

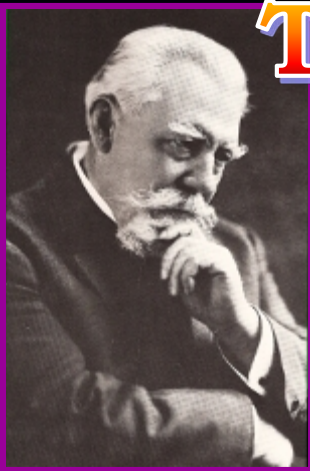
Iowa's Front Porch

The Iowa County Conservation System - 2017

ISAC - NCO School
January 19, 2017



Thomas H. MacBride - 1896

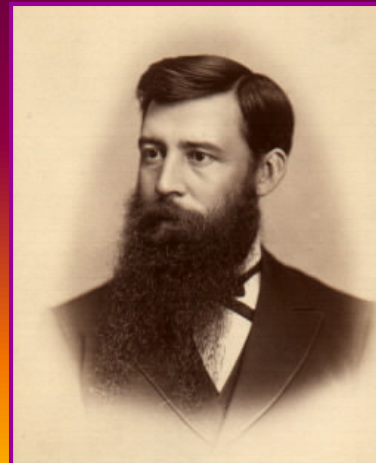


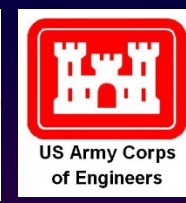
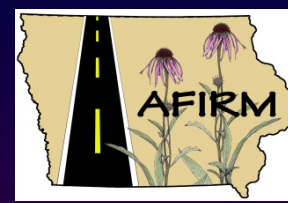
“It is my purpose here to show that such parks are needed, that they are needed now; that they should have the highest scientific value, and that in Iowa they are everywhere practicable.”

“The necessity for such parks in Iowa seems to me to be threefold:

- 1st** As directly affecting public health & happiness.
- 2nd** For proper education
- 3rd** To preserve to other times and men something of primeval Nature.”

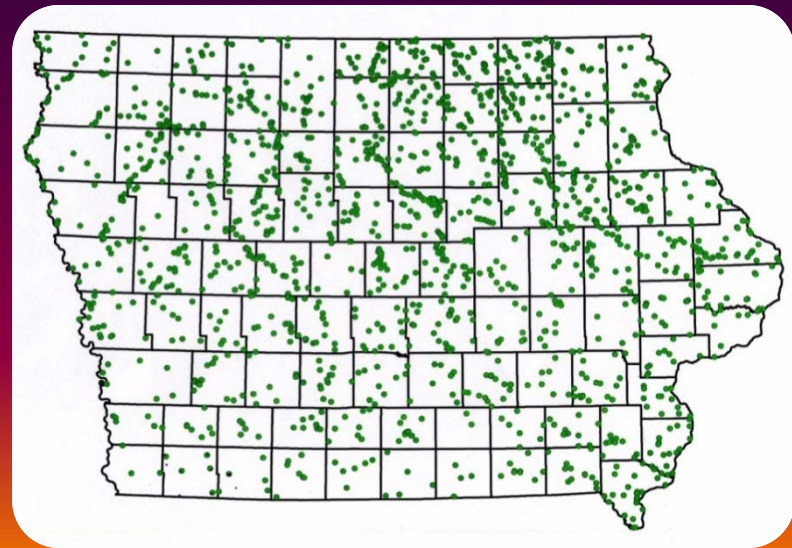
COUNTY PARKS.
—
BY T. H. MACBRIDE.
—





The winning formula(s)?

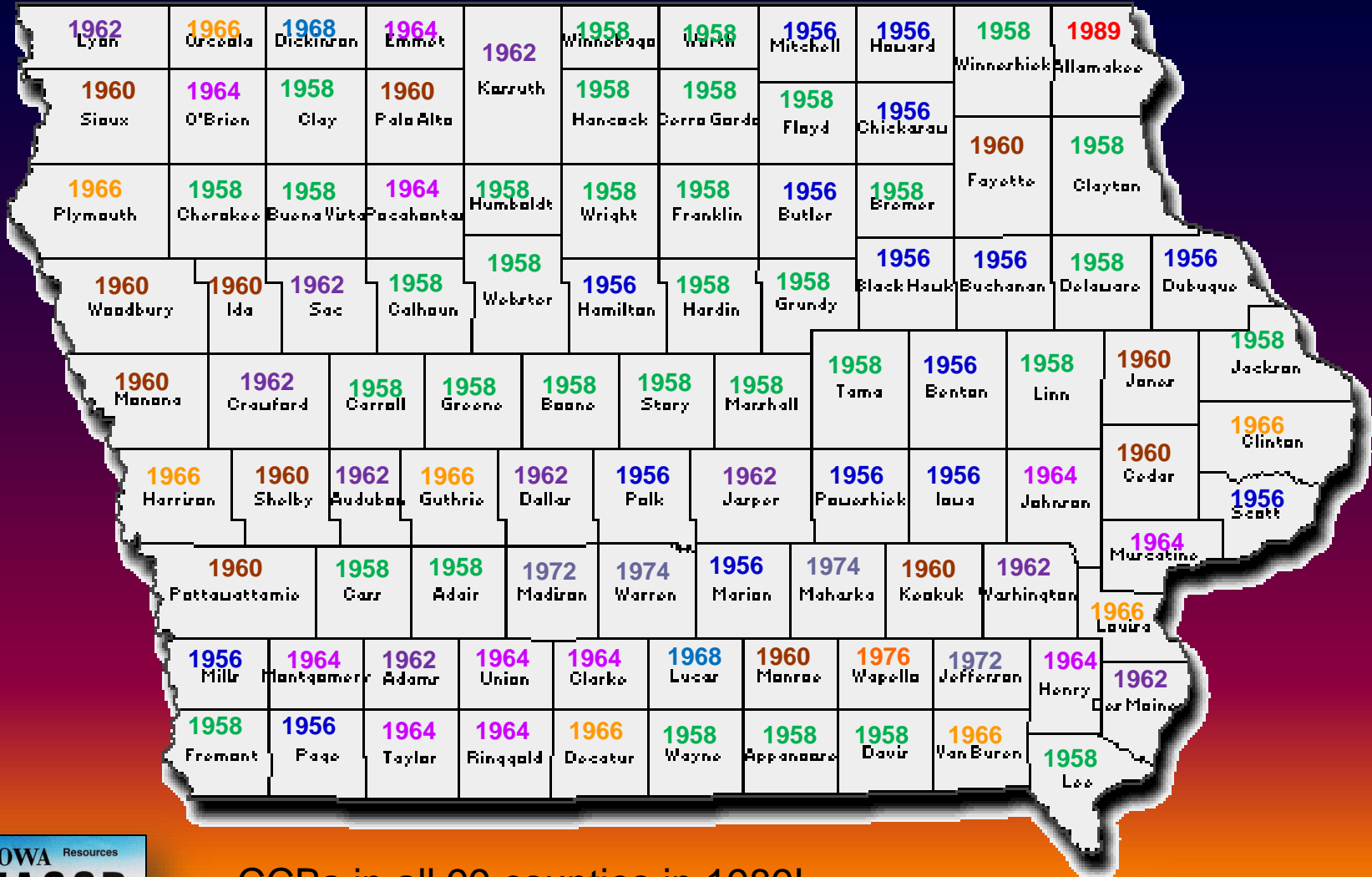
- Local control
- Local funding & support
- Local ownership
- Local partnerships/people



Continual partnering, outreach and participation is an essential core mission of county conservation



Established in.....



CCBs in all 99 counties in 1989!

1955 - CHAPTER 350



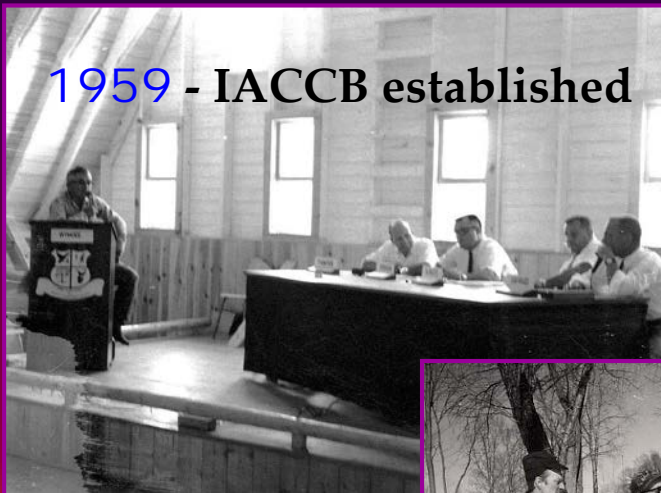
1958 – *The Iowa Conservation Commission (DNR) established the "County Conservation Coordinator's Office" Office was closed in 1989.*

House File 591

An Act
Authorizing the Creation
of a

COUNTY
CONSERVATION
BOARD

1959 - IACCB established



The People

495 Conservation Board Members *(5 appointed by B.O.S. in each county)*



99 Conservation Directors *(1 hired by each County Conservation Board)*



524 General Employees *(hired by Directors & Conservation Boards)*



1,118 Dedicated People *

* PLUS - 360+ part-time & seasonal staff, and thousands of volunteers



The Positions ...

Director, Park Ranger, Ranger/Naturalist, Conservation Officer, Park Attendant, Forester, Natural Resource Technician, Operations Supervisor, Naturalist, Roadside Vegetation Manager

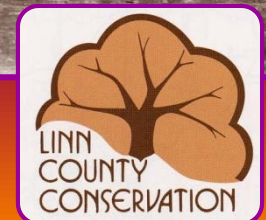
Administrative Assistant, Special Programs Manager, Carpenter, Heavy Equipment Operator, Mechanic, Conservation Technician, Accounting Clerk, Clerk Typist/Receptionist, Community Relations Manager, Golf Course Manager, Crew Leader, Site Coordinator, Spray Technician



772 years **2016**
34 Employees



Average of 22.7 years
(High of 50, low of 3)

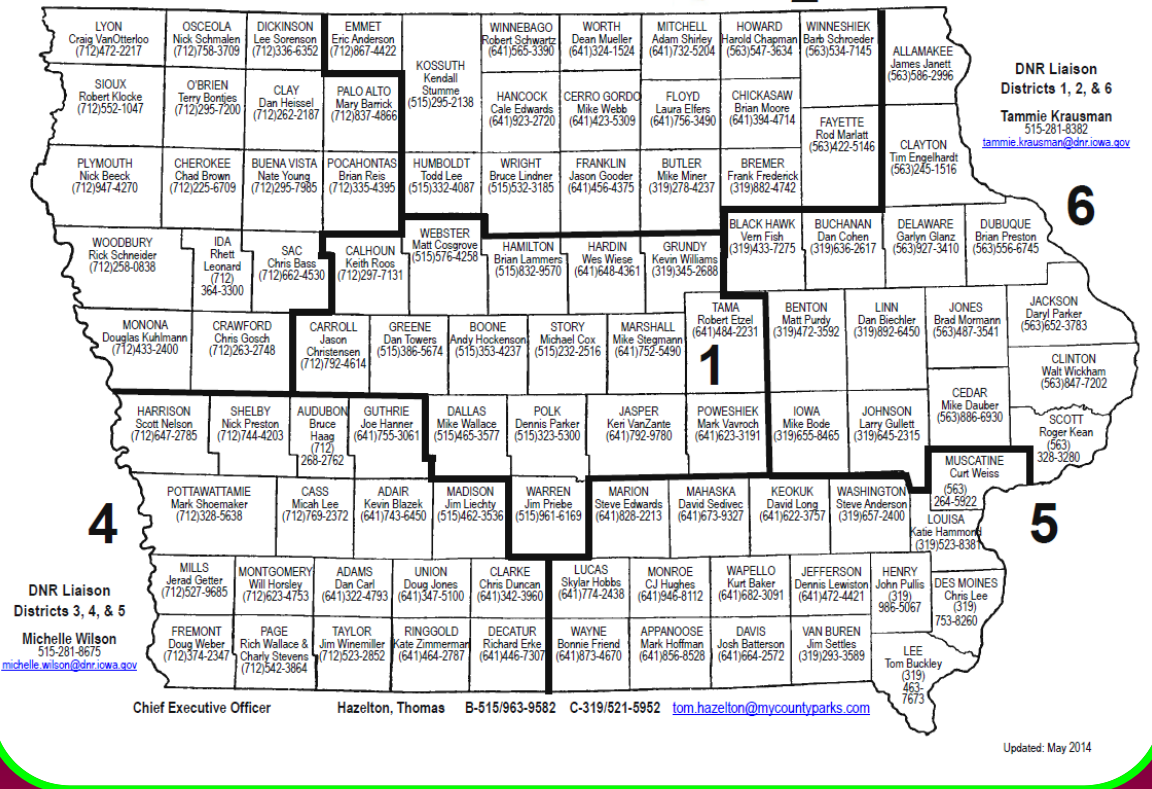


6 REGIONAL DISTRICTS – The first line of outreach, networking & learning

2014 Iowa's County Conservation System Directory

Map of Counties & Districts

www.mycountyparks.com



- Original Regional Network!
- District Meetings
- Fish Habitat Grants
- IACCB Board of Directors elected from Districts



Iowa's County Conservation System – **The FACTS**

THE PEOPLE:

- 495 Board Members
- 99 Directors
- 524 Employees
- 1,118 great people

THE PLACES:

- 195,000+ acres
- 1,840 parks, natural areas, preserves, historic sites, trails & more!



64 Education Centers
(and 11 more in production)



1,536+ miles of trails



10,507+ campsites



175 cabins in 50 counties



25,850 programs annually with
753,000+ participants





REAP

1989-2016



www.REAPAlliance.org

STATEWIDE COUNTY CONSERVATION TOTAL:

Per County (30%)	\$19,263,224.00
Per Capita (30%) *	\$19,263,224.00
Competitive Grants (40%) *	<u>\$25,684,299.00</u>

TOTAL REAP Dollars \$64,210,747.00

** Requires tax dollar support at .22/\$1,000 of assessed valuation*

With the assistance from funding such as REAP, Iowa's County Conservation System is able to leverage local dollars with other funding sources to indeed provide those quality of life programs and facilities that are important to the economic & cultural growth in all 99 counties. This in turn provides critical support to workforce development & retention, healthy lifestyles, and lifelong learning opportunities to all Iowans.



TOTAL REAP program funding in first 26 years - \$337,523,903.00
(Full funding at \$20M/year for 26 years would have yielded \$520M)





REAP

1990-2015



LYON COUNTY CONSERVATION:

Per County	\$185,003.00
Per Capita	\$ 72,254.00
REAP Grants	<u>\$200,245.00</u>
TOTAL REAP	\$457,502.00

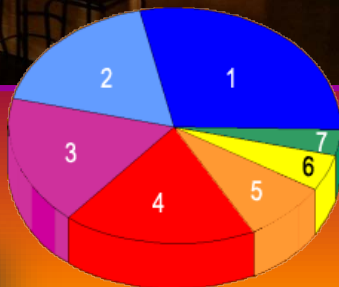
REAP \$ IN LYON COUNTY

County Conservation	\$457,502
Historical Resources	\$25,292
Roadside Management	\$2,250
Soil & Water Enhancement	<u>\$274,150</u>

LYON CO. TOTAL

\$759,194

YOUR support over the years has enabled the creation of REAP, and in 2010, the constitutional amendment for the "Land & Water Conservation Trust Fund".



Employee Associations



IACCBE – Iowa Association of County Conservation Board Employees
525 members



CCDA – County Conservation Directors Association – 99 members



IANA – Iowa Association Naturalists
150 members



CCPOA – County Conservation Peace Officers Association
160 members



AFIRM – Association for Integrated Roadside Managers
50 members



Training, education, certification, networking, industry leadership opportunities for all CCB staff across the state!

Iowa's County Conservation System

\$851.5M

of economic impact to Iowa's economy



24 million visitors

... annually to Iowa's County Conservation System



STATE PARKS

CCB SYSTEM



	STATE PARKS	CCB SYSTEM
Jobs Created	7,473	5,800
Personal Income Generated	\$216M	\$167.5M
# Annual Visitors	13.7million	24 million
Visitor Expenditures	\$744.8 million	\$851 million *
Acreage	89,318	193,624
Inventory of Assets (Value)	\$720M	\$1.25B

SOURCE: *The Economic Value of Iowa's Natural Resources*

*** If at 100%... \$1,217,800,000.00**



Camping Information

10,507 total campsites* 7,548 modern (72%)2,959 non-modern

180 day camping season X 35% occupancy = 63 camper days

63 X 10,507 campsites = 661,194 camper days

661,194 X \$59.60/day =

\$39,407,162 economic impact

COUNTY REVENUE GENERATED: \$5,347,187

(Lessens the local property tax burden)

(DNR reports 4,844 state park campsites)*



Trail Information

Since 2006 - mileage increased by 16% and ridership growth at about 28%

1,535.72 miles of trails*426.69 of these are hard-surfaced

1,536 miles X 1,533 people/mile = 2,354,688 annual trail users

2,354,688 users X \$8.80/day =

\$20,721,254 economic impact

(* DNR reports 630 miles of trails, 30 miles hard-surfaced)



Hunting Information

145,932 acres of hunting lands X \$400/acre =
\$58,372,800 economic impact



Cabin Information

175 cabins* reported in 50 counties

68 deluxe cabins / 94 modern cabins / 10 non-modern cabins

Average revenue per year per cabin - \$4,290.34

COUNTY REVENUE GENERATED: \$737,937

(Lessens the local property tax burden)

(DNR reports 83 cabins)*



Population 2000	79,981
Population 2010	<u>89,542</u>
Gain of 11%	+ 9,561



Economic Impact?

4,032 campers in 64 campsites spend **\$59.60/day** = **\$ 240,307.00**

101,178 trail users on 64 mi. of trails spend **\$8.80** = **\$ 890,366.00**

2,575 acres open for hunting yields **\$400.00/year** = **\$1,030,000.00**

Fishing, kayaking, programs, picnicking, etc. = **\$15,925,412.00**

\$ 18,086,085.00

712,893 visitors spend approximately \$18,086,085* annually by visiting Story County Parks

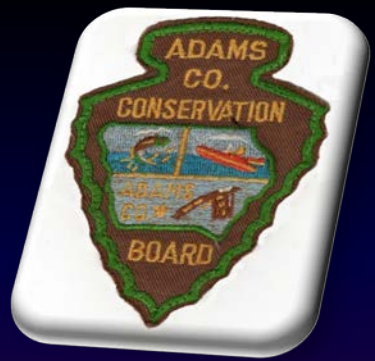
*Story County Conservation delivers **THE** quality of life opportunities for residents of and visitors to the Story County/Ames area. Additionally, you annually provide over **\$18.1 million dollars** to the local & regional economies!*



* ISU Study on the Economic Value of Outdoor Recreation Activities in Iowa



Population 2000	4,482
Population 2010	<u>4,029</u>
Loss of 10%	- 453



Economic Impact?

9,954 campers in 158 campsites spend **\$59.60/day** = **\$593,258.00**

9,198 trail users on 6 mi. of trails spend **\$8.80** = **\$ 80,942.00**

2,124 acres open for hunting yields **\$400.00/year** = **\$849,600.00**

Fishing, kayaking, programs, picnicking, etc. = **\$4,201,307.00**
\$ 5,725,107.00

*Adams County Conservation delivers **THE** quality of life opportunities for residents of and visitors to the Adams County/Corning area. Additionally, you annually provide over **\$5.7 million dollars** to the local & regional economies!*

98,457 visitors spend approximately \$5,725,107* annually by visiting Adams County Parks



* ISU Study on the Economic Value of Outdoor Recreation Activities in Iowa

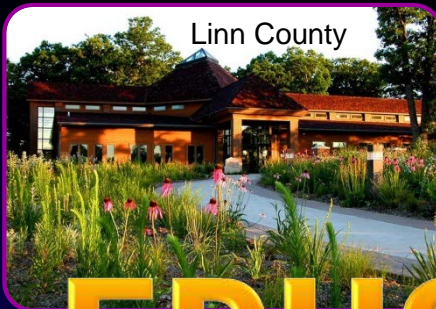


Outdoor Education

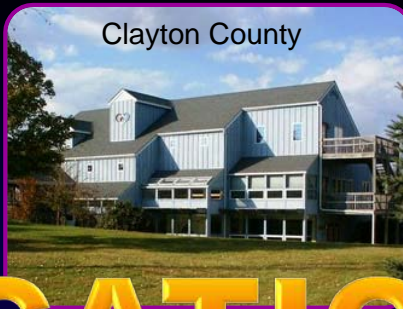
..... and historic interpretation



Linn County



Clayton County



Clinton County

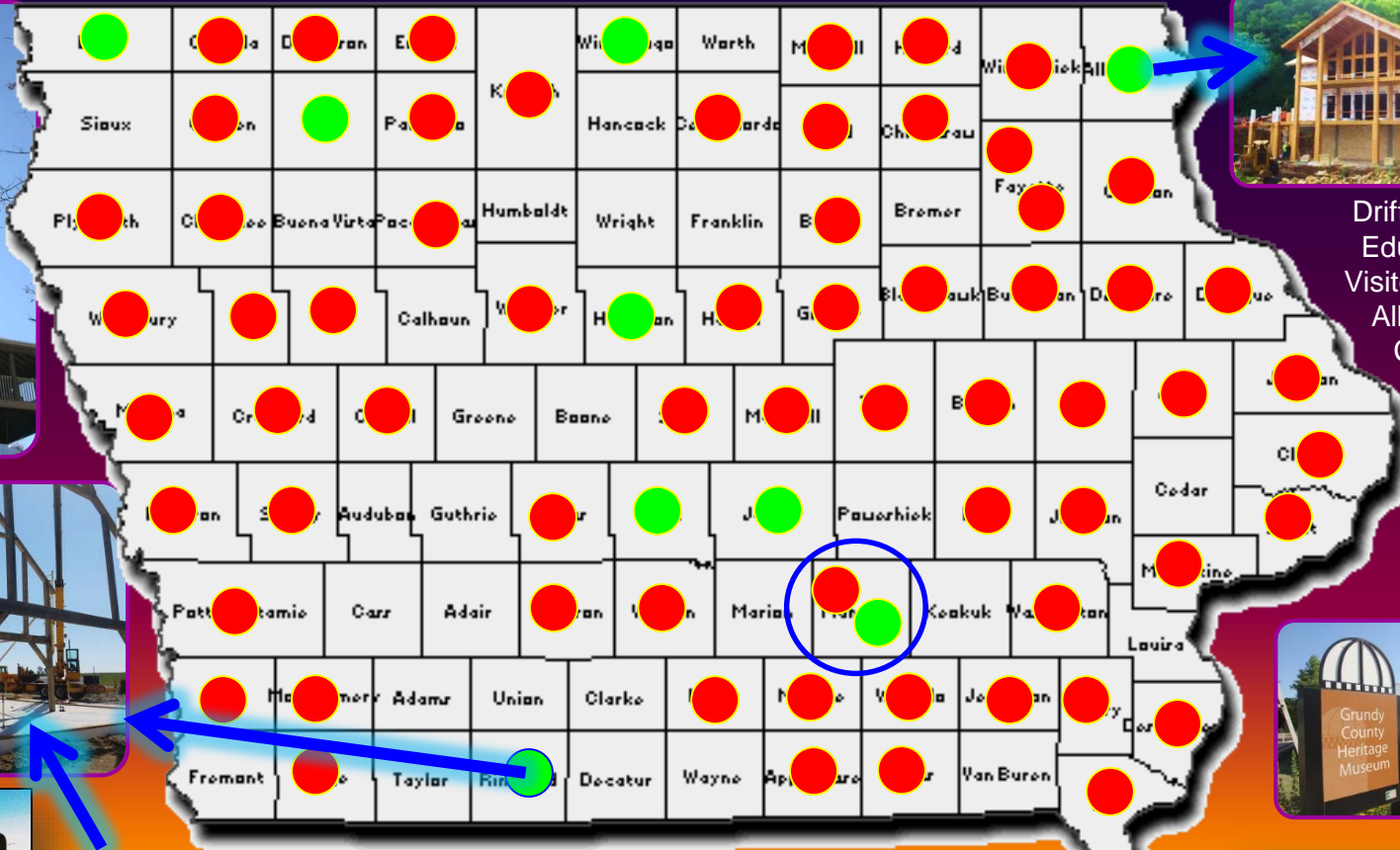


Kossuth County



EDUCATION CENTERS

Pottawattamie County



Driftless Area Education & Visitors Center
Allamakee County



Dagoon Trace Center going up in Ringgold Co.

● - Existing ● - Active planning



Grundy County

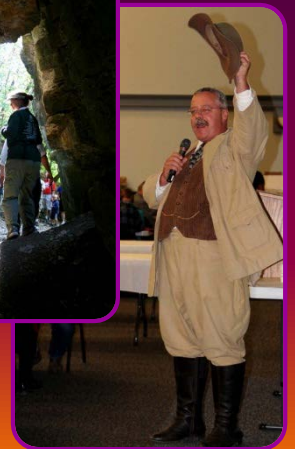
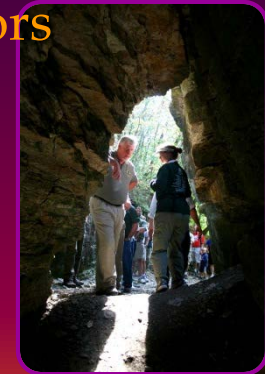
Education Center & Volunteer Management



IACCB ANNUAL FALL CONFERENCE

2010 – Pottawattamie
2011 – Buchanan
2012 – Honey Creek
2013 – Clay, O'Brien, Palo Alto , Dickinson
2014 – Woodbury, Plymouth
2015 – Linn
2016 – Hamilton / Webster
2017 – Lyon & Sioux
2018 – Polk
2019 – Muscatine

- Board & Staff Education
- Peer Networking
- Tour other county facilities
- IACCB Annual Meeting
- Fund raising ideas
- Current trends with Exhibitors & Vendors
- IACCB underwriting





IACCB Spring Workshops

- Held on a Saturday (1 day w/travel time)
- Cost effective (**FREE**)
- Unique locations (smaller groups)
- Timely topics / concurrent sessions
- Networking w/peers & professionals
- Financial support from state association



2015





Stoney Creek Inn, Des Moines

October 27, 2016

NEW COUNTY CONSERVATION EMPLOYEE SCHOOL



- DNR Programs & Services
- Iowa Tourism Partnerships
- The INHF Partnership
- The Front End of IPERS
- County Conservation 101
 "1955 to 2016"
 - The Journey of CCBs
 - IACCB "E" & You!
 - MyCountyParks.com & Portal
 - Partnering – IWILL, REAP, etc.
 - CCB New Employee Manual



**63 participants included
19 NEW full-time positions
in 2016**



*Training provided at NO COST to counties
by the State Association*



Preferred Vendor Program



NEWSLETTERS 2015 FALL CONFERENCE SUMMIT SERIES PREFERRED VENDOR NEW BOARD MEMBERS more...

PREFERRED VENDOR MEMBERSHIP PROGRAM



Iowa's County Conservation System provides the opportunity for businesses or organizations to support the broader county conservation industry in Iowa by becoming a member in the **Preferred Vendor Program**. Information about the program - member benefits, advertising rates and application procedures are available through the PDF documents posted below. For additional information or questions about this feature of Iowa's County Conservation System - please contact **Tom Hazelton**, CEO at (515) 963-9582 or via email to: Tom.Hazelton@MyCountyParks.com

 APPLICATION FORM - Preferred Vendor
Download File

 membership_benefits_-_feb____2014.pdf
Download File

 2014 INVITATION LETTER
Download File

LISTING OF PREFERRED VENDORS

Current **IACCB Preferred Vendors** are listed alphabetically by

\$150/yr.



Iowa's County Conservation System

PREFERRED VENDOR MEMBERSHIP APPLICATION

Calendar Year 2014

Please complete the form below, print legibly or type all information and return to the IACCB Office. Approximately 30 words in your description will be most welcomed! CONTACT the IACCB Office at (515) 963-9582, if you have any questions - Thanks!

(Please fill out all information requested below - it will be used for our various printed and online vendor listings)

Business/Organization Name _____
 Mailing Address _____
 City _____ State _____ Zip Code _____
 Contact Name _____ Title _____
 Phone (only list one) _____
 FAX # _____
 E-mail _____
 Website _____

DESCRIPTION (Service or Products provided - approximately 30 words):

Please mail APPLICATION with \$150 Membership Fee to:

Iowa's County Conservation System

PREFERRED VENDOR PROGRAM

Membership Benefits

2014

Iowa's County Conservation System is one of the most unique locally-managed programs for conservation and outdoor recreation in the United States. All 99 counties in Iowa have established county conservation boards. Our Association is composed of all 99 counties. Collectively, we manage over 193,000 acres across the state in 1,832 parks, trails, natural areas, preserves and historic sites.

Facilities include: 10,500 campsites, 1,540 miles of trails, 640 pedestrian bridges, 471 lodges & shelters, 70 nature centers, 175 cabins, 1,480 support buildings, 450+ miles of roads, 7 million sq. ft. of parking lots, and tens of thousands of minor park facilities. There are 5 Conservation Board members in each county (495 statewide) and approximately 625 full and part-time employees in the system.

The Association assists its members in several key areas: board member/staff education & networking; legislative presence and lobbying service; and marketing & public relations. There are several events (*conferences & workshops*) held throughout the year - primarily focusing on board member and staff education. These are also opportunities for board members and employees to view products and services from firms such as yours. A synopsis of these events follows:

EVENT	LOCATION	TIME OF YEAR	ATTENDEES (#)
IACCB Annual Conference	Stoney Creek Inn (Sioux City)	Sept. 25-27, 2014	Board & Staff (250-325)
IACCB Spring Workshop	Reiman Gardens (Ames)	April 5, 2014	Board & Staff (80-100)
WINTERFEST Workshop	Waterloo	Jan. 20-22, 2015	Employees (300-375)
Park Officer Conference	Johnston	Sep. 29 - Oct. 1, 2014	Employees (150-160)
Park Officer Workshops	3 Regions (E, W & Central)	3/3 Polk, 3/6 Dickinson, 3/19 Tama	Employees (35-60 ea.)

Iowa's County Conservation System

MARKETING OPPORTUNITIES

IACCB NEWSLETTER

(Exclusive opportunity for IACCB Preferred Vendor Members ONLY)

PLACEMENT	One Issue	2 Issues	6 Issues
Half Page	\$100	\$150	\$300
¼ Page	\$50	\$75	\$150

CIRCULATION

There are currently 495 Board Members and nearly 625 full and part-time employees that view each edition of this newsletter. Newsletters are produced twice each month - delivered electronically and posted online.

AD COPY

Advertisers furnish a JPEG file of their advertisement. (PDFs are also accepted that can be converted to JPEG) All advertising copy should be sent via email to: IACCB@MyCountyParks.com

SPONSORSHIPS

There are many opportunities for Preferred Vendors to further support Iowa's County Conservation System through sponsorships or hosting one or more of the numerous aspects of the various events that were previously listed.




County Conservation Publications

Periodic IACCB Newsletters (35-50 annually)

Volume LVI January 2, 2015 **Issue XX**

1775 Mackenzie Drive, Cedar Rapids, IA 52411
(515) 963-9582
IACCB@mycountyparks.com
mycountyparks.com

PLEASE forward or make copies of this communication for your Board Members.

JANUARY DEADLINES!

TODAY, JAN 2nd - Application for seat on the DNR's Habitat Stamp Grant Review Committee. Letter of Application can be emailed to IACCB@mycountyparks.com. See Nov. 21st IACCB Newsletter for additional information: <http://mycountyparks.weebly.com/>

TUESDAY, JAN 6th - Winterfest Registration Deadline. Registration packet and forms are available from the WINTERFEST link on www.MyCountyParks.com

FRIDAY, JAN 9th - Email address harvest on Portal. Be sure to visit the IACCB Portal (Contacts Tab) and update all of your email addresses for new Conservation Board Members, staff, etc. This scoop will provide all email addresses for IACCB communications through March 2015.

FRIDAY, JAN 16th - USER FEE SURVEY response deadline. Statewide email was sent out on Dec. 22nd with a Survey Monkey link to provide user fee information. The more information we receive - the better our survey data will be. To-date, we have had a whopping 48 CCBs respond - keep up the great work! (P.S. - If you need the link again, please let me know - thanks!)

A.S.A.B. - What Will You Do With the Money? - Your response to our request in the December 19th IACCB Newsletter - <http://mycountyparks.weebly.com/> to YOUR CCB's NEEDS for the IWILL effort in "Funding the Trust" via the 3/8 cent sales tax increase. Your local information is critical to be able to respond to specific requests from your legislator(s). Many thanks to Linn, Lyon, Harrison, Woodbury, Guthrie and Hamilton CCBs for already responding to this request with their great documentation!

WELCOMING BACK IACCB PREFERRED VENDORS FOR 2015!

IACCB is pleased to welcome back the following businesses for 2015:

Goats on the Go - (515) 257-6844, Aaron Stevie, info@goatsongogo.com
Boland Recreation - (800) 798-7589, Mark Boland, jowack@bolandmohs.com
Ever-Green Landscape Nursery - (319) 395-0144, Dale Peterson, info@evergreenmo.com
Kunau Implement - (563) 689-3311, Todd Kunau, todd.kunau@kunauimplement.com
Mason City Recycling Center - (641) 428-1200, Dean Hess, dean@mcrcycling.com
Trees Forever - (800) 369-1269, Meredith Borchardt, mbochardt@treesforever.org

For website links and more information on all IACCB Preferred Vendors, visit the listing on our website at: <http://mycountyparks.weebly.com/preferred-vendor.html>

Legislative Newsletters (during session)

The Capitol Report

April 5, 2014

[Click here for the IACCB Bill Tracker.](#)
[Click here for the INHF Bill Tracker.](#)

Zeroing In

Friday, April 4th is the 82nd day of the legislative session. At this point, the Legislature is aiming to be done in two weeks. As such, this will probably be the last update until final adjournment, but we are watching for Legislative Alerts!

The last two weeks at the Capitol have moved very much into "closedown" mode. This means the days are much longer, and are filled with more extreme moments of lulls and panic than earlier in session. Anyone tracking the process has to have a lot of patience, be very diligent and, if they have kids, have an excellent babysitter on call that is available for long periods of time.

Personnel Directory

Position	Full Name	Email	Phone	Full Address	Directors: 1
Adair County - District 4					
Director	Kevin Baska	skash@adaircountysystem.com	641-743-6450	705 NE 685, Suite A, Osawatomie, IA, 50899-9051	
Naturalist	Steve Holman	steveh@adaircountysystem.com	319-824-5184	706 G Avenue, Grundy County, IA, 50638	
Adams County - District 4					
Director	Dan Carl	cc@adamscountysystem.com	641-322-4793	1688 Lake Santa Rd., Corning, IA, 50841-8390	
Atamakee County - District 6					
Director	James Jewett	cc@atamakeecounty.com	563-586-2986	Box 276, 427 N 1st St., Harpers Ferry, IA, 52446-0378	
Appanoose County - District 6					
Director	Mark Hoffman	markh@appanoosecountysystem.com	641-656-6528	25260 S26th St., Centerville, IA, 52544-8520	
Naturalist	Amber Hoffman	cc@atamakeecounty.com	563-232-5234	1224 Weyburn Lane, Centerville, IA, 50003	
Audubon County - District 4					
Director	Bruce Hagg	haggcc@auduboncountysystem.com	712-269-2762	2672 Littlefield Dr., Exira, IA, 50625	

Conservation Board Member Handbook

Iowa Association of County Conservation Boards Board Member Handbook



Natural Resources
IACCB
County Conservation System

Guide to Outdoor Adventure

Iowa's County Conservation System Guide to OUTDOOR ADVENTURE

(515) 963-9582 - 1,832 areas - 193,624 acres - 10,500 campsites - 1,536 miles of trails

mycountyparks.com
The essential guidebook to Iowa's county park system

Statewide surveys as needed

IACCB USER FEE SURVEY 2015

*1. Please provide the following information from the person responding to this survey - thank!

Name: _____
 County Conservation Board: _____
 Email Address: _____

2. CAMPING: Our county provides overnight camping opportunities

YES
 NO (Skip to Question #1)
 Other (please specify): _____

Salary Survey

Iowa's County Conservation System FY2017 SALARY SURVEY (Permanent, Full-time Positions Only)

POSITION	# IN CLASS	SALARY RANGE	AVERAGE	MEDIAN
DIRECTOR	99	\$37,669 - \$127,310	\$57,842	\$55,250
PARK RANGER	115	\$30,900 - \$83,527	\$47,717	\$45,625
NATURALIST	113	\$18,699 - \$72,092	\$43,726	\$42,789
OPERATION SUPVR.	32	\$34,089 - \$82,534	\$51,760	\$49,362
RANGER / NATURALIST	11	\$35,700 - \$58,640	\$43,591	\$40,000
MAINTENANCE TECH.	123	\$25,440 - \$87,571	\$44,745	\$43,931
NAT. RES. / IVEG. SPEC.	29	\$30,750 - \$62,941	\$44,200	\$43,906
ADM. PERSON - OTHER	35	\$29,499 - \$99,899	\$53,789	\$50,427
CLERICAL / OFFICE MGR.	36	\$20,748 - \$79,698	\$39,289	\$37,080
OTHER - FULL TIME	18	\$31,856 - \$61,536	\$53,138	\$48,046
TOTALS	612		\$24,211,221 in total annual CCB full-time payroll	

6,909 total years of experience in CCB full-time payroll
 Average of 14.89 years experience - all full-time



2006



Silver Addy Award
American Advertising Federation

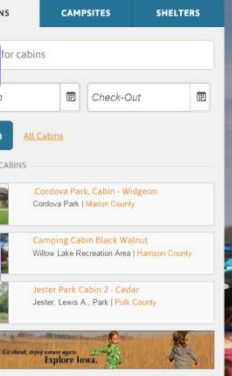
2009



National Association of Counties



2016



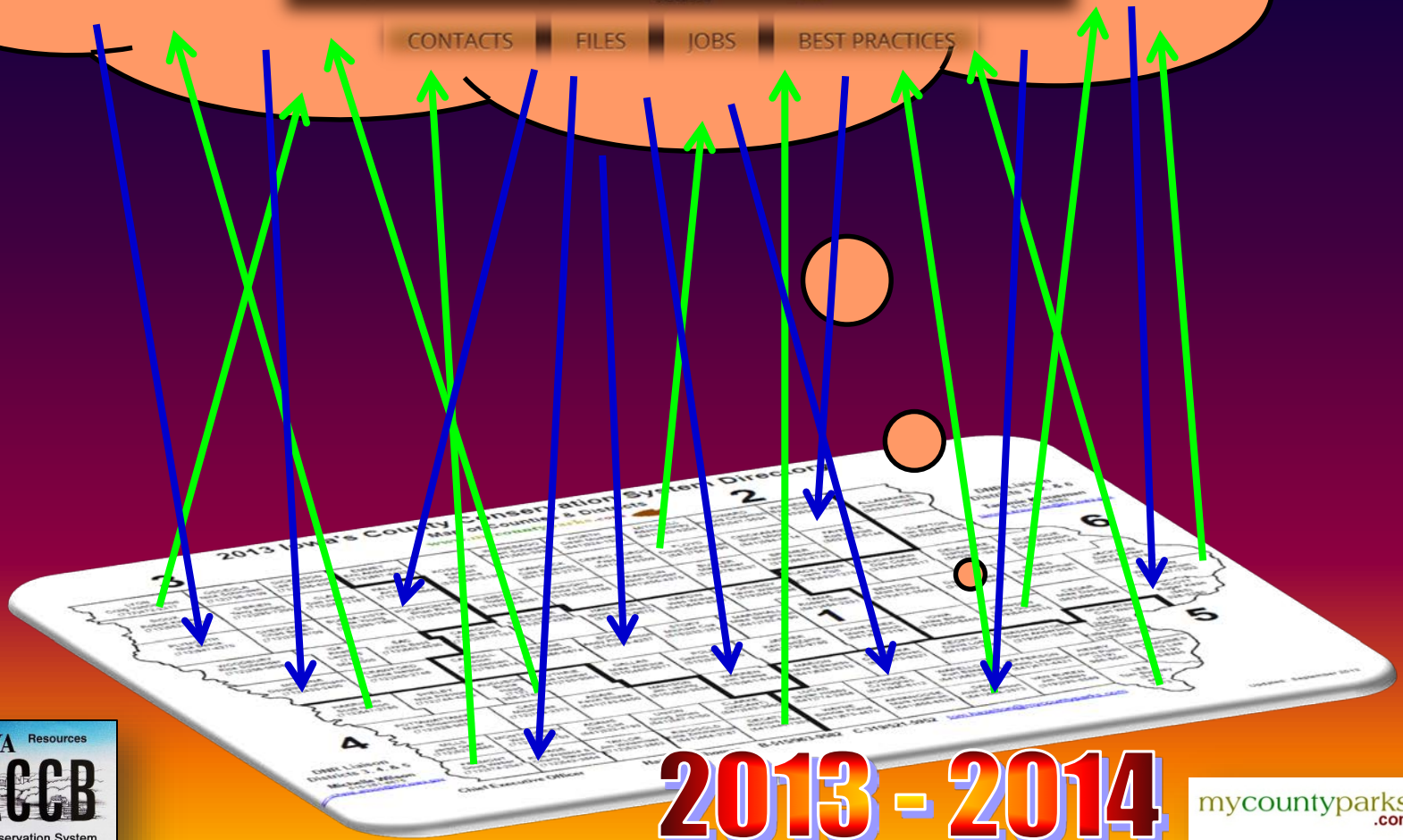
2009 Iowa Tourism Website of the Year, and Runner-Up in 2015
2015 ISAC and 2016 NACO Award Winners



County Conservation CLOUD TECHNOLOGY

mycountyparks.com  PORTAL

CONTACTS | FILES | JOBS | BEST PRACTICES



2013 - 2014

mycountyparks.com 

Contacts

[Contacts](#) | [Registered Users](#) | [All Contacts](#)
[Export to XLS](#) | [Generate Report](#) | [Add New](#)

 Keyword Search: -- All Positions -- -- All Organization -- -- ALL Counties -- -- All Roles -- [Filter](#) [View All](#)

Page size: 100 175 items in 2 pages

Name	Position	Organization	County	Date Modified
Chuck Ungs	Naturalist	EMPLOYEES, IAN	Linn	08/29/2013
Amber Hoffman	Naturalist	EMPLOYEES, IAN	Appanoose	08/29/2013
Missy Smith	Naturalist	EMPLOYEES, IAN	Warren	08/29/2013
Charlie Bray	Park Ranger	CCPOA, EMPLOYEES	Johnson	08/29/2013
Julie Moss	Other	CCB ALLUMNI	Adair	08/29/2013

Best Practice Detail

Provide your comments below based on current topic.

Topic: PARK MODEL CABINS

Tom Hazelton Sep 02, 2013
 Lance Nelson, Director from Craford CCB. I would like to know if any of you have purchased or have additional information about the "park model" cabins that are delivered on wheels to your location. Please contact me at :crawfcbdir@frontiernet.net

Tags: Cabins

Files

[Search Files](#)
[Upload file](#) | [Add new folder](#)
 [Search](#) [clear](#)

File	Roles	Modified
REAP REPORTS - Annual	County Administrator, System Administrator,	edit delete
ATTORNEY GENERAL OPINIONS	County Administrator, System Administrator,	edit delete
SALARY SURVEYS	County Administrator, System Administrator,	edit delete

Jobs

■ Indicates a job posting is no longer visible on the user side of the site.

 Keyword Search: -- ALL Counties -- -- All Display -- [Filter](#) [View All](#) [Add New](#)

Job Title	County	Display	Post Date	Deadline Date	
CONSERVATION TECHNICIAN	Story	✓	08/30/2013	09/20/2013	view
CONSERVATION EDUCATION INTERNSHIP	Cerro Gordo	✓	08/28/2013	09/27/2013	view
NATURALIST II	Dickinson	✓	08/14/2013		view
ASSISTANT RIDING INSTRUCTOR	Polk	✓	08/14/2013		view
STABLE LABORER	Polk	✓	08/14/2013		view
EXECUTIVE DIRECTOR	Cerro Gordo	✓	08/09/2013	08/23/2013	view
PARK TECHNICIAN	Plymouth	✓	08/09/2013	08/23/2013	view
EXECUTIVE DIRECTOR	Clarke	✓	08/09/2013	08/23/2013	view

My Account

Discover the many opportunities waiting for you in Iowa's county parks by signing up for a FREE account on MyCountyParks.com!

General User Information

Username * SYSADMIN
 Do not use spaces in username

Password * [Change Password](#)

Admin: System Administrator -- ALL Counties --

Personal Information

Keeping 1,150 of us connected.....

A county conservation "cloud" for storage, networking, sharing data/information & promotion of statewide job opportunities.



*Launched in September 2013
 thru January 2014*

WEBSITE STATISTICS

mycountyparks.com



34% ↑

MCP.com Highlights:

- **ROLL-OUT of ALL NEW VERSION 4 in FY2016**
- 18 CCBs generate 16,000 reservations & \$1.7M in CCB sales
- Cedar Falls CVB renews paid advertising – “It’s the best!”
- Online Outdoor Adventure Guide continues good sales
- Internal customer service provided to 84 participating CCBs
- Training provided to over 38 CCBs at 4 locations across state
- Support for over 250 County Administrators across CCB system
- **2017** – New Processing Fees will generate \$26,000+ in revenue

LAST 12 MONTHS OF VISITORS

MAY 2015	178,232
JUNE 2015	236,258
JULY 2015	201,917
AUG. 2015	182,469
SEPT. 2015	143,552
OCT. 2015	116,200
NOV. 2015	78,080
DEC. 2015	81,430
JAN. 2016	128,279
FEB. 2016	111,264
MAR. 2016	131,650
APR. 2016	178,158
TOTAL	1,767,489

mycountyparks.com PORTAL

CONTACTS

FILES

JOB

BEST PRACTICES

- **350 JOBS** posted
- **159 BEST PRACTICES** inquiries posted
- **1,172 CONTACTS** listed in “live” personnel directory

63,514

Registered Users

45% Increase since May 2015



IOWA'S BEST TRAIL TOWN
CEDARFALLSTOURISM.ORG



mycountyparks.com

CCB Asset Inventory

CCBs STATEWIDE

\$1,250,107,579

D.N.R STATE PARKS

\$720,000,000



**US Army Corps
of Engineers®**



ALL COUNTY SUMMARY

Category	Item	Unit	Quantity	Unit	Quantity	Unit Cost	Replacement Value
Buildings	office	EACH	100	SQ FT	119,359	230	\$ 27,452,570
Buildings	residence	EACH	109	SQ FT	186,636	180	\$ 33,594,480
Buildings	workshop	EACH	151	SQ FT	383,580	120	\$ 46,029,540
Buildings	storage	EACH	313	SQ FT	494,034	90	\$ 44,463,042
Buildings	visitor center	EACH	75	SQ FT	296,496	250	\$ 74,124,000
Buildings	showerhouse	EACH	154	SQ FT	119,830	330	\$ 39,543,900
Buildings	restrooms-modern	EACH	151	SQ FT	64,788	330	\$ 21,380,123
Buildings	restrooms-primitive	EACH	572	SQ FT	83,374	300	\$ 25,012,050
Buildings	shelter	EACH	699	SQ FT	473,109	50	\$ 23,655,425
Buildings	lodge/dub house	EACH	54	SQ FT	138,587	230	\$ 31,875,010
Buildings	cabin	EACH	168	SQ FT	83,162	100	\$ 8,316,200
Buildings	fee/entrance bldg.	EACH	23	SQ FT	17,946	200	\$ 3,589,200
Campground	campgrounds	EACH	302				
Campground	campsites (total)	EACH	9,633				
Campground	electric campsites	EACH	7,186			5,000	\$ 35,930,000
Campground	nonelectric campground	EACH	2,517			2,000	\$ 5,034,000
Utilities	sewer system	EACH	431			25,000	\$ 10,775,000
Utilities	water line	LN FT	790,508			20	\$ 15,810,160
Boat Ramps	ramps	EACH	313			25,000	\$ 7,825,000
Fishing piers & docks	piers and docks	EACH	496			15,000	\$ 7,440,000
Roads	paved	MILES	149			500,000	\$ 74,264,000
Roads	gravel	MILES	303			300,000	\$ 90,929,700
Roads	native	MILES	44			50,000	\$ 2,200,500
Parking Lots	paved	EACH	205	SQ FT	2,360,035	4	\$ 9,440,140
Parking Lots	gravel	EACH	1,259	SQ FT	7,703,133	1.50	\$ 11,554,700
Bridges	vehicle bridges	EACH	63	LN FT	4,965	5,000	\$ 24,822,500
Bridges	pedestrian bridges	EACH	675	LN FT	46,080	2,000	\$ 92,160,000
Trails	paved	EACH	66	MILES	349	300,000	\$ 104,646,000
Trails	gravel	EACH	152	MILES	386	150,000	\$ 57,925,500
Trails	native	EACH	429	MILES	734	60,000	\$ 44,016,540
Other Sites	Shooting Ranges	EACH	43			250,000	\$ 10,750,000
Other Sites	Dams	EACH	415	LN FT	142,875	1,500	\$ 214,312,500
Other Sites	Beaches	EACH	64	LN FT	15,197	400	\$ 6,078,800
Other Sites	Swimming Pools	EACH	4	SQ FT	27,427	2,800,000	\$ 11,200,000
Other Sites	Playgrounds-basic	EACH	255			20,000	\$ 5,100,000
Other Sites	Playgrounds-enhanced	EACH	94			80,000	\$ 7,520,000
Other Sites	Golf Courses	EACH	9	HOLES	117	100,000	\$ 11,700,000
Other Sites	Viewing Towers	EACH	24			50,000	\$ 1,200,000
Other Sites	Amphitheater	EACH	23	CAP	1,706	25,000	\$ 575,000
Signing	Entrance signs	EACH	1,162			5,000	\$ 5,810,000
Signing	Kiosks	EACH	456			4,500	\$ 2,052,000
							\$ 1,250,107,579

Areas	Parks	EACH	480	ACRES	66,715
Areas	Natural Areas	EACH	997	ACRES	106,775
Areas	Other	EACH	107	ACRES	3,617
	Total:	EACH	1,584	ACRES	177,107

Kossuth CCB Asset Inventory

KOSSUTH

Category	Item	Unit	Quantity	Unit	Quantity	Unit Cost	Replacement Value
Buildings	office	EACH	5	SQ FT	840	230	\$ 193,200
Buildings	residence	EACH	0	SQ FT		180	\$ -
Buildings	workshop	EACH	0	SQ FT		120	\$ -
Buildings	storage	EACH	2	SQ FT	9,100	90	\$ 819,000
Buildings	visitor center	EACH	1	SQ FT	10,000	250	\$ 2,500,000
Buildings	showerhouse	EACH	1	SQ FT	400	330	\$ 132,000
Buildings	restrooms-modern	EACH	1	SQ FT		330	\$ -
Buildings	restrooms-primitive	EACH	4	SQ FT	288	300	\$ 86,400
Buildings	shelter	EACH	5	SQ FT	6,400	50	\$ 320,000
Buildings	lodge	EACH	0	SQ FT		230	\$ -
Buildings	cabin	EACH	0	SQ FT		100	\$ -
Buildings	fee/entrance bldg.	EACH	0	SQ FT		200	\$ -
Campground	campgrounds	EACH	3				
Campground	campsites (total)	EACH	100				
Campground	electric campsites	EACH	75			5,000	\$ 375,000
Campground	nonelectric campsites	EACH	25			2,000	\$ 50,000
Utilities	sewer system	EACH	0			25,000	\$ -
Utilities	water line	LIN FT	2000			20	\$ 40,000
Boat Ramps	ramps	EACH	4			25,000	\$ 100,000
Fishing piers and docks	piers and docks	EACH	10			15,000	\$ 150,000
Roads	paved	MILES	0			500,000	\$ -
Roads	gravel	MILES	5			300,000	\$ 1,500,000
Roads	native	MILES	0			50,000	\$ -
Parking Lots	paved	EACH	0	SQ FT		4	\$ -
Parking Lots	gravel	EACH	4	SQ FT	50,000	1.50	\$ 75,000
Bridges	vehicle bridges	EACH	0	LIN FT		5,000	\$ -
Bridges	pedestrian bridges	EACH	2	LIN FT	90	2,000	\$ 180,000
Trails	paved	EACH	0	MILES		300,000	\$ -
Trails	gravel	EACH	0	MILES		150,000	\$ -
Trails	native	EACH	1	MILES	1.5	60,000	\$ 90,000
Other Sites	Shooting Ranges	EACH	0			250,000	\$ -
Other Sites	Dams	EACH	4	LIN FT	200	1,500	\$ 300,000
Other Sites	Beaches	EACH	2	LIN FT	200	400	\$ 80,000
Other Sites	Swimming Pools	EACH	0	SQ FT		2,800,000	\$ -
Other Sites	Playgrounds-basic	EACH	0			20,000	\$ -
Other Sites	Playgrounds-enhanced	EACH	0			80,000	\$ -
Other Sites	Golf Courses	EACH	0	HOLES		100,000	\$ -
Other Sites	Viewing Towers	EACH	0			50,000	\$ -
Other Sites	Amphitheater	EACH	0	CAP		25,000	\$ -
Signing	Entrance signs	EACH	8			5,000	\$ 40,000
Signing	Kiosks	EACH	3			4,500	\$ 13,500
							\$ 7,044,100
Areas	Parks	EACH	3	ACRES	310		
Areas	Natural Areas	EACH	25	ACRES	1,670		
Areas	Other	EACH		ACRES			
Areas	Total:	EACH	28	ACRES	1980		

KOSSUTH C.C.B.

\$7,044,300

D.N.R STATE PARKS

\$720,000,000

CCBs STATEWIDE

\$1,250,107,579



US Army Corps of Engineers®








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2017 ISAC Top Priorities

Iowa State Association of Counties

-  **Mental Health and Disability Services**
-  **Natural Resources and Outdoor Recreation Trust Fund**
-  **Food Safety**
-  **Water Quality Management**
-  **Distracted Driving**



Iowa's County Conservation System



2017 Legislative Initiative



- Grassroots outreach from broadened coalition
- Part of an overall bi-partisan tax reform discussion – Republican-lead effort
- Statewide footprint of public support to “Fund the Trust”
- Funding streams could provide both dedicated \$\$ to counties as well as grant opportunities totaling **over \$80 million**

IWILL COALITION Executive Committee

The Nature Conservancy



Now meeting weekly until the job gets done!

→ PRECISION

Strategies

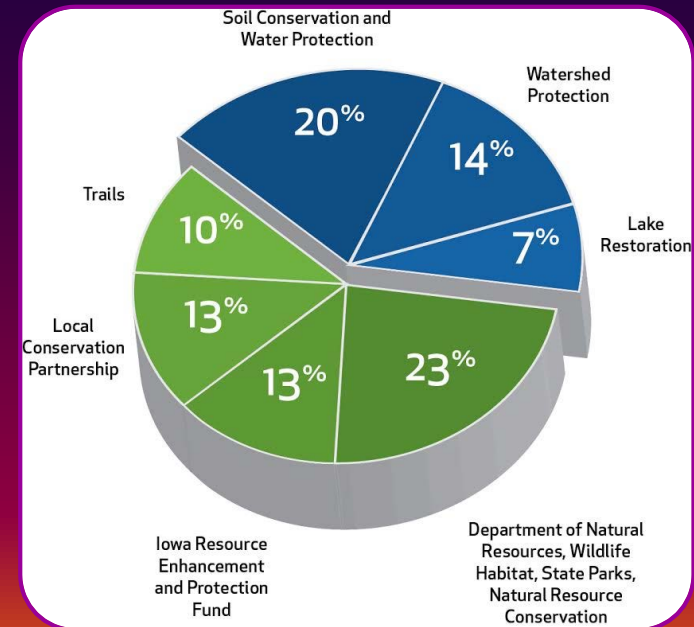


FUND THE TRUST!



Tuesday, April 11, 2017 – **IWILL Lobby Day**
Wed. March 29, 2017 – **REAP Day at the Capitol**
Wed. March 8, 2017 – **COUNTY Day at Capitol**
* Activist Training * Meeting with Legislators *
* Networking with Other Stakeholders *
* Historic Days for Natural Resources at the Capitol *

- Bi-Weekly Meetings since May 2014
- Lobbyist Coordination
- Editorial Board Meetings
- Letters to the Editor Coordination
- Talking Points Development
- Grass Roots & Activist Training
- Targeted Legislative Districts
- Earned & Paid Media Campaigns
- Field Directors for 2017



- \$30,000 poll conducted in August 2014
- \$10,000/month for Consulting Firm (2015 Session)
- \$13,000+ paid media during 2015 legislative session
- \$40,000+ dedicated for Admin. Support for 2016 Session
- **\$640,000+ collective effort in 2017 !**





The Trust Fund's Formula

As determined by a broad base of stakeholders including legislators, Iowa Department of Agriculture and Land Stewardship (IDALS), non-governmental organizations (NGO), and the Department of Natural Resources (DNR), and promised to the people of Iowa.



TRANSLATING THE IOWA NATURAL RESOURCES AND OUTDOOR RECREATION TRUST FUND PERCENTAGES, PLUS THE REAP NUMBERS INTO DEPARTMENTS:

IDALS - 20% soil and water + 7% watershed + 2.6% REAP = 29.6%

IDNR - 7% lakes + 7% watershed + 23% habitat + 4.8% REAP = 41.8%

IDOT - 10% trails = 10%

Counties/others - 13% local + 5% REAP = 18%

FY2017 – Annual REAP Allocation to Black Hawk CCB - \$50,425 (REAP @ \$16 million – FY2017)
FY2018 – Annual REAP Allocation to Black Hawk CCB - \$77,228 (REAP @ \$23.4M – 13% of \$180M)
FY2018 – Local Conservation Partnerships (LCP) project \$14 million of new CCB \$\$
County Conservation, via dedicated funds/grants could have access to \$80+ million annually

TRANSLATING FORMULA INTO EXISTING PROGRAMS THAT COULD BE APPLIED TO IOWA NUTRIENT REDUCTION STRATEGY BEST PRACTICES ON AGRICULTURAL LANDS:

IDALS - 20% soil and water + 7% watershed + 2.6% (REAP) = 29.6%

IDNR - 7% lakes + 7% watershed + 23% habitat = 37%

WATER QUALITY

TOTAL: 66.6% X \$180,000,000 = \$119,880,00 PER YEAR*



* Quoted directly from the Natural Resources and Outdoor Recreation Trust Fund 2016 Annual Report as submitted by the DNR and IDALS





INFORMATION RESOURCES

Natural Resources and Outdoor Recreation Trust Fund Report

Submitted by:

The Department of Natural Resources

in collaboration with

The Iowa Department of Agriculture and Land Stewardship

and

The Iowa Department of Transportation

#FUNDTHE TRUST



\$678,522,828 – 29.5 years @ \$23M

Iowa's County Conservation System
NATURAL RESOURCE & OUTDOOR
RECREATION TRUST FUND



July 15, 2016

THE UNMET NEEDS OF COUNTY

94 CCBs in Listing **CONSERVATION** **59 CCBs w/\$ Reported**

In the pages that follow, you will experience just a sampling of the hundreds of millions of dollars that are desperately needed to maintain, renovate, and grow Iowa's County Conservation System. In our first sixty years, 99 counties have invested in over \$1.25 billion in assets to provide local enhancements to quality of life, healthy life styles, and workforce development – in addition to the preservation of our natural resources and unparalleled community outreach in conservation education. 24 million visitors to our 1,845 parks, natural areas, preserves, historic sites and trails generate \$851 million in annual economic impact for Iowa's economy – it is time to solidify our bridges to future generations and *Fund the Trust!*

ADAIR COUNTY
Mormon Trail Park:

\$4,493,000

- Upgrading both campgrounds with new underground wiring and 50 amp campsite service. \$35,000.00



mycountyparks.com

Iowa's County Conservation System

1775 Mackenzie Drive
Cedar Rapids, IA 52411-9596
515.963.9582
IACCB@mycountyparks.com
www.MyCountyParks.com

NATURAL RESOURCES AND OUTDOOR RECREATION TRUST FUND FUNDING AVAILABLE TO COUNTY CONSERVATION

ASSUMPTIONS FOR THE PURPOSE OF DISCUSSION:

1. A 3/8 of one cent sales tax will generate \$180 million in annual sales tax revenues.
2. 17 of Iowa's 71 (23%) state parks are managed by county conservation boards.

The trust fund will serve as a central depository for the revenue and will distribute the funds to the seven funding vehicles. As defined by Iowa Code Chapter 461, when funds are credited to the account, the distribution percentages are designated as:

> 7% Lake Restoration	\$12.6 million
> 10% Trails	\$18.0 million
> 13% REAP (Resource Enhancement and Protection program)	\$24.3 million
> 13% Local Conservation Partnership program (LCP)	\$24.3 million
> 14% Watershed Protection	\$25.2 million
> 20% Soil Conservation and Water Protection (IDALS)	\$36.0 million
> 23% Natural Resources (DNR)	\$41.4 million

To support the three broad categories of natural resources (Soil and Water; Fish, Wildlife, and Natural Areas; and Parks and Trails), the seven funding vehicles were identified as logical avenues to distribute the funding. The Advisory Committee worked carefully and diligently to reduce additional levels of bureaucracy for funding distribution by recommending current programs when applicable. The following four funding vehicles have established methods of distributing funds and will be able to effectively allocate using those methods:

- > REAP (Resource Enhancement and Protection program)
- > Lake Restoration
- > Natural Resources (DNR)
- > Soil Conservation and Water Protection (IDALS)

461.35 SECTION 13 – Resources Enhancement and Protection Fund (REAP) – 13% - \$24.3 million*
Distribution would follow existing formulas –

- First \$350,000 to Conservation Education (CCBs can compete for grant dollars)
- 1% of remaining \$23.95 mil. (\$239,500) goes to DNR for administration of the program
- 20% of remaining \$23.71 mil. (**\$4.75 mil.**) is distributed to county conservation boards via: per county (30% - \$1.43 mil.), and per capita (30% - \$1.43 mil.) formulas; and, the remaining 40% (\$1.90 mil.) would be available for the competitive CCB grant program.
- Additionally, county conservation boards would be eligible for REAP Open Spaces dollars (\$6.64 mil.); Public Land Management dollars (\$2.14 mil.); and Roadside Vegetation dollars (\$72K).

* Recommendation from the Legislatively Appointed Advisory Committee is that this would be a second, separately funded REAP program in addition to the existing REAP program



Proud member of the Iowa Natural Heritage Foundation, REAP Alliance, IWILL Coalition, Iowa Environmental Council & Keep Iowa Beautiful



Full 58-page listing available on the **County Conservation Website:**

www.MyCountyParks.com, select **IACCB** at bottom of page

Direct Link - <http://www.mycountyparks.com/Info/IACCB.aspx>

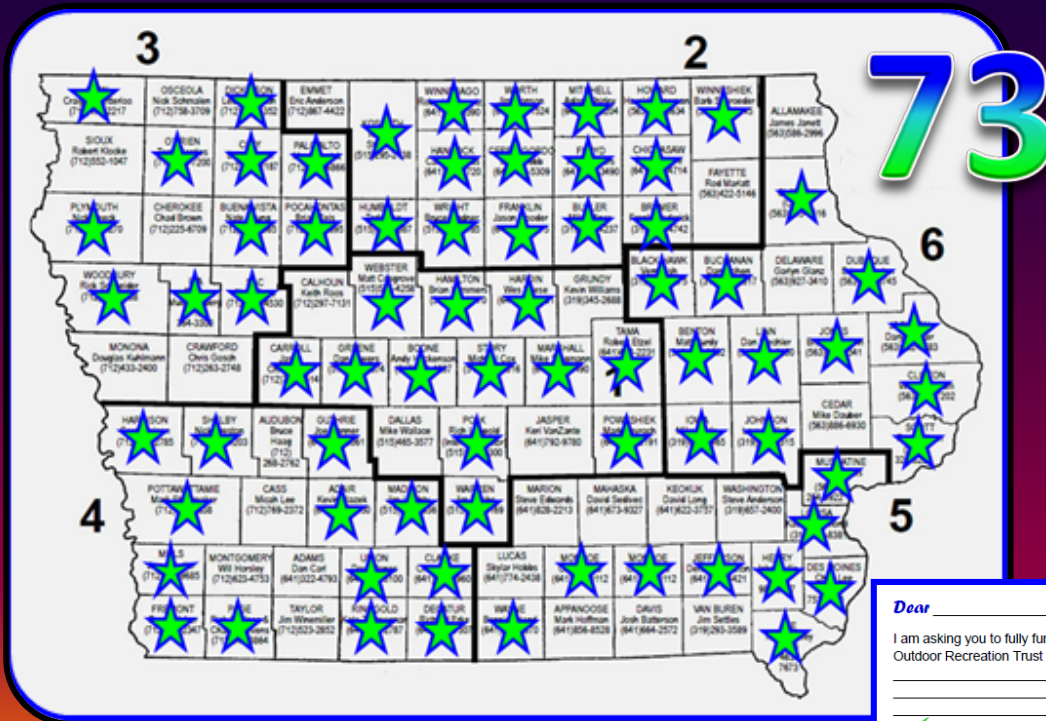
mycountyparks.com





#FUNDTHE TRUST

2013 – Ballot Initiative – 96% support
 2014 – UN-MET Needs List – 94 CCBs
 2015 – Board Resolutions to support funding the trust – 90 CCBs
 2016-17 - #FUNDTHE TRUST



73

Dear _____

I am asking you to fully fund Iowa's Natural Resources and Outdoor Recreation Trust Fund because _____

I understand that funding the trust involves an increase in the Iowa sales tax by 3/8 of one cent.

Sincerely,

Name _____

Address _____

City _____ State _____

Zip _____ Phone _____

Email _____





#FUNDTHETRUST





Home

About Us

News



Take Action

Resources

Join Us

WORKING TOGETHER TO FUND THE NATURAL RESOURCES & OUTDOOR RECREATION TRUST FUND



Home About Us News

Take Action

Several ways to support funding the trust, and it's involved. Take action by choosing an option below:

Contact Your Legislator

Share Your Story

Take the Pledge

Write to the Editor

About Us News

Join Us

Join our fight to #FundTheTrust and sustain our land and water:

First name Optional

Last name Optional

Email Required

ZIP Required

[ADD YOUR NAME](#)



www.iowasWaterandLandLegacy.org



We Need YOUR Assistance!

EXPECTATIONS OF A COUNTY CONSERVATION BOARD MEMBER

Title: County Conservation Board (CCB) Member

Basic Responsibility: Works within the corporate, decision-making framework of a five-member board to set policy regarding activities and affairs of the conservation department, according to the guidelines set forth in Chapter 350 of the Code of Iowa.

Term: Five-year term. Selected on the basis of "demonstrated interest in conservation matters" as required by law (Code of Iowa) and other criteria indicative of a good board member, as indicated in this Job Description. Board members must be residents of the County.

Compensation: Conservation Board members serve without pay, but may be reimbursed for expenses incurred while carrying out official county duties.

Status: Once appointed, county conservation board members become county officials and should work to address the conservation needs of the county in a positive, responsible manner. Conservation boards receive county tax money and other funds to carry out their duties. However, the Conservation Board is a separate governmental entity, with the authority to govern itself and make decisions without interference or approval of any other governmental body, unless otherwise stated in the Code of Iowa.

BOARD MEMBER CRITERIA - The Selection Process

I. BOARD OF SUPERVISORS:

- A. Advertise position opening for five-year term on county conservation board in local media 30-60 days prior to appointment date.
- B. Request that resume and application be submitted by potential appointee by December 10.
- C. Personally interview from 3-5 interested/qualified applicants.
- D. Incumbent board member should be given equal consideration with other applicants. Re-appointment should never be automatic. This will give a chance for new blood to come to the board as well as eliminating ineffective or burned-out members.
- E. You may wish to consider limiting terms by policy statement.
- F. Assure good background diversity on board (lawyer, business person, teacher, doctor, farmer, domestic engineer, etc.).
- G. Try to complete process by January 1st and make appointment for a five-year term.

JOB DESCRIPTION & EXPECTATIONS OF A COUNTY CONSERVATION DIRECTOR

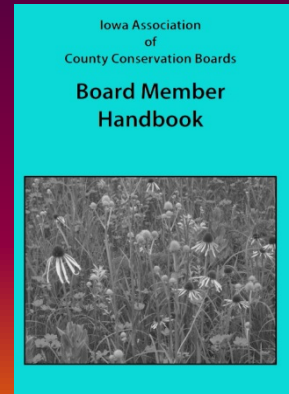
The following Sample Job Description is offered as a tool for County Conservation Boards to develop job descriptions for the Executive Director position. Only aspects identified as being consistent statewide are included in this document. Specific descriptions for, and/or requirements of, work environment, residency and drug testing, salary guidelines or contracts, pre-employment background checks and physicals, EOE/ADA, work hours, benefits, and marginal or special job functions are not included in this Sample Job Description.

POSITION SUMMARY

The Executive Director is appointed by, and reports to, the Conservation Board. Serves as chief administrative officer for the Conservation Board and is responsible to plan, coordinate, direct and oversee all aspects of the County Conservation Board program and department. Responsible for administration of Conservation Board staff. Manages all real property under authority or management of the Conservation Board and implements Conservation Board activities as per the Code of Iowa (Section 350) and Conservation Board policies.

ESSENTIAL JOB DUTIES

- Sets and oversees direction for the conservation department by exercising general supervision of staff; organizing, coordinating and assigning program areas of responsibility to staff; and conducting staff meetings.
- Administers and develops written and oral policy and directives by formulating, planning and directing the county conservation program and staff in accordance with Conservation Board policy.
- Manages personnel by making final decisions regarding hires, terminations, and disciplinary action.
- Prepares reports and recommendations for the Conservation Board on a wide range of issues by researching records,



mycountyparks.com

BOARD MEMBER HANDBOOK



County Conservation Director

CHARACTERISTICS OF A GOOD CONSERVATION DIRECTOR

- * Carry out & recommend policy
- * Inform & orient board members
- * Prepare the Department Budget
- * Prepare an Annual Report
- * Develop regulations
- * Develop comprehensive plans
- * Hires/Dismisses/Directs Field Staff
- * Statewide industry participant (*CCDA, IACCBE, ISAC, etc.*)
- * Must work well with the public & staff
- * Principles of conservation
- * Conservation laws & law enforcement
- * Plant/animal ecology
- * Maintenance
- * Business practices
- * Public speaking
- * Personnel management

OTHER KEY ROLES:

- * Working w/ Board of Supervisors & Legislators
- * Planning – “Fail to Plan – Plan to Fail”
- * Grant writing / Fund raising
- * Marketing / Media Relations



QUESTIONS?

Thomas F. Hazelton

Chief Executive Officer

Iowa's County Conservation System

1775 Mackenzie Drive, Cedar Rapids, IA 52411

(515) 963-9582

Tom.Hazelton@MyCountyParks.com

www.MyCountyParks.com

