

**URBANA PARK DISTRICT BOARD OF COMMISSIONERS
MINUTES – BOARD STUDY SESSION
TUESDAY, JUNE 2, 2020
6:30 PM-8:00 PM
REMOTE MEETING VIA ZOOM**

The study session meeting of the Urbana Park District Board of Commissioners was held Tuesday, June 2, 2020 online via Zoom at 6:30 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 commissioner of the district 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.

COMMISSIONERS	PRESENT	ABSENT
President Michael Walker	X	
Vice-President Nancy Delcomyn	X	
Commissioner Lashaunda Cunningham		X
Commissioner Roger Digges	X	
Commissioner Meredith Blumthal	X	

Also present were Tim Bartlett, Executive Director;
Derek Liebert, Planning and Operations Superintendent;
Corky Emberson, Recreation Superintendent;
Caty Roland, Business Manager;
Joseph Schmidt, Aquatic Facilities Maintenance Supervisor;
Leslie Radice, Aquatics Manager;
Mark Schultz, Public Information and Marketing Manager;
Jarrod Scheunemann, Campfire Concepts;
Allison Jones served as Recorder.

I. Call to Order and Introductions

President Walker called the meeting to order at 6:45 PM.

A. Remote Attendance

COMMISSIONER DELCOMYN MADE A MOTION WITH A SECOND BY COMMISSIONER BLUMTHAL TO TEMPORARILY SUSPEND THE URBANA PARK DISTRICT’S REMOTE ATTENDANCE POLICY PURSUANT TO STATE EXECUTIVE ORDER 2020-37, WHICH SUSPENDS THE REMOTE ATTENDANCE REQUIREMENTS OF THE OPEN MEETINGS ACT THROUGH JUNE 27, 2020, AND ALLOW ALL COMMISSIONERS TO ATTEND THIS MEETING REMOTELY. A ROLL CALL VOTE WAS TAKEN, ALL SAID “AYE.”

II. Accept Agenda

COMMISSIONER DELCOMYN MADE A MOTION WITH A SECOND BY COMMISSIONER BLUMTHAL TO ACCEPT THE AGENDA AS PRESENTED. ALL SAID “AYE”, MOTION CARRIED.

III. Public Comment

There were no comments from members of the public.

IV. Discussion

A. Media Communications

Mark Schultz presented information and guidance regarding interacting with the media. He reviewed the media's interests and goals, strategies for getting positive media coverage, and managing media requests for interviews. He also provided tips for participating in media interviews and creating positive media relationships. Board and staff then discussed local media and their perspective of UPD events and programs.

B. Aquatics Action Plan

Jarrod Scheunemann from Campfire Concepts provided the results of the Indoor and Outdoor Pool 2019 Focus Group Study. He reviewed the outreach strategies and incentives for getting participants, method of participation, and number of respondents (37). He noted that the two key factors in responses were water temperature and cleanliness. Positive factors that were mentioned were programming, free parking, punch passes, layout of facilities, access for people with disabilities, safety, and diversity. Areas for improvement mentioned included inconsistencies in service, water temperature, cleanliness, decoration, and improving and upkeep of amenities. Board and staff discussed the focus group feedback and how best to address the various issues.

Next staff presented the UPD Aquatics Action Plan, which included a 5-step plan to make improvements in the aquatics facilities. The steps include Communication, Cleanliness, Customer Service, Financial Responsibility, and Follow Up. Board and staff discussed the action plan, facility revenue in light of the pandemic, and the minimum wage increase.

V. Comments from Commissioners

The Board commented regarding the geese in Crystal Lake Park, and noted they appreciate all the community feedback provided. They stated that the need to reduce the population is still critical, and they pledge to provide as much community education and communication as possible. The Board also noted that they always emphasize safety for all in their decision-making and focuses on the science and recommendations of experts.

VI. Adjourn

President Walker adjourned the meeting at 8:48 PM.

Michael W. Walker, President

Timothy A. Bartlett, Secretary

(Seal)

Date Approved: July 14, 2020