



Newsletter

2022 LEGISLATIVE SESSION

Volume 63
Issue No. 9
February 25, 2022



SAVE THE DATES:

The ICCS Calendar & Zoom Meeting Room Bookings are available online via

mycountyparks.org

- * Mar. 1 – CCPOA Spring Workshop – Polk CCB
- * Mar. 2 – AFIRM Mtg. - Ames
- * Mar. 9 – CCPOA Spring Workshop – Benton CCB
- * Mar. 9 – County Day at the Capitol
- * Mar. 10-11 – Spring ISAC & CCDA Meeting – D. M.
- * Mar. 9-11 – Spring IAN – Jackson CCB
- * Mar. 23 – CCPOA Spring Workshop – Pocahontas CCB
- * April 19-20 – IA Tourism Conference – Des Moines
- * Aug. 26-30 – Summer IAN – Boundary Waters

Indicates Online Registration Available



2022 ICCS
Fall Conference
September 13-15, 2022
Doorway to the Driftless
Dubuque, IA



ICCS
Legislative
Communication



SF2317, SF 2323, SF2312



3/24/22 – SF2206 Passes Senate, HF2317 Passes House – Tax Reform Bill to Governor's Desk

Once championed as great **tax reform vehicle** to get funding for the *Natural Resources and Outdoor Recreation Trust Fund* across the finish line in 2022 – SF2206 fast-tracked out of the Senate, companion bill HF2317 out of the House and to the Governor's desk yesterday. **Taken out of the bill was** the funding mechanism for the Trust Fund via changes to the Local Option Sales Tax (LOST) adjustments.

BILL: <https://www.legis.iowa.gov/legislation/BillBook?ga=89&ba=HF%202317>

SF2323 – “CCB Land Inventory Bill” – passed out of the Senate Natural Resources and Environment Committee by a vote of 10-2 on 2/17. An amendment was added on 2/23. ICCS is currently networking with ISAC and ICCS lobbyists and LSA representatives on final wording of this proposal. Bill has been placed on the broader Senate calendar for discussion/debate.

BILL: <https://www.legis.iowa.gov/legislation/BillBook?ga=89&ba=sf2323>

SF2312 – “CCB Land Acquisition Bill” – passed out of the Senate Natural Resources and Environment Committee by a vote of 7-5 on 2/17. The bill is available for Senate debate.

BILL: <https://www.legis.iowa.gov/legislation/BillBook?ga=89&ba=SF%202312>

While **HF2317** arriving on the Governor's desk for signature was not in the final form we had hoped for – it remains some good tax reform for Iowa. We are optimistic that we may still see additional legislation emerge this 2022 session that will propose funding The Trust. ICCS participated in a survey of Iowans this past fall that yielded some good talking points that we can share going forward as we continue our positive messaging about the localized benefits of Funding the Trust:

- **81%** of Voters indicate support for the creation the Trust Fund.
- **70%** support the Legislature increasing the state sales tax – knowing those funds would be dedicated to the Trust Fund – *the highest support ever!*
- A solid majority of voters (**58%**) would also support increasing the state sales tax and reducing state income tax.

Look forward to additional information in the days and weeks ahead as the 2022 Iowa Legislative Session bulldogs into March!

IACCB@mycountyparks.org

(515) 963-9582

mycountyparks.com

WINTERFEST 50 in 2022



IMAGINE – 362 county conservation staff from 81 CCBs, joined by 92 collegiates from eleven college campuses, accentuated by 30+ vendor representatives – and toss in those 35-ish presenters and you are attending the **largest county conservation event in our history** with over 520 participants – just a **WOW!** in so many awesome ways. 😊 Perhaps the most important stat was the presence of a full 54% of all the employees in our CCB system from across the state – unprecedented! We learned that the main ballroom where we had our general sessions actually has a seating capacity for dining of 492 – what a wonderful thought that we were actually challenging that! **Many KUDOS to the IACCBE Winterfest Planning Committee** under the leadership of President **Brent Hansen (Polk)** that faced many hurdles in creating the eventual product that would draw you all back from the darker days of the pandemic in 2021.....truly a memorable milestone for the history of CCBs in Iowa! The feedback we were receiving on site was very rewarding about almost EVERY aspect of the event. As a reminder – we encourage everyone to participate in the **Winterfest Evaluation Survey** via the following link:



(78 received to-date!) <https://www.surveymonkey.com/r/WFESTEVALUATION>

Your participation in this survey will greatly assist the 2023 Winterfest Planning Committee in putting together another historic county conservation conference! Presentations that have been made available to us to share can be found on the Winterfest page on MyCountyParks.org here: <https://www.mycountyparks.org/iaccbe-2022.html>

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CCPOA SPRING WORKSHOPS!

The 2022 trifecta of regional **CCPOA Spring Workshops** is on tap in the upcoming weeks across the state as follows:

- CENTRAL – March 1st – Polk County (*registration closed*)
- EASTERN - March 9th – Benton County
- WESTERN – March 23rd – Pocahontas County

Online Registration is available at: <https://www.mycountyparks.com/Org-Event/Default.aspx>
For additional information – contact the CCPOA of Iowa - CCPOA@mycountyparks.org

COUNTY DAY AT THE CAPITOL – MARCH 9, 2022!

As the kick-off to the **ISAC / CCDA Spring Conference in Des Moines**, ISAC is organizing the annual County Gov't Day at the Capitol on Wednesday, March 9th. While registration has closed for the meals on this date, CCB Directors are still welcomed to join us. ICCS will have a full exhibit that day for education of legislators and other county government officials. We encourage you to contact your legislators in advance so that they know you will be in the Capitol that day, and that you would like to get together with them. For more info. Contact your CCDA Leadership! ☺



Please remember to join the 71 other CCB Directors that have already renewed their 2022 CCDA Membership! Online – here: <https://www.mycountyparks.com/Org-Event/48/CCDA-2022-ANNUAL-DUES.aspx>



REMINDER – that applications are **due by March 31st** for the current open position on the Wildlife Habitat Stamp Grant Review Committee. Directors can refer to the **February 14th email from ICCS** with all the information, links and directions for the application process – thanks!

SILENT AUCTION BASKETS W/CABINS!

On **February 18th** – all CCBs that have cabins reservable online via MyCountyParks.com were invited to partner with ICCS to provide up to three silent auction packages featuring CCB cabins from across this state. The auction will be held at the 2022 Iowa Tourism Conference in April in Des Moines. Many thanks to these CCBs that have opted-in to-date: **Calhoun, Buchanan, Webster, Woodbury, Hamilton, Harrison, Benton, Polk and Lee**. We look to have three regional offerings where the successful bidders can choose from 2-3 cabin packages from in those regions – and it would be awesome to have 7 or 8 options in each region for this great marketing opportunity! Please refer to the 2/18 email for additional information on this process – thanks! **We need to hear from you by March 1st** if you would like to join us in this fun adventure! ☺



Interested in being in on the "Best Practices" communications so that you know what those questions are out there that are swirling about? Just send along an email address, and we can get you connected! NOTE: In order to respond to the information requests – you need to be able to log in as a County Administrator with ability to get into the Portal. Let me know IACCB@mycountyparks.org



As we potentially pivot to alternative options for Funding the Trust or have additional information to share with you – remember to refer to any one of a number of file folders in **The Portal** for support and networking information. AND – should you have documents or other resources that may benefit other CCBs with their operations – feel free to load them up to an existing file, or create some new ones – thanks!



For the better part of three decades, **Iowa's County Conservation System** has been cobbling together some sort of marketing efforts each year – primarily hoping to make something happen without much funding. At best it has been a couple of hundred dollars here and there – WITH the assistance of any CCB that would jump through the hoops with us!? FY2022 marks a new era with promotional funding AND a plan! Sharing with you below many of the partnerships we have in place with primarily our friends with the Iowa Tourism Office. Funding comes from dedicated \$\$ from both ICCS and the MyCountyParks.com FY22 budgets! Be ready – the springtime blitz is on to promote YOU to the world!



IOWA IOWA

life | changing™ IOWA DEPARTMENT OF TOURISM

travel IOWA #THISISIOWA

2022 - We Got This!

Ending on 12/5/22 with Allamakee CCB

99 PARKS IN 99 WEEKS 2021 & 2022

~\$45,936

345,529+ reached to-date! ☺

1,144+ photos posted to-date! ☺

#THISISIOWA

YEAR OF THE ROAD TRIP

Travel Iowa

Iowa - the State of 2,000 County Parks!

Facebook & Instagram

85,000+ Impressions

March / April 2022

\$950

travel IOWA

mycountyparks.com

TRAVEL IOWA

YEAR OF THE ROAD TRIP

25,000 Rack Card Brochures to all 99 CCBs, Iowa Welcome Centers, etc. 2020-2022

\$1,232

1/6 Page Ad

100,000 copies

Iowa Tourism Guide

plus online version/downloads

\$750

travel IOWA

OUR IOWA

THE IOWA

YEAR OF THE ROAD TRIP

IOWA'S COUNTY PARKS

\$650

174,000 Combined Circulation

April / May 2022

mycountyparks.com

#THISISIOWA #1 Pillar of 2022 Marketing

IOWA NATURAL BEAUTY COMBO

IOWA OUTDOORS

Exploration and adventure including state and county parks

134,000 Combined Circulation

April / June 2022

\$700

mycountyparks.com



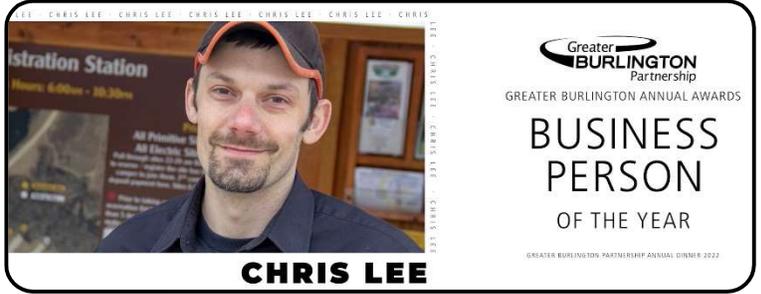
EVENT PROCESSING FEE PAYMENTS DUE

It is exciting to see the surge of online event registrations being made available to the public on MyCountyParks.com! 26 CCBs received nearly 10,000 online registrations in calendar year 2021 – a 42% increase over CY2020 and even a 41% increase over the last “normal” year of 2019! A reminder to the 17 CCBs that received their invoice for the processing fees for 2021 to get those payment in to ICCS ☺

CONGRATS TO CHRIS LEE, Director

Des Moines County Conservation Board

The **Greater Burlington Partnership** has recognized the DMCCB Director as their **Business Person of The Year** at their annual awards celebration this past week. You can find more about this recognition here: #gbp2021annualawards



3/7/2022	Shelby
3/14/2022	Sioux
3/21/2022	Woodbury
3/28/2022	Adams
4/4/2022	Audubon
4/11/2022	Crawford

WEEK NUMBER 59 UPDATE!



- MyCountyParks.com

We will wrap up with the “Class of 1960” in March, and move ahead to the 10 weeks of the “Class of 1962”! For the 40 of you that are yet to be featured – plan ahead to get those pictures in early! ☺ Thanks for the assists!

“You don’t need to practice social distancing from Mother Nature: Enjoy Iowa’s County Parks!”



Harrison CCB
Nature Center
Construction



- Full Time
- Seasonal/Part-Time

<https://www.mycountyparks.com/Jobs/Default.aspx>

1. CRAWFORD Co. – Park Ranger
2. DICKINSON Co. – Roadside Vegetation Manager
3. HENRY Co. – Assistant Naturalist
4. AUDUBON Co. – Ranger / Naturalist
5. GRUNDY Co. – Conservation Tech./Naturalist
6. POLK Co. – Conservation Laborer – Construction
7. POLK Co. – Facility Attendant
8. SEASONAL POSITIONS – 100+ opportunities listed on website



2/26/2022

And what adventure is your 99 PARKS backpack taking you on this spring of 2022??