



It is the mission of the Urbana Park District to:

- *Improve the quality of life of its citizens through a responsive, efficient, and creative park and recreation system,*
- *Pursue excellence in a variety of programs, parks, and special facilities that contribute to the attractiveness of neighborhoods, conservation of the environment, and the overall health of the community.*

**NOTICE AND AGENDA OF MEETING
URBANA PARK DISTRICT ADVISORY COMMITTEE (UPDAC)
TUESDAY, JUNE 27, 2023
7:00 PM
PLANNING & OPERATIONS FACILITY
1011 E. KERR AVENUE
URBANA, IL 61802**

I. Call to Order

II. Public Comment

Any member of the public may make a brief statement at this time within the public participation rules of the Board.

III. Approval of the Minutes of the May 23, 2023 Meeting

IV. New Business

- A. Prairie/Weaver Park Draft Master Plan Concepts
- B. Blair Park – OSLAD Grant Review

V. Reports

- A. UPDAC Chair
- B. Board Representative
- C. Director's Report
- D. Capital Projects Report

VI. UPDAC Member Comments and Open Discussion

VII. Adjourn

Upcoming meetings:

***July – No meeting
August 22, 2023
September 26, 2023
October 24, 2023
November 28, 2023***

*****This month's secretary is Kelsey Beccue*****

Note: The Meeting Agenda and Supporting Materials are on the UPD website at <http://www.urbanaparks.org/documents/index.html>; choose the "Public Meetings" category and search for the meeting information you wish to download.

NOTICE AND AGENDA OF MEETING
URBANA PARK DISTRICT ADVISORY COMMITTEE (UPDAC)
TUESDAY, MAY 23, 2023
7:00 PM
PLANNING & OPERATIONS FACILITY
1011 E. KERR AVENUE
URBANA, IL 61802

The meeting of the Urbana Park District Advisory Committee (UPDAC) was held Tuesday, May 23, 2023 at the Urbana Park District Planning & Operations Facility at 7:00 pm. The notice and agenda of the meeting were posted at the park district administrative office and at the location of the meeting. Copies of the notice and agenda were received by each member of the committee and by local newspapers, radio, and television stations at least forty-eight hours before the meeting in compliance with the Open Meetings Act of the State of Illinois. A copy of the notice and agenda is attached to the minutes. Also available for inspection are all documents that were reviewed or approved at the meeting.

UPDAC Members	PRESENT	ABSENT
Ashley Withers, Chair	X	
Gary Ambler	X	
Jonville Chenoweth		X
Lori Choquette	X	
Reba Daniels	X	
Amy Delahanty		X
David Dorman	X	
Kanittha Fay	X	
Gary Stensland		X
Michael Stevenson	X	
Brittany Tammen	X	
Karl Weingartner		X
Darius White	X	

Others Present:

Cedric Stratton, Commissioner;
Tim Bartlett, Executive Director;
Corky Emberson, Superintendent of Recreation;
Derek Liebert, Superintendent of Planning & Operations;
Kelsey Beccue, Development Manager;
Terri Reifsteck, Experience Champaign-Urbana

I. Call to Order

UPDAC Chair, Ashley Withers, called the meeting to order at 7:03 PM.

II. Public Comment

There was no public comment.

III. Approval of the Minutes of the April 25, 2023 Meeting

Reba Daniels made a motion with a second from Brittany Tammen to approve the minutes of the April 25, 2023 UPDAC Meeting. A vote was taken and the motion passed.

IV. New Business

A. Experience Champaign-Urbana

Tim Bartlett introduced Terri Reifsteck of Experience Champaign-Urbana (formerly Visit Champaign County) to share some information about the partnership between Experience C-U and the Urbana Park District. Terri mentioned that UPD has long been a sponsor of Experience C-U, and that Experience C-U has been able to promote UPD parks and programs in the community.

Terry shared some information about the recent rebrand from Visit Champaign County to Experience C-U, noting that Visit Champaign County was one of the few destination organizations using “county” in its name. Research showed that people more strongly identify a destination by its major metropolitan areas, rather than the county, so Visit Champaign County was rebranded to Experience Champaign-Urbana to gain greater exposure. It also leverages the brand awareness people have about the University of Illinois. More people being able to successfully find the Experience C-U website means that more people will be able to see all the local agencies that they promote as well, including the Urbana Park District.

In addition to discussing the recent rebrand, Terri gave some basic information about Experience C-U: it was originally established in 1982 to enhance economic activity in Champaign County, and has since expanded to include a few neighboring counties with strong ties to the Champaign-Urbana areas as well. Experience C-U works through the destination management cycle, promoting this area as not just a place to visit, but a place to live. Prior to the COVID pandemic, the C-U area experienced the fastest growing economic impact numbers, and Terri shared that the Recreation sector brings in \$39.2 million per year in revenue. Travel and tourism revenues in the C-U area has also been able to rebound relatively quickly from the pandemic due in part to the IHSA Boys Basketball Tournament relocating to Champaign and the new sports complex in Rantoul. Another often overlooked aspect of travel critical to hotel revenues are meetings and conferences. In the C-U area, the major venues are the iHotel, Hilton Garden Inn, and the State Farm Center, with the preferred conference size being about 100-200 people.

Terri also went into a bit of detail on some of the marketing tools that Experience C-U creates and uses. Their main printed promotion is the Experience Guide, which features the Urbana Park District, in addition to many other local businesses and destinations. The purpose of the guide is to connect people with things they want to do and promote economic activity, but also to tell the larger story of Champaign-Urbana. Experience C-U also prints a stylized artistic map that visually locates some of the area's top destinations. Social media is another tool that Experience C-U frequently uses to engage with people looking to connect. Terri noted that it's not likely that local residents see much in the way of this advertising, as many grants they receive stipulate that the bulk of advertising funds must be spent 50 miles or further from the C-U area. These marketing tools and campaigns generate excellent data for Experience C-U to analyze. For example, Urbana is most popular with those who are looking to engage in recreation opportunities with most people visiting Crystal Lake Park and Meadowbrook Park. Terri then shared some information on the African American Heritage Trail which runs through both Champaign and Urbana, and has seen collaboration from both cities and park districts. There are 5 signs already in the ground with 22 planned over the next year.

There were some questions for Terri about new trends and technologies within the travel and tourism industry, and she responded that Experience C-U is incorporating a new calendar system that directs visitors to customized landing pages, and that volunteer opportunities are becoming more popular in the context of tourism. There were also some questions about new challenges, and Terri said the new rebrand would help people overcome their lack of knowledge about Champaign County. She also noted that there are a lot of misconceptions about the C-U area being nothing but cornfields and the University of Illinois.

V. Reports

A. UPDAC Chair

Ashley reminded UPDAC members of the upcoming meeting schedule.

B. Board Representative

Cedric reported that the board has a new Commissioner, Laura Hastings. Laura used to serve as Chair of UPDAC and was recently elected to the board, replacing retiring Commissioner, Nancy Delcomyn. Laura will be serving as a Board Representative to UPDAC.

C. Director's Report

Tim gave updates on the Health & Wellness Groundbreaking and the Blair Tennis Dedication, noting that both events had a great turnout. Darius asked about the Candlelight Serenade event, and Tim responded that overall it went well.

D. Capital Projects Report

Derek had several project updates:

- The metal shell has been ordered for the new Health & Wellness Center and APRA agreements have been finalized
- The bridge project in Crystal Lake Park will resume this fall
- Weaver and Prairie Park master planning is still ongoing

VI. UPDAC Member Comments and Open Discussion

Lori Choquette commented that she has heard from her friends that they love the improvements at Blair Park. She also commented that she has heard from people who felt left out of decisions regarding the Urbana Indoor Aquatic Center. Tim responded that he understands their frustration, and that this was a joint decision by both boards. Lori suggested posting some signage with an explanation.

Ashley complimented David Subers from the Anita Purves Nature Center and thanked UPD for participating in the Community Choices LEAP training.

Kanittha suggested celebrating Asian heritage for Asian American and Pacific Islander month.

VII. Adjourn

Ashley Withers adjourned the meeting at 8:50 PM.

CITIZEN'S ADVISORY COMMITTEE
27 JUNE 2023

PROCESS TO DATE

Fall 2022	▪ Staff Design Workshop #1
November 2022	▪ Online Public Survey #1
January 2023	▪ Needs Assessment with Staff Input
February 2023	▪ Focus Group #1 – Athletic Fields
February 2023	▪ Focus Group #2 – General Recreation
March 2023	▪ Staff Design Workshop #2
May 2023	▪ Staff Design Workshop #3 (Review Four Site Concepts)
June 2023	▪ Board Study Session
Summer 2023	▪ Online Webinar of Two Preferred Plans
Summer 2023	▪ Online Public Survey #2
Fall 2023	▪ Finalize Master Plan
Fall 2023	▪ Present Final Master Plan to Board
Fall 2023	▪ Public Open House

WEAVER + PRAIRIE PARK MASTER PLAN

Urbana Park District Outdoor Courts, Fields and Amenities Survey

Tell the Park District your thoughts about the future of athletic courts, fields and amenities

November 23, 2022 02:57 PM



Urbana Park District invites the community to take an online survey to tell planners their thoughts about the future of the park district's outdoor courts, fields and amenities.

Urbana Park District Outdoor Courts, Fields, and Amenities Survey

Section 1: Outdoor Fields

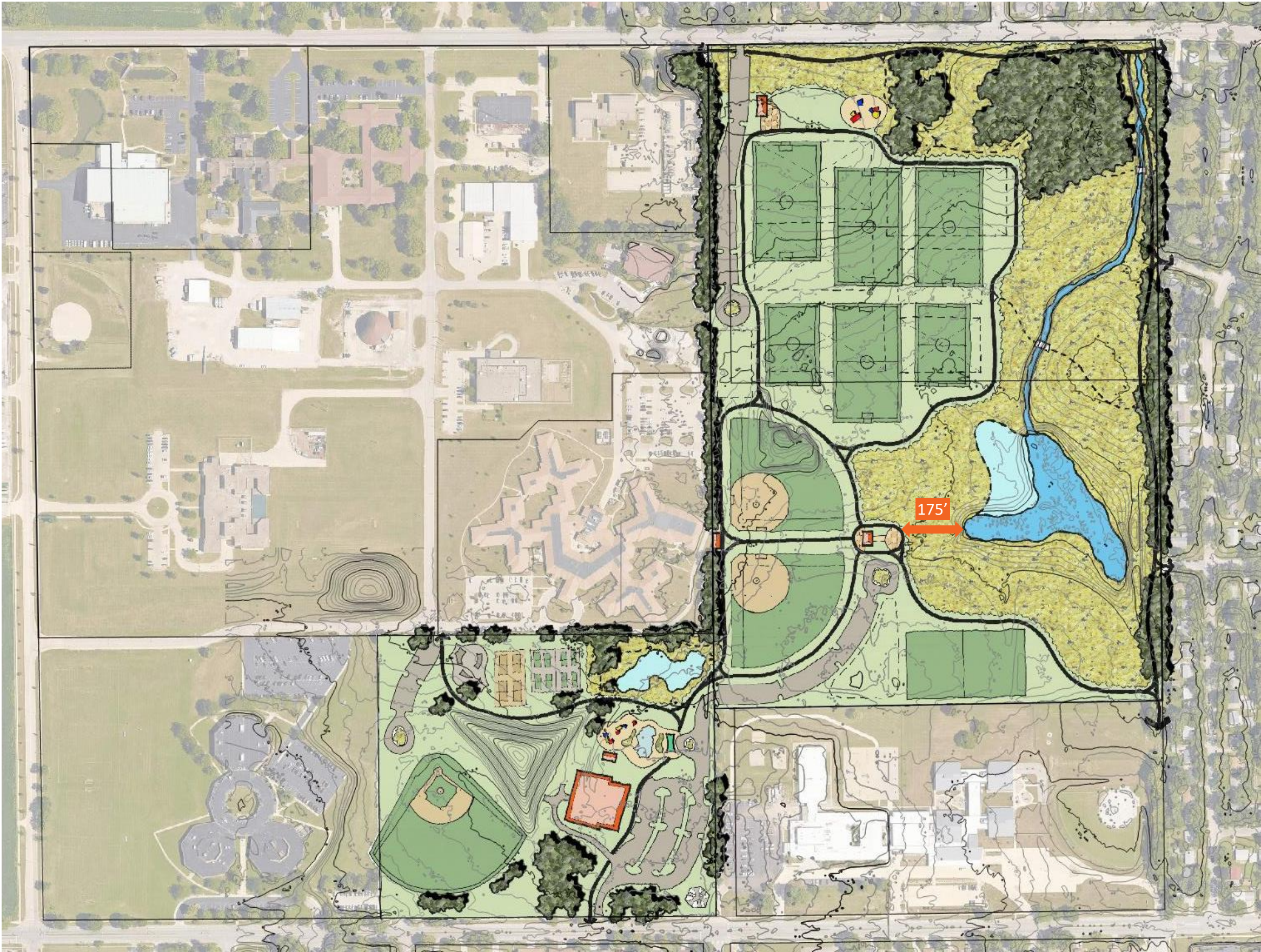
1. Does your household use any of the Urbana Park District's athletic fields? (softball, baseball, t-ball, soccer, cricket, etc.)

- ☐ Yes
- ☐ No (if no, you will automatically skip to the next section: Outdoor Courts)

Focus Group #1 – Athletic Fields



REVISED OPTION 1

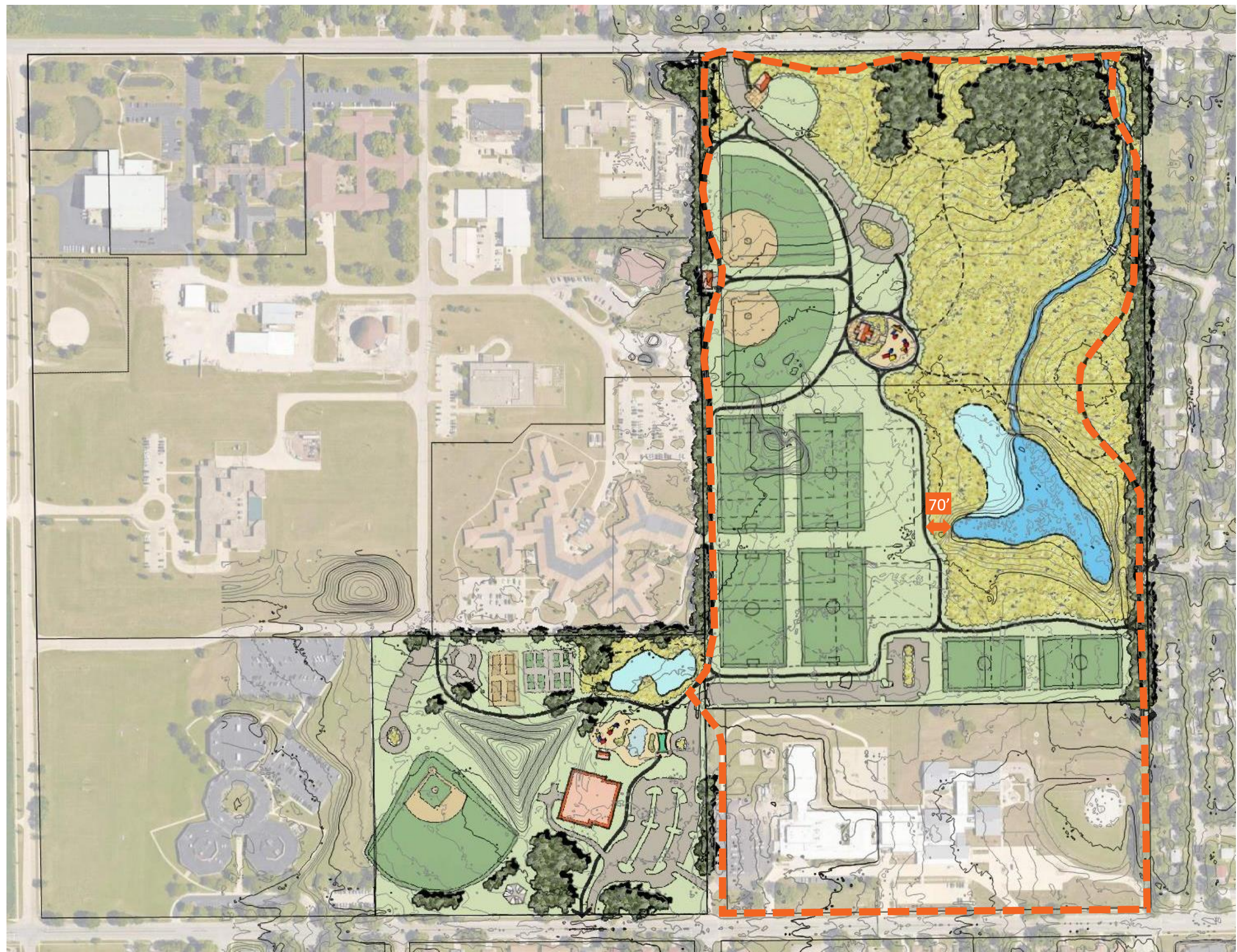


Total Area (Weaver Only)	59.25 acres
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Natural Area (Weaver Only)	~27.75 acres (47%)
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Parking Data	Weaver North:	140
	Weaver South:	120
	Weaver Overflow:	50
	Prairie East Ph. 1:	81
	Prairie East Ph. 2:	~ 71
	Prairie West:	45
Total:		~ 507

REVISED OPTION 3



Total Area (Weaver Only)	59.25 acres
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Natural Area (Weaver Only)	~30.10 acres (51%)
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Parking Data	Weaver North:	135
	Weaver South:	145
	Weaver Overflow:	50
	Prairie East Ph. 1:	81
	Prairie East Ph. 2:	~ 71
	Prairie West:	45
Total:	~ 527	

Running Loop	~7,830 Lineal Feet
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FURTHER REVISED OPTION 1



FURTHER REVISED OPTION 3

