



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 27<sup>th</sup>, 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 35<sup>th</sup> Annual Fall Workshop is scheduled for October, along with a 36<sup>th</sup> 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 18<sup>th</sup> 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