14. ADJOURNMENT

Meeting was adjourned at approximately 1:20 PM