



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

Outgoing President Larry Wilson called the meeting of the ICCS Board of Directors to order on **Tuesday, November 19, 2019** – 9:54 AM at the ISAC State Offices, West Des Moines, IA.

BOARD MEMBERS PRESENT: Vavroch (Poweshiek), Wilson (Johnson), Miner (Butler), Shoemaker (Pottawattamie), Straw (Chickasaw), Malcomson (Polk), Dixon (Mahaska)

BOARD MEMBERS ABSENT: Lara (Hardin), Beeck (Plymouth)

OTHERS PRESENT: Hazelton (Executive Officer)

ITEMS DISTRIBUTED ELECTRONICALLY (via email) TO THE BOARD IN ADVANCE OF THE MEETING: Meeting Agenda, October 2019 Financial Report and Supplemental, October 2019 MCP.com Financial Report, October MCP.com Reservations Report, Minutes of the August 1, 2019 Board of Directors Meeting, REAP Assemblies Schedule, Letter of Invitation from the Pottawattamie CCB for the 2022 Fall Conference, Letter from the Winneshiek CCB for District 2 to host the 2023 Fall Conference, "Strategic Transition" Packet of Information for planning discussion on recruiting a new CEO in 2021, Current CEO Job description

ITEMS DISTRIBUTED TO THE BOARD AT THE BOARD MEETING: (In addition to the above)
Hard copies of all that was distributed electronically as listed above.

ITEM 1. CALL TO ORDER

- a. **OATH OF OFFICE** – Wilson administered the ICCS Oath of Office to Ginny Malcomson (Polk) for her Fall 2019 – Fall 2022 board term. She will represent the MCP.com Division.
- b. **ELECTION OF OFFICERS** – President Wilson solicited nominations for President, Vice President, Secretary and Treasurer:
 - **M/S by Wilson/Shoemaker** to nominate Mark Vavroch for the office of President
 - **M/S by Vavroch/Miner** to nominate Mark Shoemaker for the office of Vice President
 - **M/S by Shoemaker/Wilson** to nominate Mike Miner for the office of Treasurer
 - **M/S by Wilson/Miner** to nominate Bridget Chatfield for the office of Secretary**Consensus vote** to approve the slate of officers as presented by all members present.

ITEM 2. APPROVAL OF AGENDA

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

ITEM 3. APPROVAL OF PREVIOUS MEETING MINUTES – August 9, 2018

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

ITEM 4. FINANCIAL REPORTS / MEMBERSHIP UPDATES

- a. **OCTOBER FINANCIAL REPORTS** – These reports had been sent out in advance for review by the Board. **M/S by Miner/Dixon** to approve financials as presented. **VOTE – AYE** – Unanimous
- b. Hazelton reported that we now have 98 of the 99 having renewed their FY2020 Memberships for the ICCS, Emmet CCB is the last CCB to be heard from. Hazelton has been in contact

- with the Emmet CCB Director, their membership is being processed. He also noted that December is the month that we send out email renewal notices to Preferred Vendor Members.
- c. Hazelton noted that our 501(c)6 IRS tax filing for FY2019 was completed and filed prior to the November 15th deadline. For the first time ever, ICCS contracted with a professional tax accounting firm to complete this filing - Fox & Buchheim, P.C. in Marion, IA. Rick Buchheim was our direct contact and CPA that did the filing. All went relatively smoothly for the first-time filing that also included the following Divisions – CCDA, CCPOA, IACCBE & MCP.com.

ITEM 5. OFFICE & DIVISION REPORTS

- **President Vavroch** – Thanked Wilson for his past year of leadership as President – as well as Miner and Shoemaker for their previous year of service as Treasurer and Secretary.
- **Other Board Members** – Wilson provided that Johnson CCB Director, Larry Gullet expressed his appreciation for the recent outstanding ICCS Fall Conference in Muscatine!
- **CEO Hazelton**
 - 2019 NEW EMPLOYEE SCHOOL (October 29) – Awesome attendance and program with a near record attendance of 59 employees from 28 CCBs. The school was held at the Ramada Tropics Conference Center in Des Moines.
 - 2019 – 4th Annual E-COMMERCE SUMMIT (coming up on December 3) – 58 participants from 26 CCBs are currently registered. Uniquely, 13 are from CCBs that are NOT currently providing online reservations/registrations. The 2019 Summit will be held at the Jester Park Nature Center in Polk County – thanks to Malcomson for assistance in planning!

ICCS DIVISION REPORTS

- **IACCBE** – Vavroch/Shoemaker reported that registrations were coming in for Winterfest 2020. Dixon inquired if there were any college participants from William Penn College – Hazelton would follow-up. Hazelton noted that the 2019 Winterfest Event did not turn a profit, and that MyCountyParks.com would be a \$2,500 Sponsor for the 2020 event.
- **CCDA** – Miner reported ISAC/CCDA Summer Meeting had good attendance
- **CCPOA** – Hazelton reported that the CCPOA recently (October) held their 34th Annual Fall Workshop – hosting a record 163 officers, which is believed to be 100% of the CCB officers in the system.
- **IAN** – No report
- **AFIRM** – Straw noted that their recent Annual Meeting was in Pella, which included a tour of the Vermeer Plant and Lake Red Rock with much discussion about the Emerald Ash Borer expansion. The recent Equipment Field Day in Linn County had 50% of the attendance from the year before
- **MCP.com** – Advisory Committee members will be hosting Break Out Sessions in certain areas of their expertise at the upcoming E-Commerce Summit.
- **Iowa TLC** – No Report

DIRECTOR OPENINGS

Hazelton noted that new CCB Directors have been hired in Jackson County (Nathan Jones), and in Guthrie County (Brad Halterman). No word yet on a new Director in Howard County.

ITEM 6. LEGISLATIVE UPDATE

- A. **NATURAL RESOURCES & OUTDOOR RECREATION TRUST FUND** - Hazelton updated the board with the ongoing meetings that have been occurring since the end of the 2019 Legislative Session this past May. There is some optimism that 2020 could be the year.
- B. **2020 LOBBYING PARTNERSHIP WITH INHF** – Hazelton noted that our 1-year contract with our lobbying team will expire on December 31st. He and the INHF have had some preliminary discussion about a contract extension for two years – through the end of 2021. We should anticipate a modest increase in the contract cost – there has been no increase for 4 years.
- C. **REAP ASSEMBLY SCHEDULE** – Hazelton reviewed the schedule of 18 REAP Assemblies that would be held around the state on either side of the Thanksgiving holiday weekend – some Assemblies have already been held. 11 of the 18 will be held in County Conservation facilities – which is an excellent way to show what REAP dollars have done across the state.

ITEM 7. ICCS ANNUAL CONFERENCE UPDATES

- a. **2019 (Muscatine/Louisa CCBs)** – Brief review of the most recent fall conference was held. Most everyone had heard great comments about the conference and appreciated the incorporation of the local history (Mississippi River) into the conference format. Hazelton reported that it appears as though there will be a \$25,008.02 profit for the conference.
- b. **2020 (Story CCB)** – Hazelton updated the Board with minor new information about the 2020 Fall Conference in Ames – look forward to promotion of the conference to commence in early 2020. The host committee will also have a promo booth at Winterfest Conference in Coralville.
- c. **2021 (Dubuque CCB)** – No new information at this point.
- d. **2022 (Pottawattamie CCB)** – Board reviewed a letter of invitation from the Pottawattamie County Conservation Board to host the 2022 ICCS Fall Conference in Council Bluffs. The host site would be the Ameristar Conference Center. **M/S by Dixon/Straw** to accept the invitation. **VOTE - Aye – Unanimous**
- e. **2023 (District 2)** – Board reviewed a letter of invitation from Barb Schroeder (Winneshiak CCB), on behalf of District 2 – to host the conference in Decorah and explore the Driftless Region of Winneshiak and Fayette Counties. **M/S by Chatfield/Wilson** to accept the invitation. **VOTE – Aye - Unanimous**

ITEM 8. MYCOUNTYPARKS.COM WEBSITE

Hazelton provided a general update on the progression of the major renovations that will be done in 2020. The prioritized construction is already underway, and we should anticipate testing of new features and functionalities during the first 2/3 of 2020, with the roll-out for public use next fall.

ITEM 9. NEW BUSINESS

- a. **General Discussion** – No new business of note was discussed.

ITEM 10. OLD BUSINESS

- a. **2021 STRATEGIC TRANSITION** – The Board held a wide-ranging discussion about the process to analyze the CCB System, design a new job description, and recruit a new CEO. Some preliminary consensus points:
 1. The **time frame** as outlined via the “Strategic Path to FY2022” was acceptable as presented to the 2019 Annual Meeting in Muscatine. This demonstrated a three-fiscal-year process covering 24 months to bring a new CEO onboard during the summer of 2021 in early FY2022.
 2. The need for a **system-wide survey** was evident – soliciting input from all ICCS Divisions as to their view of our industry in 2030. This would include services and products that they would like to see available from ICCS in a prioritized listing. This information would be of great resource to the development of an updated job description for the position.
 3. A relatively medium-size Transition Committee (<14 members) should be assembled with representation from across our system. Shoemaker will chair the committee. Shoemaker, Vavroch and Hazelton will brainstorm and solicit CCB representatives to serve.

ITEM 11. OTHER

- a. Hazelton will circulate a Doodle for an early February ZOOM meeting – having to work around the January 28-30 Winterfest 2020 event.

ITEM 12. ADJOURNMENT

- a. Meeting adjourned at approximately 1:54 PM