

#FUNDTHETRUST



Newsletter

Oak Grove Park
Sioux Co. Conservation

Volume 58, Issue No. 7
November 16, 2016

SAVE THE DATE:

The IACCB Calendar is also available online via the IACCB link on MCP.com

- * Nov. 17 – District 4 Mtg. – Page CCB
- * Nov. 30 – Dec. 2 – Fall ISAC/CCDA – Des Moines
- * Dec. 15 – District 5 Mtg. – Van Buren County
- * Dec. 21 – District 6 Mtg. – Scott CCB
- * Jan. 24-26 – Winterfest 2017 - Waterloo

The IACCB Newsletter is produced on a periodic basis, and provided in digital format as a membership benefit to IACCB Members and stakeholders.



2017 IACCB Annual Fall Conference
September 21-23
Sioux Center, IA
Hosted by the Lyon & Sioux CCBs



STRATEGIC CHANGES
COMING TO
MYCOUNTYPARKS.COM

Seven years of sustained growth, significant expansion and an explosive 27% increase in use this year alone are some of the reasons that IACCB will be navigating through management and operational adjustments in the months to come. Kinda hard to imagine that none of this - our collective internet presence - even existed seven years ago, and now we are working on the front-end development of Version 5! It has become a critical piece of our operations, marketing, networking, outreach and even our physical identity.

Two New Features in the Short-Term:

#1) That elusive “E-Mail Blast” system (much like Constant Contact) is in final stages of testing, and was previewed by those assembled at the E-Commerce Summit in Ames last week. We will be meeting with developers to consider some final tweaking, and following that up with final testing. There should be a thorough review of the new functionalities at the MCP.com session at Winterfest for those of you wishing a sneak preview. (It is our plan to have a training manual available after roll-out)

#2) Custom Reports Admin. – A CCB “Task Force” of sorts got together at the E-Commerce Summit last week and identified a list of priorities and suggestions for getting this project pulled together for final development. Primarily a functionality for those CCBs with online reservations, funding for this feature was pledged by six counties: **Clay, Clinton, Hamilton, Linn, Marion and Polk**...KUDOS for your support!



ON TO THE FUTURE!

Assessing recent trends & statistics, as well as the existing financial structure – the IACCB Board of Directors voted unanimously at their November 1st meeting – to implement a **\$2.00 per transaction “Reservation Fee”** for the website. Funds generated will support future development, maintenance, hosting and management for the growing website. (The DNR currently assesses \$4.00 as a similar fee) Annual costs for operation and development of MyCountyParks.com have increased from just over \$11K in 2011, to well over \$22K for FY2017. (Prior to FY2012, IACCB had \$0 allowed in the budget for MCP.com) We have advanced from 3 E-Commerce CCBs in 2009, to 15 in 2016, and anticipate adding 4 to 5 more in 2017 – WOW! We appreciate your patience & support as the growing pains continue! ☺

IACCB@MyCountyParks.com

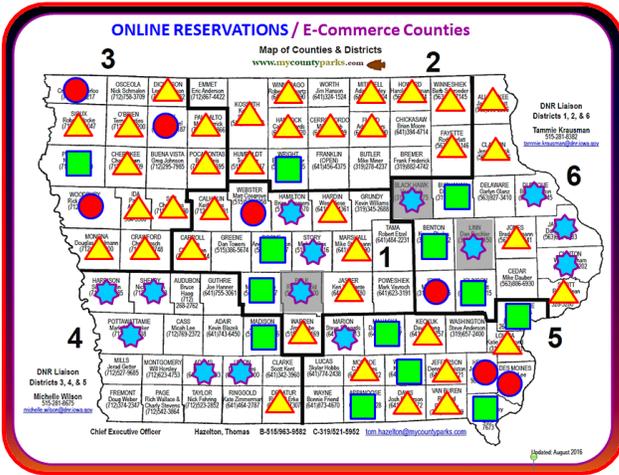
(515) 963-9582

mycountyparks.com



PORTAL EMAIL ADDRESSES HARVESTED!

THIS NEWSLETTER is arriving to your inboxes with email addresses from the **PORTAL CONTACTS** harvest on 11/14/16. This scoop has provided 799 “refreshed” emails, replacing the listing we last scooped in June. This is a slight up-tick by 8 additional employee emails – to 436, while the list of Board Members remained static at 363. By IACCB’s count, this represents 74% of all Board Members, and 72% of the 612 employees. IACCB appreciates your either forwarding or printing/distributing of communications from IACCB to your staff and board members who are not directly connected with email. Between now and the next harvest (due in February following Board Member changes), please pass along new/updated email addresses to IACCB, and be sure to update your portions of the **CONTACTS**.



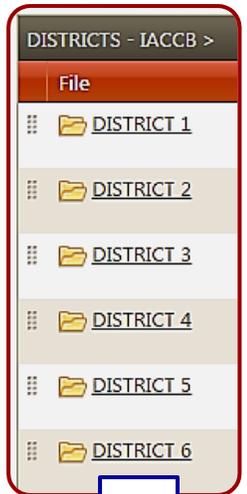
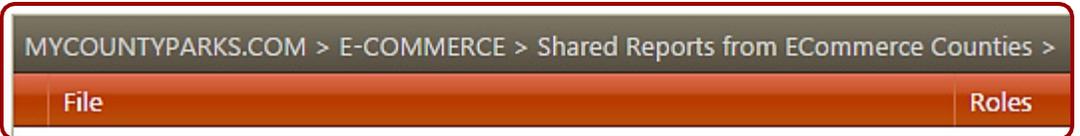
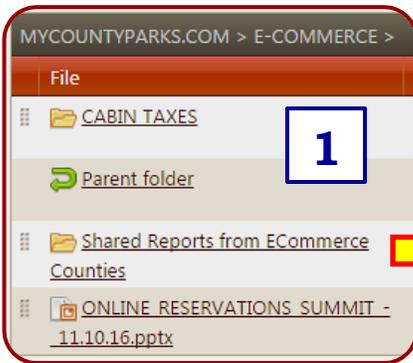
THE FUTURE POTENTIAL

This map is pulled from a PowerPoint presentation we use around the state to talk about the future potential use of the E-Commerce features of MyCountyParks.com. Doing the math, you can get up to 71 CCBs that could possibly be utilizing this feature of the website at some point. Those of you with a yellow triangle over you either have cabins and/or an active environmental education events program. Some the current CCBs are only using the system for two (2) cabins, others for EE programs only, and others for hundreds of facilities. The diversity of options is as plentiful as the # of CCBs we have.

In order to develop and manage a site to meet this wide range of local individual preferences manifests a bunch of patience, lots of cooperation, and an understanding that the site physically cannot be EVERYTHING to EVERYBODY. Sometimes the way you have done things for decades just will not work with the website. In our short history with the website, if there is a “gotta-have” functionality that does not exist in the current version, it can be considered for a future edition. When you might be the only CCB with an interest in a particular feature, you may need to shoulder the development costs. We have had this previously by a solo CCB, as well as a group of CCBs.

As always – Questions? – IACCB@mycountyparks.com

- Initial E-Commerce Counties (3)
- Current E-Commerce Counties (15)
- On-Board in Late 2016 & 2017 (6)
- Potential in 2-4 Years (13)
- Future benefits from E-Commerce (37)



SOME NOTES ON PORTAL “FILES” USAGE

With the expanding use and interest in the **FILES** section of the Portal – some additional tips may be of interest to you ☺ There can exist (#1) **Parent Folders, Sub Folders and Files** within them. Within the MYCOUNTYPARKS.COM Parent Folder, there are two Sub-Folders – “CABIN TAXES” and “Shared Reports from Ecommerce Counties”. PLEASE NOTE: You must pre-name anything you are going to upload prior to the upload – YOU CANNOT CHANGE THE NAMES of folders or files once they are in the Portal (*only by deleting & reloading them*) When you upload items to share – perhaps the first word in your file name should be the name of your CCB (#2) – this way if someone is looking for your upload it can be identified quicker. In April 2015, we placed a **DISTRICTS** folder in the Portal (#3), with a sub-folder for each District to share agendas, minutes, etc. To-date, District 5 is the only one to have utilized this storage opportunity. If the Portal can assist you with improved District communications / networking – it’s there for your use!

District 3, 11/9/16 – Dennis L. Sohl Center for Outdoor Learning, Plymouth CCB



DISTRICT 3 LEADERSHIP (L-R) – Paige Alesch (Ida), Lee Sorensen (Dickinson) & Greg Johnson (Buena Vista)



Overview of the District 3 Meeting at the Plymouth CCB Center for Outdoor Learning at Hillview Recreation Area.

District 1, 10/20/16 – Conservation Education Center – Swan Lake, Carroll CCB



New water feature – east side of Education Center.



Center Overview – Outdoor Amphitheater in forefront.



#1 – CCB New Employee School overview, Oct. 27th – Des Moines; **#2** – Tammie Krausman (DNR) presenting to new employees; **#3** – Tom Hazelton presenting to **MCP.com E-Commerce Summit Meeting** – Nov. 10th – Story County.



2.



3.

ICEC WINTER WORKSHOP 2017

February 3-4, Springbrook Conservation Education Center, Guthrie Center

Whether you help landowners meet conservation goals, manage a natural area, or provide environmental education – this workshop is for you! This invitation is for all educators – classroom educators, naturalists, and other non-formal educators, but also to biologists, natural resource managers and topic specialists, and other environmental professionals to join us in learning how to utilize the new standards to promote the protection of natural resources (*of monarchs and pollinators specifically*) and to advance environmental education as a vital part of the K-12 Education!

REGISTRATION / MORE INFORMATION LINK: <http://iowaeec.org/winter-workshop/>

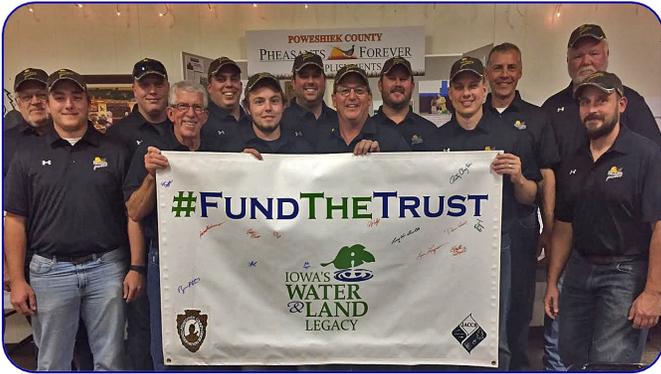


Funded in part with a Grant from the REAP Conservation Educ. Program



CABIN EXCISE TAXES - Reminder

A couple of good reads are now available to you in the MYCOUNTPARKS.COM > **CABIN TAXES folder in the Portal**. ALL CCBs are required to pay the **State imposed 5% Hotel Motel Excise Tax on sleeping rooms** (cabins). **Nine CCBs** with cabins are also required to pay their **locally imposed Hotel/Motel tax that may affect the unincorporated areas of your county**. Are you aware of your situation? No sense getting in hot water with a state agency, eh? On the plus side, if you are paying into the local one – you should certainly be eligible for marketing/tourism grants!! (*Room rental is not subject to state sales tax or local option sales tax*)



WEBSTER COUNTY

\$8,625,000

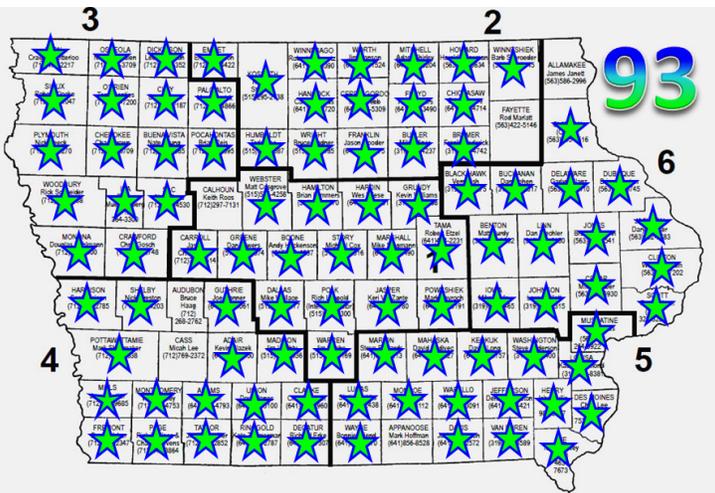
The Webster County Conservation Board has recently completed a Recreational Needs Assessment for Webster County. The Assessment helped the county identify failing infrastructure, annual recreational expenses, and additional recreational opportunities for the citizens and visitors of Webster County.

A **drum roll please** – to go with the **WOW! 93 CCBs** have now submitted their listings for the “**UN-MET NEEDS OF COUNTY CONSERVATION**” document! (*map below*). Translated – this means 23,557 words in over 2,900 single-spaced lines on over 56 pages. In addition FIFTY of you have answered the call and put general estimated costs to your lists – documenting over \$660M in un-met needs, easily extrapolated out to nearly \$1 BILLION worth of un-met needs across the state – within county conservation boards alone! **Six counties to go** – but still amazing! We have met the “What can you do with the money?” beast, and conquered it! We can still use your financial estimates if time allows you to crunch some numbers ☺. (*A PDF of the current up-to-date version of this document has been placed in the “IWILL INFORMATION – 2017” file in the Portal*) **MANY THANKS** to you all for your dedicated efforts in pulling all this essential data together – more wow!

Banner pictures continue to trickle in....from only 12 CCBs so far, my only hope is that the rest of you have some that have just yet to migrate this way? With the flip in the Iowa Senate to Republican, along with other

elections, our road map of targeted legislative districts is evolving once again...so stay tuned. The leadership of our broader IWILL Coalition continues with our weekly meetings and additional ones focusing on lobbying strategies. If you have yet to sign-up as a supporter (to received direct email communications from the Coalition) – please **visit the IWILL Website at:** <http://www.iowaswaterandlandlegacy.org/>

The Coalition continues to grow, gaining strength and activist leaders to **#1 – FUND THE TRUST** by raising the Iowa sales tax by 3/8 of a cent to provide permanent and constitutionally protected funding; and, **#2 – KEEP THE FORMULA THE SAME** as outlined in Iowa Code Chapter 461. Stay tuned.....*more to come soon!* ☺ ☺





WINTERFEST 2017 REGISTRATION AVAILABLE!

The **REGISTRATION PACKET** for **WINTERFEST 2017** has been posted to MyCountyParks.com!! Information is available via the **WINTERFEST link** at the bottom of any page on the website. This event is a short two months away – so processing your registrations and payments in a timely manner will be critical to planning the event! Educational sessions include: Tactical Communications, Innovative Fish Mgmt., Aerial Spraying, Why We Rehabilitate, Wetland Construction, No time to SWOT, Turtle Legislation, Hazard Tree Removal, Hunt & Hook University, Tale of 400 Muskies, Roadside Seeding, MCP.com Training, Legislative Updates, Chemical Free Zones, Blood Run – Good Earth, Oak Savanna, When Sparks Fly, and much more!! **IACCBE looks forward to your registrations soon!** **LINK TO WINTERFEST 2017:** <http://www.mycountyparks.com/Info/WINTERFEST.aspx>

Byers Environmental Scholarship

Through the leadership of Bob Byers, **Keep Iowa Beautiful (KIB)** Litter-Free School Campus program was initiated in northwest Iowa in 2003. In memory of Bob and his dedication to our organization, KIB and the Byers family have established the Robert E. Byers Scholarship Fund within the Keep Iowa Beautiful Endowment Fund.

KIB is excited to award up to five (5), \$1,000 scholarships to Iowa high school seniors in 2017! Students across Iowa enrolling in an Iowa college or university to major in community enhancement or natural resources/environmental areas of study are eligible. Applications for the 2017 scholarship must be submitted via email by 4:30 p.m. on Jan. 6, 2017.



More Info.: <http://www.KeepIowaBeautiful.com/grants/byers>



The Midwestern and Great Lakes Chapter of the **Society for Ecological Restoration** formed in 2008. This chapter serves a seven state territory, including: Ohio, Indiana, Michigan, Illinois, Wisconsin, Iowa, and Minnesota. The Mission of the chapter is to promote the science and practice of ecological restoration to assist with the recovery and management of degraded ecosystems within the Midwestern and Great Lakes regions.

We will connect local resources and partners by facilitating dialogue among groups and individuals interested in ecological restoration. We will also provide educational opportunities to foster an interdisciplinary understanding of and interest in concepts and methods of ecological restoration for specialists and laypersons.

Specific member benefits include:

- 1) The chapter provides a huge networking opportunity to showcase research and best practices for restoring a range of ecosystems.
- 2) The chapter offers an annual conference for the externalization of research and technique.
- 3) The chapter produces a rich array of communications – including a blog and social media streams where members can discuss issues in real time.
- 4) The chapter offers webinars and other outlets for membership dissemination and education.

Please visit <http://chapter.ser.org/midwestgreatlakes/> to learn more.



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

1. **SCOTT Co. - Park Ranger**
2. **DICKINSON Co. – Natural Resource Technician**
3. **MITCHELL Co. – Trails Mgr. / N.R. Technician**
4. **WOODBURY Co. – Resource Technicians (2 positions)**
5. **CLAY Co. - Naturalist**
6. **TEMPORARY POSITIONS – 1 opportunity listed on website**



 Full Time Employment
 Seasonal/Part-Time – On website