



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, November 24, 2020** – 9:47 AM in the **ICCS ZOOM Meeting Room** online.

BOARD MEMBERS PRESENT: Vavroch (Poweshiek), Wilson (Johnson), 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; October 2020 Financial Report and Supplemental; October 2020 MCP.com Financial Report; Minutes of the August 6, 2020 Board of Directors Meeting; Proposed changes for the “ALL-IN” Option for participating ICCS Divisions

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

ITEM 1. CALL TO ORDER – Vavroch called the meeting to order at 9:47 AM following the 2020 ICCS Annual Meeting held at 9:00 AM

a. **ELECTION OF OFFICERS**

- M/S by Wilson/Miner to nominate Shoemaker as President. **VOTE AYE** – Unanimous
- M/S by Shoemaker/Wilson to nominate Miner as V.P. **VOTE AYE** – Unanimous
- M/S by Shoemaker/Beeck to nominate Chatfield as Secretary. **VOTE AYE** – Unanimous
- M/S by Wilson/Straw to nominate Dixon as Treasurer. **VOTE AYE** – Unanimous

Shoemaker thanked both Vavroch and Wilson for their 6 years of service to Iowa's County Conservation System. (NOTE: Hazelton & Shoemaker explained the elections glitch by the IACCB Division and that though Shoemaker was not properly re-elected, he has agreed to serve at least one additional year on the ICCS Board of Directors)

ITEM 2. APPROVAL OF AGENDA

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

ITEM 3. APPROVAL OF PREVIOUS MEETING MINUTES – August 6, 2020

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

ITEM 4. FINANCIAL REPORTS / MEMBERSHIP UPDATES & DISCUSSIONS

- a. Hazelton presented the **October ICCS Operational Financial Reports** – with the quarterly lobbying fee and the tax accounting fee being the major highlights.
- b. Hazelton presented the **MCP.com Financial Report for October 2020 (most current available)** – noting that it was a fairly quiet month with the exception of heightened Processing Fee revenues which were 64% ahead of the same month in 2019; we have had two additional CCBs come onboard for E-Commerce; the cash balance in the MCP money market, primarily from processing fee revenues is phenomenal!

- c. **FY2021 ICCS Membership Report** – Hazelton noted that both Wayne and Fremont CCBs have both paid their FY2021 Memberships – giving us a full 99 CCBs. He reported that we currently have 22 Preferred Vendor Members, down a few for 2020 due to COVID and no 2020 Fall Conference. Hazelton reported that he would begin recruitment of P.V. Members for 2021 in December – offering returning 2020 members a 50% discount at \$75/year.

M/S by Chatfield/Dixon to approve the Financial Report – **VOTE AYE** - Unanimous

ITEM 5. OFFICE & DIVISION REPORTS

a. **President Shoemaker** – Nothing to report, other than it has been a very interesting year!

b. **Other Board Members** – No reports/comments

c. **CEO Hazelton**

- **Comments Welcomed About Annual Meeting** – Hazelton asked that if anyone had comments or suggestions about the virtual Annual Meeting just held to provide those to him so that anything might be improved for future such meetings.
- **Numerous CCB Director Openings Across the State** – Hazelton discussed the status of the Director openings in Clinton, Henry, Warren, O'Brien and Appanoose counties. He expressed his concerns about the lack of existing CCB employee applications for the Directorships. There was a discussion about what some of the reasons may be for this.
- **CCB Board Meetings Attended** – Hazelton commented on each of the local Conservation Board meetings he had recently attended: Appanoose, Johnson & Linn Counties – one for training and two for IWLA Award presentations.
- **Annual Fall Conference Updates** – For 2021, Hazelton noted that the Quality Inn & Suites in Ames has been sold, but could not advise if there will be any changes.
- **New Selfie-Station Orders** – Hazelton noted that he has received orders from six CCBs for 12 addition sets of signs for the 2019 Selfie Stations. ICCS will order and the individual CCBs will reimburse ICCS for the costs. Hazelton will construct the wooden MCP-branded State of Iowa “plaques” for these stations from 8” cedar decking.
- **2020 New County Conservation Employee School & E-Commerce Summit** – Hazelton noted that tentative dates have been set in February 2021 for both of these annual events.....pandemic pending may determine actuality of occurring.

e. **ICCS DIVISION REPORTS**

- a) **IACCBE** – Vavroch reported that Winterfest 2021 having been cancelled, the Winterfest Planning Committee has been pretty well side-lined for the past 6 months. They are still negotiating with the Marriott for contract forgiveness due to the pandemic. At this time, rather than have elections – the elected officers have agreed to hold their positions one more year.
- b) **CCDA** – Miner reported that Fall ISAC had been cancelled, and that the CCDA has been sharing communications about establishing Legislative Priorities for the 2021.
- c) **CCPOA** – Beeck noted that the CCPOA Executive Board was having discussions on how best to move forward after having cancelled their 35th Annual Fall Workshop in October. All 163 member officers have required mandated training to acquire for 2020 to meet in-service training mandates as set by Iowa Code, OSHA, and new federal law.
- d) **IAN** – DeVos noted that IAN held their November 4-6 Fall Workshop virtually, and the Division currently has 180 members; scheduled in-person spring workshop in Ringgold County in March; there is much virtual work being done by Naturalists across the state to accommodate the outreach efforts of the CCBs – naturalists have been extremely creative!
- e) **AFIRM** – Straw noted that there is little networking going on with the AFIRM organization, they hope to have some sort of event in March (in-person or most-likely virtually)
- f) **MCP.com** – Hazelton noted that the Advisory Committee will be meeting on Zoom soon as there is much going on, and they need to discuss the E-Commerce Summit planning
- g) **IowaTLC** – Hazelton reported that the TLC Trust remains “on the shelf”. *(Also noted that former Executive Secretary Brazelton had checked-in on the status of the Trust)*

ITEM 6. LEGISLATIVE UPDATE

- a. Hazelton noted that he has been meeting regularly with INHF and our lobbyist keeping in touch with the Governor’s staff; Gov. Reynolds mentioned on October 15th that the Invest in

Iowa Plan will be part of her efforts for 2021. There is likely to be a targeted effort on some tax reform issues.

- b. Hazelton has been soliciting Directors for pandemic crowd pictures and anecdotes about the significant up-tick in use of parks, campgrounds and trails.

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 6 months – Ida, Sac, Decatur, Wapello, Clayton and Ringgold – WOW! This volume of new entrants into the online reservation fray has increased the MCP workload significantly.
- b. **Phase Two Testing** – Has been somewhat slowed by all of Informatics technicians working remotely and lack of interest in testing new features by CCB staff. ICCS has been testing Phase 2 upgrades for the past four months. He expressed his gratitude to Ginny Malcomson for her assistance with this testing.

ITEM 9. NEW BUSINESS

- a. **99 Parks / 99 Weeks Social Media Promotion** – Coinciding with his final 99 weeks in his CCB career, Hazelton will utilize Facebook and Instagram platforms to highlight one CCB each week for the next 99 weeks – the marketing plan will start on January 18, 2021!
- b. **ICCS Division Management Fee Pricing**– Hazelton reviewed a proposal to offer returning 2020 Preferred Vendors a 50% discount in the membership fee for 2021 due to the pandemic cancellation of the fall conference and other inabilities for vendors to engage with CCB staff and board members.
M/s by Miner/Straw to approve the proposal – AYE, Unanimous
- c. **CCB Alumni Organization** – Hazelton reported that he is working with Dan Heissel (Woodbury) and Roger Kean (Scott) to establish the first ever formalized CCB Alumni organization. He is organizing a small committee of other Directors and some Alumni to join in on a Zoom meeting to discuss the possibilities in December.....stay tuned!

ITEM 10. OLD BUSINESS

- a. Larry Wilson and Mark Vavroch thanked the Board for their 6-year experiences on the Board of Directors and that it had been very rewarding for each of them.

ITEM 11. ADJOURNMENT

M/S by Vavroch / Wilson to Adjourn the Meeting – **VOTE – AYE, Unanimous**
Meeting was adjourned at approximately 10:51 AM
(Meeting Doodle will be circulated for the January/February meeting date)



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