



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 BOARD OF COMMISSIONERS
BOARD STUDY SESSION
TUESDAY, JUNE 2, 2020
6:30 – 8:00 PM
REMOTE MEETING VIA ZOOM
VIDEO LINK: <https://us02web.zoom.us/j/89175491679>
PHONE: (312) 626-6799
MEETING ID: 891 7549 1679
PASSWORD: 774671

Board Study Sessions are designed for the Board to study, review and discuss specific topics. Actions are not typically taken during a Study Session, unless specifically noted on the agenda.

I. Call to Order and Introductions

A. Remote Attendance

The Board is suspending the usual Remote Attendance Policy, and will allow all commissioners to attend remotely, pursuant to State Executive Order 2020-37, which temporarily suspends the remote attendance requirements of the Open Meetings Act through June 27, 2020, due to the COVID-19 pandemic.

II. Accept Agenda

III. Public Comment

Any member of the public may make a brief statement at this time within the public participation rules of the Board. Please see the attached document for details regarding attendance and public comment via Zoom.

IV. Discussion

- A. Media Communications**
- B. Aquatics Action Plan**

V. Comments from Commissioners

VI. Adjourn

Note: This Meeting Agenda and its 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.

Public Input for Urbana Park District Study Session Meeting (Tuesday, June 2, 2020)

MEETING ID: 891 7549 1679

PASSWORD: 774671

Anyone can attend the meeting virtually via Zoom. Any member of the public may make a brief statement during the Public Comment portion of the agenda. Per Board rules, comments will have a two minute time limit. The Board typically accepts comments, but neither the Board nor staff will respond to individual comments during the meeting.

You will be able to use a phone to call in:

- Join by calling (312) 626-6799.
- Callers will then be asked to enter the Meeting ID number followed by the # key. The Meeting ID number is 891 7549 1679.
- Enter meeting password 774671 , followed by the # key.
- We ask that you please mute yourself until the time for public comment.
- You can toggle between mute and unmute by dialing *6.

You will be able to use a computer to address the Urbana Park District Board using Zoom:

- Make sure you have a microphone on your computer if you wish to speak. Please identify yourself for the record if you do speak.
- You do not need to install software to use Zoom. You can click “Join from your browser.” It appears that Zoom prefers for users to download and install their meeting client software on your computer. Use whichever option you are most comfortable with, and note it may be browser-specific.
- You see the meeting video stream through Zoom and hear people talking. The link to join by computer is: <https://us02web.zoom.us/j/89175491679?pwd=SDNIaWFuek1XVG52ekg4RU4vTm5OZz09>
- If you do not want to be seen, please turn off your webcam video feed, as everyone connected will be able to see you and your background.
- This Zoom session will be recorded as part of the record.
- We ask that you please mute yourself until the time for public comment.
- We will not be using the Chat or Participant windows for this meeting.
- You can find tutorials and help information here: <https://support.zoom.us/hc/en-us/articles/201362193-Joining-a-Meeting>.

If you are unable to call or video in to the Zoom Meeting, or would prefer to write in, public input can also be received before the meeting via email. Please submit your comments via email by 6:30 pm to tabartlett@urbanaparks.org – these will be read per Urbana Park District Board rules and time limits.

This is a work in progress, and we ask your patience as we navigate this difficult situation.

Urbana Park District Media Communications

June 2, 2020

Submitted by: Mark Schultz

This document is to help answer questions for the Urbana Park District Board of Commissioners as it relates to media communications best practice and addresses commissioners' questions.

What is the media interested in and why?

The bottom line is that the media are interested in stories that generate viewers, clicks and listeners. While the media tends to focus on conflict as it generates more interest, editors also like feature, special interest or "nice" stories. Most of the time, UPD can offer those "change of pace" stories by highlighting our special events, programming and activities. (Examples: Neighborhood nights, Strawberry Jam, kids' camps, special aquatics events, building projects).

Different media interests:

While media tries to cater to all, different media outlets naturally have a target audience. This is painting with a broad brush, but Smile Politely tends to cater to only local news and events. WILL tends to cater to an academic audience. Chambana Moms focuses on family. Public Information and Marketing targets media when pitching story ideas to the media depending on audience.

Why would media contact a board member?

The media, for the most part, know to contact Public Information and Marketing first with an interview request. The media would most likely contact a board member if they see something on an upcoming meeting agenda that interests them and they are looking for a quote from a commissioner.

There are some UPD stories that will make "hard" news, like a tax levy, referendum, taking down a beloved park structure that is old, or a crisis event like COVID-19, where a reporter might contact a commissioner directly.

Who should take media inquiries?

If you get a media inquiry and you feel an administrator would give the "best answers" you can always direct the reporter to call the Public Information and Marketing Manager who will arrange an interview. Almost all media has my email and phone number.

Is it OK to arrange an interview for later or say "I don't know?"

YES!!!! If you are not able to do an interview right away, ask the reporter when their deadline is and arrange a best time and phone number to do the interview later. If, during an interview, there is a question that you don't know the answer to (you need to look up some data not readily available or you need to double check a fact) say that you'll need to look that information up and arrange a time to call them back with the answer. Follow through.

Three things not to do:

Fail to follow through on getting back to the media member or “blowing off” the pre-arranged interview time (emergencies are OK, but please call reporter and explain problem and offer possible solution).

Speculate. It is perfectly OK to tell a reporter that you’ll need to look something up to get the correct answer.


Argue. Reporters will ask tough questions. Do not take it personally.

Create positive relationships:

Always follow through on commitments to media interviews (or offer solutions if circumstances beyond your control force a cancellation).

If you are not the best person to interview, offer a solution (best to direct to the Public Information and Marketing Manager).

Always offer a “can do” attitude for a reporter in getting the information they need. Reporters have deadlines. Their editors are expecting the reporter to have something for the 5 PM newscast – those reporters are under pressure. Help them out!



URBANA PARK DISTRICT AQUATICS

Action Plan



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1. EXECUTIVE SUMMARY

The Urbana Park District has been working with Campfire Concepts on multiple focus groups in regards to the Aquatics Department, the needs and wants of aquatic customers, and the overall perception of the department. The groups did mention that they were impressed with the level of safety the staff brings to the Urbana Indoor Aquatic Center and the Crystal Lake Park Family Aquatic Center. This report breaks down the action plan put in place by the Urbana Park District Aquatics Department. There are five separate categories of actions that will be addressed. These categories are listed below:

- **Communication**

- Newsletters
- Communication with Part Time staff
- Shift Manager trainings
- Part Time employee trainings
- Water Temperature
- Employee Identification
- Internal Communication

- **Cleanliness**

- Key staffing improved
- Better Equipment
- Part Time checklist
- Checks and balance system

- **Customer Service**

- Trainings
- Flexi Passes (Water Aerobics)
- BrightSign
- UIAC Facebook Page
- Incentive Program

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- Urbana Park District Day Camps
- Non- UPD Day Camps

- **Financial Responsibility**

- New programs and events
- Marketing
- Staffing levels
- Budgeting

- **Follow Up**

- Survey Monkey
- Focus Group Participants
- Self-Evaluation
- Transparency

2. COMMUNICATION

Communication is always an aspect that can improve in any situation. The focus groups brought up many emotions and thoughts while speaking at the meetings. These emotions and thoughts could be easily deterred by better and more efficient communication with the patrons and staff. Below are specific goals and actions the Aquatics department have set.

- **Newsletters:** Monthly emails have been sent out since December by the Aquatics Manager. These will continue to be sent out to members. The Aquatics Manager will be starting a list-serve to send a newsletter out to anyone who has signed up. This will allow staff to reach more patrons and not only members of the facilities.
- **Communication with Part Time staff:** The Aquatics Specialist holds monthly meetings with the Shift Managers during the school year, and weekly meetings with the shift managers during the summer. A website/app called Band is also used to communicate with the entire staff. The Full Time Aquatics Staff will be more proactive with relaying information to the Part Time staff. Weekly updates will go out to Shift Managers to update them, along with the monthly meetings.
- **Shift Manager Trainings:** There are multiple trainings the Full Time Aquatic Staff are working on to implement with the Shift Managers. These trainings will include communication, outlook calendar/daily schedules, uniform standards, cleanliness, and professionalism.
- **Part Time Employee Trainings:** Full Time Aquatics Staff will be adjusting the trainings for the shift managers to encompass all of the part time aquatic employees as well. Additionally, there will be a more structured training developed for onboarding throughout the year. This will cover all expectations for all staff members.
- **Water Temperature:** The water temperature is kept at 82 degrees for the competition pool and 86 degrees for the leisure pool. These temperatures are what is recommended by USA Swimming and other leading Aquatic Professional organizations. The air temperature is set at 84 degrees in the natatorium. Illinois Public Health Code states that the temperature of the air in an indoor natatorium should be two degrees higher than the lowest water temperature. Full Time Aquatic Staff members have access to the temperatures at all times of the day via a phone app. Staff is looking into how we could utilize this system even more for transparency. Staff will be piloting an electronic display method that once vetted will be placed for customer viewing of real time water temperature. Until this happens, staff will be placing a white board in the front foyer with the water temperature and shift manager on

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duty. An informational sign will also be made with details as to why the temperatures are set at these points. This sign will be hung in the front foyer area as well.

- **Employee Identification:** All staff will be required to wear their employee identification badge while at work.
- **Internal Communication:** Staff has decided to put a more sophisticated work order system in place. This will give everyone at the facility a better understanding of where projects are at the moment and give them the ability to have the correct information to let patrons know. We will also be installing a white board in the front office to communicate things from shift to shift.

3. CLEANLINESS

One of the biggest concerns brought up in the focus groups was the cleanliness of both facilities, but specifically the Urbana Indoor Aquatic Center. The Aquatics Staff acknowledges that this is a very important part of business and should be taken very seriously. Efforts have already been put into place to address issues, and staff will continue to evaluate and improve upon. Working with the demographic Aquatics employs has proven to be an ongoing challenge. Evaluations and adjustments need to be made continuously.

- **Key staffing improved:** Custodial staff and Full Time Operational staff has increased over the last six months. Staff diversity has been a missing puzzle piece that has been recently solved. Staff now consists of both genders with the ability to access all locker room areas at any given time. This has shown a major increase in the cleanliness of the facility and the overall responsiveness to complaints and concerns. As this plan get put into place, these positions will be extremely important to its success.
- **Better Equipment:** New equipment has been researched and demonstrated at the Urbana Indoor Aquatic Center. A battery powered floor scrubbing machine is being purchased that will be used on the pool deck and locker rooms. Electrostatic sprayer will be used at the facilities for daily sanitization.
- **Part Time Checklists:** Past and present checklists have been analyzed to see where adjustments need to be made. A new checklist is being developed for all levels of employees in Aquatics. Examples: locker room, pool deck, opening, closing, etc.
- **Check and Balance System:** There will be a stricter checks and balance system set in place to make sure items on the checklists are being done properly and consistently. This includes checklists for Full Time employees, both Recreation and Operations, to make sure all tasks are being done correctly and efficiently.

4. CUSTOMER SERVICE

Customer Service works hand in hand with communication. However, it is also extremely important in patrons' satisfaction and retention. Simple yet effective practices will be set in place to improve the overall customer service in aquatics at the Urbana Park District.

- **Trainings:** Customer service trainings will be held for all part time and full time staff members. There will also be continual trainings and discussions that focus on Customer Service and what staff can do to enhance customer interactions.
- **Flexi-passes (Water Aerobics):** Flexi-passes will be sold at the Urbana Indoor Aquatic Center and Crystal Lake Park Family Aquatic Center. Patrons will no longer have to go to Phillips Recreation Center to purchase the punch card for these facilities.
- **BrightSign:** A BrightSign TV will be purchased and displayed at Urbana Indoor Aquatic Center. This will allow information to be posted for patrons and customers to see. Cross departmental postings can be made and district wide messages can be put on this screen. Crystal Lake Park Family Aquatic Center already has a BrightSign located above the vending machines.
- **UIAC Facebook page:** The Aquatics Specialist will develop a Facebook page for Urbana Indoor Aquatic Center to post important information to including closures, mechanical issues, special events, programming and more.
- **Incentive Programs:** The Aquatics Specialist has implemented an internal incentive program for the staff members. This will boost staff morale and provide an increased ownership of the facilities and their specific positions.
- **Urbana Park District Day Camps:** The Aquatics Manager speaks with every Urbana Park District Day Camp to inform leaders of the procedures and rules at both facilities.
- **Non-UPD Day Camps:** The Aquatics Manager requests meetings with all outside camps prior to the summer starting, to provide information, procedures, rules and policies to the facilities. This also encourages an open line of communication between the aquatics staff and the outside camp staff.

5. FINANCIAL RESPONSIBILITY

The citizens of Urbana pay tax dollars to the Urbana Park District every year. The district employees would like to acknowledge this and make sure it is known that this is the staffs' responsibility to be fiscally responsible during all of these changes and daily operations. Properly and efficiently utilizing the tax money received is very important to the district.

- **New programs and events:** The Aquatics Coordinator is researching, developing and will be implementing new programming and event opportunities. Urbana Indoor Aquatic Center events are specifically being looked at to bring in more opportunities for the citizens.
- **Marketing:** Aquatics staff will be working with the Marketing department on ways to increase visibility of the Aquatics department. This will include Crystal Lake Park Family Aquatic Center, Urbana Indoor Aquatic Center, aquatic programs, and aquatic events. This will also include updated/more signage for the facilities.
- **Staffing levels:** Training and protocols will be put in place for appropriate staffing levels during open hours and programming hours. Full time staff will be instructed to encourage staffers to clean the facilities if they are not needed for their current position but still would like to be paid. Programs will be evaluated with the amount of staff needed as well.
- **Budgeting:** The Aquatics Manager will keep an eye on the budget of both facilities and program budget. This will be a constant discussion point at every staff meeting. The goal is to make sure that staff is fiscally responsible with their decisions while providing great programs and facilities for our citizens.

6. FOLLOW UP

Staff is aware that follow up will be necessary. There is a plan in place to send out a follow up survey to find out if there has been any improvement seen. This will be done through Survey Monkey by Urbana Park District Staff.

- **Survey Monkey:** Staff will email this survey out to all members and participants of the aquatics facilities and programs. Once the survey is complete, staff will evaluate the effectiveness of the action plan put in place. Staff will adjust accordingly.
- **Focus group participants:** A survey through survey monkey will be sent out to the members of the focus groups.
- **Self-evaluation:** Staff will continuously meet through this process and adjust as needed. Reports will be given to the Administration of the Urbana Park District to show the progress of these steps.
- **Transparency:** In an effort to be as transparent as possible, all information will be available to the public and posted at the facilities. Multiple communication tools will be set in place with this information if public would like to voice concerns or ask questions.