



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, FEBRUARY 2, 2021
6:30 PM
REMOTE MEETING VIA ZOOM
VIDEO: <https://us02web.zoom.us/j/85103451027>
PHONE: (312) 626-6799
MEETING ID: 851 0345 1027
PASSCODE: 237798

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

A. Remote Attendance

The Board is suspending the usual Remote Attendance Policy, and is allowing all commissioners to attend remotely pursuant to Illinois Public Act 101-0640. Though commissioners will be conducting the meeting remotely, the regular meeting location (Urbana Park District Planning and Operations Facility at 1011 E. Kerr Avenue, Urbana, IL 61802) will be open to the public.

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 public attendance and comment via Zoom.

IV. Discussion

- A. Draft GovHR Compensation Study
- B. Draft of Climate Action, Resilience, Education, and Sustainability Plan (CARES Plan)
- C. Health & Wellness Campaign Recognition Opportunities

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, February 2, 2021)

MEETING ID: 851 0345 1027

PASSCODE: 237798

Anyone can attend the meeting virtually via Zoom. The regular meeting location at 1011 E. Kerr Avenue, Urbana, IL will also be open for public attendance and comment, though the meeting itself will be conducted remotely. 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 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 851 0345 1027.
- Enter meeting passcode 237798, 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/85103451027?pwd=WUphQ1NobXdBZXhFdVhkbUFjdHNIz09>
- 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.

Urbana Park District CARES Plan 2021-26 DRAFT

Board Study Session

February 2, 2021



CARES= Climate Action, Resilience, Education and Sustainability

Three Planning Pillars, or overarching themes:



Communicating Climate Action underscores the Urbana Park District's commitment to serve as a community leader and role model for climate action—through internal practices, public outreach & programs, and collaborative partnerships.



Protecting & Strengthening Our Natural Environment reinforces the Urbana Park District's responsibility to care for the health of humans, plants, animals, ecosystems & the climate—by reducing our carbon footprint, stewarding natural areas, and improving air & water quality.



Conserving Resources highlights the Urbana Park District's dedication to the sustainability of natural resources—through conserving energy & water, using clean energy, reducing waste, and increasing recycling & reuse.

All of the following ideas are in draft form, and we welcome changes, additions, and deletions.

- What topics don't make sense?
- Is anything missing?
- Are the goals or objectives too specific, or focus too much on any one topic?
- Are the goals feasible in the next 5 years?

Each of the three pillars contains a series of broad goals. Later on, these goals are broken down into objectives and detailed performance measures to help UPD work towards achieving them.

Communicating Climate Action:

Goal 1: Communicate the importance of climate action through internal practices.

Goal 2: Provide outreach and programming opportunities to best communicate climate action to diverse audiences.

Goal 3: Provide leadership and public information to advocate for environmental sustainability and climate action.

Goal 4: Communicate environmental topics, and opportunities for climate action, through art, sculpture, and interpretation.

Goal 5: Collaborate with partners to reach new audiences, and expand climate change impacts in the community.

Protecting & Strengthening Our Natural Environment

Goal 1: Reduce carbon footprint while improving air quality.

Goal 2: Steward biodiversity through responsible care and expansion of natural areas.

Goal 3: Enhance aquatic and public health through water quality improvements.

Conserving Resources

Goal 1: Reduce consumption of energy and water.

Goal 2: Utilize cleaner energy and reduce reliance on fossil fuels.

Goal 3: Reduce waste generated through UPD programs, facilities, and processes.

Goal 4: Increase recycling and reuse to divert waste from landfills.



Communicating Climate Action underscores the Urbana Park District's commitment to serve as a community leader and role model for climate action—through internal practices, public outreach & programs, and collaborative partnerships.

Goal 1: Communicate the importance of climate action through internal practices.		
Objective	Strategy	Performance Measure
A. Develop district-wide green purchasing program for office supplies, cleaning products, and other routine purchasing.	1. Research of existing green purchasing programs.	
	2. Lead purchasing staff will bid or quote green products for purchase in accordance with purchasing program.	
B. Staff development: expand UPD staff's understanding of climate change, provide tools for action, and cultivate an environmentally responsible staff culture.	1. Onboarding: create materials (presentation/ video/ packet) for new staff	
	2. Host staff meetings that focus on how to implement environmentally-responsible practices in the workplace	
	3. Encourage employees to "go green" at home as well	

Goal 2: Provide outreach and programming opportunities to best communicate climate action to diverse audiences.

Objective	Strategy	Performance Measure
A. Camps: increase kids’ knowledge and experience with the environmental impacts of reducing waste.	1. Teach kids how to compost all acceptable food scraps from meals during summer camp.	
	2. Encourage waste-free lunches and recycling.	
B. School programming: provide relevant Climate Change programs and events for local students.	1. Offer climate change outreach for SPLASH and other after school program opportunities.	Provide Urbana Middle School participants in SPLASH an opportunity to participate in a 9-week session in learning more about mitigating the negative impacts of climate change.
	2. Offer climate change educational programming and resources for K-12 students through standards-based (Next Generation Science Standards) curriculum.	
C. Highlight the importance of the UPD’s “You Belong Here” culture by finding ways to reach traditionally underserved audiences.	1. The UPD will coordinate and host two opportunities located in underrepresented neighborhoods/parks to help increase awareness of climate change and mitigation efforts to help improve local conditions.	UPD staff will create a walking tour of Crystal Lake Park Hydrologic Zones to educate participants of the vital role the variety of natural water systems provide in mitigating the negative impacts of climate change.
	2. Spread the word about CU Solidarity Gardens resources.	Create a walking tour for Spanish speakers at the Perkins Road Park Site to highlight all of the landscape ecotypes and natural features at the park site.
	3. In collaboration with the Urbana Parks Foundation establish an “UPD Tree Fund” to provide trees in underrepresented parks, and host annual tree planting events.	Utilize Urbana, website, social media, and other PR opportunities to promote CU Solidarity Gardens at least XX times in XX. Collaborate with at least one underrepresented neighborhood to organize and oversee a nearby park landscape improvement by adding more native plants in flower beds or other landscape areas.
D. Increase youth & teen awareness & understanding of climate change concepts and how local ecosystems mitigate the negative impacts of local climate change.	1. Offer programs and opportunities for youth and teen participants to increase their awareness and involvement in local climate action.	At least two climate action programs.

E. Adults & Age-Friendly Audiences	1. Increase the public's knowledge about how to effectively cook meals with zero waste and where to find those products locally.	Host one cooking class (virtual or in-person) that demonstrates how to cook a meal with zero waste principals in mind.
	2. Increase the public's knowledge about conserving resources at home to save money.	Host at least one program about homemade/ eco-friendly alternatives to common household products.
		Create a program for communicating home landscape decisions to increase home efficiency (heating/ cooling, water use, and habitat).
3. Collaborate with community health professionals to increase community awareness about the impacts of environmental health on human health.	Offer at least three related public programs, services, or resources each calendar year.	
F. Engage with the community during free public events.	1. Have Green Team or Environmental Department staff offer activities or resources at Play Days in the Park.	Have Green Team/Environmental staff present at 3 of 5 Play Days in the Park by the end of Summer 2021.

Goal 3: Provide leadership and public information to advocate for environmental sustainability and climate action.		
Objective	Strategy	Performance Measure
A. Continue to be a role model and inform the public annually about accomplishments.	1. Seek out new avenues for updating public on UPD accomplishments regarding the CARES Plan.	Plan for hosting a booth at the Urbana Farmer's Market with UPD staff to increase awareness of the UPD CARES.
	2. Highlight seasonal actions that have been initiated or completed.	Produce one climate action public information piece quarterly highlighting one UPD step taken during the past time period.
	3. to provide infographics and other information to educate the public on the progress by the UPD	Webpage Program guide page

Goal 4: Communicate environmental topics, and opportunities for climate action, through art, sculpture, and interpretation.

Objective	Strategy	Performance Measure
A. Promote youth artistic creativity in addressing climate change.	1. During Arts Camp, create a collaborative art piece to be displayed at the Phillips Recreation Center.	Creation of one piece of art by Arts Camp kids, to be displayed as part of an in person or virtual reception.
	2. UPD Nature Day Camp participants will create a temporary seasonal exhibit for APNC targeted to educate families/youth about mitigating the negative impacts of climate change.	
	3. Work with Urbana Middle School SPLASH participants to fabricate at least one landscape ecotype exhibit for the APNC and/or Busey Woods.	
	4. Organize and conduct a youth Arts Camp exhibit and Open House for Meadowbrook Interpretive Center.	
B. Use sculpture as a means to clean up parks and communicate environmental concerns.	1. Create a temporary art exhibit using recycled plastics obtained from UPD parks and natural areas to help educate the public on the dangers of introducing plastic waste into the environment.	Employ a local artist to create this art piece and display in an Urbana park.
		Create a short video about the piece.
C. Tie the 25 th Anniversary of the Wandell Sculpture Garden to the themes of natural areas and climate change.	1. In FY 2022-2023 organize a community special event to celebrate the 25th Anniversary of the Wandell Sculpture Garden with a sculptural exhibit theme on natural areas and climate change.	Designate natural areas and climate change as the themes of the Wandell Sculpture Garden celebration.
D. Utilize interpretive exhibits as an artistic way to convey information.	1. Use interpretive panels or exhibits in parks and natural areas to highlight the values and benefits of urban woodlands, wetlands, and prairie restoration.	Create three outdoor interpretive exhibits at UPD parks and natural areas.

Goal 5: Collaborate with partners to reach new audiences, and expand climate change impacts in the community.

Objective	Strategy	Performance Measure
<p>A. Collaborate with Champaign County Climate Coalition (C4) to expand climate action community-wide.</p>	<p>1. Call upon local units of government/not for profits to collaborate on identifying “Best Practices” for improving environmental conditions for the future.</p> <p>2. Offer a “community membership or climate partner” to C4 to allow more citizens to get involved in supporting the efforts of the UPD and area units of government.</p>	
<p>B. Expand the efforts of the UPD CARES Plan and the efforts of C4 to attract involvement from University of Illinois students, faculty and staff.</p>	<p>1. Organize a booth for Quad Day on the campus of the University of Illinois to increase awareness/attract volunteers to support C4 efforts.</p>	
<p>C. Work with other local environmental groups as a resource and to facilitate programs and events.</p>	<p>Examples: Youth Climate Justice Forum, Faith in Place, City of Urbana Sustainability & Resilience and U Cycle staff, Sustainability Advisory Committee.</p>	



Protecting & Strengthening Our Natural Environment reinforces the Urbana Park District’s responsibility to care for the health of humans, plants, animals, ecosystems & the climate—by reducing our carbon footprint, stewarding natural areas, and improving air & water quality.

Goal 1: Reduce carbon footprint while improving air quality.		
Objective	Strategy	Performance Measure
A. Reduce and offset UPD’s overall carbon emissions.	1. Reduce the number of trips to the Landscape Recycling Center by creating greater efficiencies during tree removal (ex. reusing chipped materials on site).	1. Decrease in the amount of materials brought to LRC, and the cost to dispose of natural materials.
	2. Plant trees to improve air quality.	
	3. Implement no idling policy for district vehicles.	
B. Work towards achieving UPD carbon neutrality by 2050.	1. Calculate carbon footprint annually.	
	2. Identify sources of the greatest emissions and offsets, and develop subsequent goals and objectives accordingly.	

Goal 2: Steward biodiversity through responsible care and expansion of natural areas.		
Objective	Strategy	Performance Measure
A. Increase the amount of quality naturalized areas at UPD.	1. Create a network of insect corridors through naturalized areas in each park, pollinator pockets, no mow zones, invasive species removal, and increased biodiversity.	Number of acres converted.
		Number of new areas (such as one in each park).
		Number of total species in each area (increased plant diversity).
B. Increase the number of trees in UPD inventory.	1. Account for tree removals (storm damage, safety, construction) by replanting at a minimum 1:1.	Compare the district-wide number of plantings to the number of removals each year, ensuring more have been planted than removed.

C. Maintain UPD Parks and Natural Areas in the most environmentally sustainable way possible.	1. Annually evaluate maintenance methods to uncover possible efficiencies in time and resources.	Annual review meeting each winter with staff from Natural Areas, Grounds, Facilities, Planning, etc.
	2. Best practices in herbicide use.	
D. Develop sustainable, in-house native plant propagation.	1. Design greenhouse (with water collection system) for Hickory Street Storage Site.	Preliminary design and cost estimate by end of 2022.
	2. Seek partners or grants for funding greenhouse (Grand Prairie Friends, Master Naturalists as potential partners). Research appropriate grants/ foundations.	Identify potential partners and funding sources by end of 2024.
	3. Install operational greenhouse and water collection system.	Installation complete and plant production beginning by end of 2026.
E. Enhance community-wide biodiversity.	1. Connect public with sources for and information about native plants.	
	2. Invasive species removal and planting of natives.	Collecting and redistributing native plant seeds.

Goal 3: Enhance aquatic and public health through water quality improvements.

Objective	Strategy	Performance Measure
A. Increase the success and environmental impact of green infrastructure practices (rain gardens/ bioswales, permeable pavement, engineered wetlands).	1. Increase the amount of bioswales/ raingardens in the district by identifying a location that has overland flow and create a planting plan to help water infiltration.	Convert at least two mowed areas with existing overland flow into bioswales or raingardens.
	2. Go beyond just installing green infrastructure to ensure proper maintenance and functioning.	Create a maintenance checklist for use with each kind of green infrastructure practice in UPD system.
B. Improve quality of water runoff during winter months.	1. Learn about more efficient salt deicing techniques to reduce the effect of salt on waterways and aquatic life.	Provide Land Conservation Saltsmart training to staff and invite area agencies to join over next 1-2 years.



Conserving Resources highlights the Urbana Park District’s dedication to the sustainability of natural resources—through conserving energy & water, using clean energy, reducing waste, and increasing recycling & reuse.

Goal 1: Reduce consumption of energy and water.		
Objective	Strategy	Performance Measure
A. Reduce electricity consumption.	1. Educate staff how to save electricity by doing simple things. Turning off lights monitors, etc.	Staff attend one education session. Reduce UPD electric bill by 2% in one year.
B. Resiliency Goal		
C. Reduce potable water used for watering landscaping or fields.	1. Implement rainwater harvesting to reduce water consumption and improve efficiency of landscape/tree watering operations.	Install at least one rainwater cistern collection device in next five years.
D. Conserving water at pools goal.		

Goal 2: Utilize cleaner energy and reduce reliance on fossil fuels.		
Objective	Strategy	Performance Measure
A. Use more renewable energy sources.	1. Expand the use of solar arrays for generating clean energy on-site.	Grow the size of UPD’s solar array(s) from XX kW to XX kW
	2. Determine possible locations for implementing solar light fixtures.	Implement solar lighting in at least two site.
B. Prepare district facilities for electric vehicle charging.	1. Research requirements to support electric vehicles, both for district fleet and public visitors.	Contact at least three fleet managers at other districts, regional dealerships, or manufacturers to develop list of requirements for charging electric vehicles.
		Draft specifications by end of 2022.
	2. Create a plan to finance electric charging requirements and infrastructure.	Develop preliminary cost estimate and include in Capital Improvement Projects list.
		Seek options for grant funding including Ameren, Clean Energy Foundation, SEDAC, etc.
3. Installation of charging stations.	Install charging stations at one facility by 2026.	

C. Initiate transition towards electric powered vehicles and equipment.	1. Research electric and hybrid vehicle options.	On each vehicle replacement bid, request an alternate of electric or hybrid option.
	2. Research and test electric equipment (chainsaws, string trimmers, mowers, etc.) for future purchase.	As part of vehicle replacement schedule, replace at least two vehicles with electric or hybrid models. Transition at least 10 pieces of gas-powered grounds/natural areas equipment to electric-powered.

Goal 3: Reduce waste generated through UPD programs, facilities, and processes.		
Objective	Strategy	Performance Measure
A. Reduce waste at UPD programs events of 50 people or more.	1. Increase use of recyclable or compostable material.	
	2. Provide opportunities for public to recycle or compost materials.	
	3. Educate public on how to reduce waste at these events.	
B. Compost food waste created by staff and visitors at all UPD facilities.	1. Create mechanism for composting through education, infrastructure (compost bins), and process (ex: designating Green Team member from each facility to drop off compost)	Creation and implementation of district-wide composting process.
C. Reduce paper usage district-wide.	1. Teach employees how to save documents, files, budgets, notes and other paperwork electronically (USB sticks, shared files, G Drive).	In year one, reduce paper purchasing budget by 5%. In five years, reduce paper purchasing budget by 25%.
	2. Train and transition majority of staff to a paperless time system (ex: Humanity, Microsoft Excel)	100% of full and part time staff will use a paperless timesheet system by 2026.
	3. Marketing or public materials?	
D. Reduce the use of single use plastics district-wide.	1. Purchase less single use plastic water bottles at UPD	
E. Work towards UPD's ultimate goal of generating zero waste.		

Goal 4: Increase recycling and reuse to divert waste from landfills.		
Objective	Strategy	Performance Measure
A. Increase recycling bins district-wide.	1. Identify locations, and budget for additional recycling bins.	At least XX new bins installed by 2026.
B. Reduce UPD reliance on plastic.	1. Prepare a District-wide inventory on the many types of “single use plastics” to help identify all of the uses and to help determine the scope/scale of for reduction purposes.	
	2. Create a list of alternatives to single use products, and associated costs.	
	3. Provide and promote more opportunities for the public to refill reusable water bottles	Provide reusable water bottles at XX events each year.
C. Eliminate all Styrofoam waste generated by staff.	1. Recycle	
	2. Reduce in purchasing	
D. Promote more sustainability and locally sourced materials, including building materials.		

Memo

To: Board of Commissioners
From: Tim Bartlett, Corky Emberson, Derek Liebert, and Caty Roland
Subject: Discussion of Health & Wellness Campaign Recognition Opportunities
Date: February 2, 2020

As we move forward in the Health & Wellness Campaign we want to clarify the Board's direction on naming and on gifts over \$50,000.

Included in this packet are the Urbana Park District's Naming Policy for Parks and Facilities, the Gift and Donations Acceptance Policy, and the Recognition Opportunities Recommendations from our consultants, CCS Fundraising.

**URBANA PARK DISTRICT
NAMING POLICY FOR PARKS AND FACILITIES**

1. Names should be chosen that are in harmony with community values and are thought will stand “the test of time”.
2. Names honoring living persons (or Civic, Fraternal, or Veterans organizations) may be selected in the case of substantial donations in value for park and recreation purposes. The Board of Commissioners reserves the right to accept or reject any offer of donations tied to a naming decision.
3. A name honoring the significant services or achievements of a living person should be adopted only when that person:
 - a. does not currently hold a public elective office and
 - b. has not been in such an office for at least five years and
 - c. seems unlikely to seek elective office in the future.
4. Should it be deemed suitable to have a contest for the naming of a park or park facility, the Board of Commissioners shall approve the rules of the contest and naming guidelines for it. The Board shall not be bound to accept and use the winning name or any other entry.
5. The Board of Commissioners is the final authority for the naming and renaming of all Urbana parks and the facilities within them.

Urbana Park District

Gifts and Donations Acceptance Policy

Policy

The Urbana Park District continually strives to provide high quality, exceptional parks, natural areas and recreation facilities and programs in the most cost effective way possible. To further this effort, the Urbana Park District seeks and receives donations that support the many programs, parks and facilities that it manages. When appropriate, a gift will be directed to and/or received by the *Urbana Parks Foundation* on behalf of the Urbana Park District.

Decisions on the best course of action when receiving and utilizing a gift will be made by staff of the Urbana Park District through discussion with the donor and, when appropriate, with the Board of Commissioners or with an Urbana Parks Foundation representative.

Guidelines

- Gifts and grants are solicited and accepted for purposes that are consistent with the overall mission of the Urbana Park District. Donors are encouraged to support areas reflecting their interests. The Urbana Park District seeks support in the priorities of the district and in the form of both restricted and unrestricted funds.
- To ensure the full understanding and agreement of both the Urbana Parks Foundation Board of Trustees and the Urbana Park District Board of Commissioners when accepting a gift, the gift agreement outlining the purpose and details of a gift signed by the President of the Urbana Parks Foundation will also require the signature of the Urbana Park District President.
- The President of the Urbana Park District shall have authority to verbally or electronically poll all Commissioners individually regarding said gift acceptance up to the level of \$50,000.00 and per their agreement, sign the gift agreement without presentation and discussion at a publicly held meeting of the Urbana Park District Board of Commissioners.
- A gift to the Urbana Parks Foundation over \$50,000.00 will be brought to a regularly scheduled Urbana Park District Board of Commissioners meeting for discussion and acceptance prior to the President's signature on the Urbana Parks Foundation gift agreement. Donor privacy as addressed in the full gift acceptance policy will be followed.

- The Development Manager will offer to complete a signed agreement for any gift over \$5,000.
- Gifts of \$1,500 or more will be acknowledged in writing by the Executive Director and Development Manager. A copy of the thank you letter will be provided to the board in the monthly board correspondence file.
- Each gift will be acknowledged with the purpose for its use identified in the acknowledgment letter.
- Donor private information will be kept confidential. Donor wishes regarding recognition or anonymity about a gift will be respected; provided that any recognition is consistent with the district's usual standards of practice and legal requirements. The name of a donor will only be shared publicly with the approval and agreement of the donor. If the donor wishes to remain anonymous, their wishes will be honored.
- Gifts will be used within the timeframe of the project or activity.
- Any residual funds will be reassigned to other purposes.
- Unless otherwise agreed, all gifts are non-returnable and become the sole property of the Urbana Park District.
- The agreement between the donor and the district in general will outline:
 - What the gift consists of,
 - The purpose and use of the gift,
 - Specific location of where the gift will be placed or utilized, if appropriate,
 - If there are any additional requests regarding the gift,
 - The timeframe for receipt and use of the gift,
 - Any specific conditions of the district or the donor,
 - Recognition of the donor and the gift.
- The Urbana Park District Executive Director and/or Development Manager will manage all aspects of gift acceptance and oversight.
- The Urbana Park district reserves the right to decline to accept a gift based on lack of consistency with its mission, desire of the donor to exert unacceptable conditions or controls over use of the gift, cost of implementation/use of gift, unacceptable risk, gifts that are illegal or other factors determined by the district.
- Donor's wishes regarding recognition or anonymity regarding a gift will be respected, provided the recognition is congruent with the park districts usual standard practice or legal ability.

Section I.

Important Considerations for Naming and Recognition

CCS recommends keeping the list of naming opportunities internal and confidential until the public phase of the campaign. Opportunities for named spaces should be tailored and offered to prospects as a specific opportunity unique to them. Each naming opportunity should be meaningful and aspirational.

Example: If from ongoing conversations it is determined that OSF is interested in naming the facility, UPD would prepare a specific prospectus with a proposal for a \$1,500,000 gift over three years to create the “OSF Health & Wellness Facility.”

When considering and developing the list of naming opportunities, keep in mind prospect capacity and the number of prospects and gifts needed at each giving level to ensure success. Refer to the table of gifts in preparation. Naming requests must be accompanied by supporting documentation, such as a gift agreement, that outlines the donor gift and terms and the specific space or fund to be named.

Section II.

Naming & Recognition Philosophy

The Urbana Park District and the Urbana Parks Foundation is committed to publicly recognizing and honoring the generous people and organizations that support the campaign. As part of the campaign, the UPD and UPF should offer a variety of recognition opportunities to acknowledge individuals, families, foundations, and corporations for their significant gifts.

The goal in offering naming opportunities is to provide a unique and public way to recognize and celebrate a significant donor’s commitment to the campaign. The campaign presents opportunity to build upon the existing donor recognition process. A robust gift recognition program will acknowledge philanthropy at transformational levels required to achieve the \$8.3 million financial objective.

These recognition and naming opportunities are important to the success of the overall Campaign as they create public awareness of the support that the UPD and UPF receives from the community, potentially inspiring other members to give more generously.

Campaign Recognition Policies

All campaign donors will be recognized and honored according to their giving level – inclusive of direct matching gifts – unless anonymity is requested. Existing Gift Counting Policies with further information about how gifts are to be counted and reported should be taken into account.

Urbana Park District
The Campaign for the Health & Wellness Facility
Recognition Opportunities Recommendations

The recognition plan should be approved by the Park Board of Commissioners, Urbana Parks Foundation Board, and Executive Director so that the offer of individual recognition to a donor at the identified levels does not need to be further approved.

See Attached: General guidelines for recognition opportunities & benefits at each giving level (Attachment A). Guidelines suggest beginning donor wall recognition at \$5,000 level; Gifts at the \$1,000 - \$5,000 level will be recognized on promotional materials in advance of facility completion and on temporary “Donor Thank You Board” inside the entrance for the first year of operation.

A more detailed Public Phase campaign plan is under development by CCS and will be shared with the UPD team in the coming weeks.

Plaques & Permanent Signage

When and if appropriate, plaques or other permanent signage may be displayed to recognize a named space once fifty percent (50%) of the funding has been received and the naming convention has been approved by the Executive Director and the donor.

- The plaque/signage size and placement should be appropriate to the size of the gift.
- Plaque design should be consistent UPD and UPF policies for branding and signage and the architecture and design of the new space.

Removal of Naming on Spaces, Programs and Funds

While, generally, space namings are offered on a permanent basis, there are several special instances in which consideration will be given to remove or revise a naming:

1. Non-fulfillment of a written pledge following fifty percent (50%) of funding;
2. If the donor requests that the naming be changed or removed;
3. If an agreement is made with the donor during the negotiation of the gift that the naming is only valid for a limited period;
4. If the original essential function of the space changes;
5. If major renovations to or demolition of the named space is necessary; or,
6. If the donor is publicly engaged in an activity that is detrimental to or inconsistent with Urbana Park District’s mission that the Park District would not want to be publicly associated with.

Removing names from or changing names on existing spaces requires consultation with the original donor or their designee if the donor is no longer living, and the approval of the Park District Board of Commissioners and the Executive Director.

Special Considerations for Recognition

- An *irrevocable* bequest may count towards up to half (50%) of a current naming opportunity if the remainder of the value of the gift is an outright (current) gift or pledge.

Urbana Park District
The Campaign for the Health & Wellness Facility
Recognition Opportunities Recommendations

- A *revocable* bequest will not count toward a naming opportunity, unless otherwise permitted by the Board of Commissioners, Foundation Board of Directors, and Executive Director who will, to the best of their ability, look for and be guided by evidence of the following two factors:
 1. A significant and established relationship between the donor and UPD such that would warrant a high degree of trust in a given donor's inclination to fulfill his or her bequest intention, and
 2. Clear indication of a given donor's financial ability to fulfill his or her bequest intention.
- *Revocable* bequests will, however, count towards other campaign recognition, e.g. donor recognition plaques.

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Urbana Park District
The Campaign for the Health & Wellness Facility
Recognition Opportunities Recommendations

Campaign Donor Recognition Opportunity Matrix- Attachment A

Gift Level	Timing of Recognition	\$1,000,000+	\$500,000 - \$999,999	\$100,000 - \$499,999	\$50,000 - \$99,999	\$10,000 - \$49,999	\$5,000 - \$9,999	Below \$5,000
Public Recognition								
Press Release about Gift	One Time; during the Campaign	✓	✓					
Recognition During Ribbon Cutting Remarks	One Time	✓	✓					
Named Space & Private Celebration for Named Space Dedication	Functional Lifetime of Space. To be agreed upon in advance.	✓	✓	✓	✓			
Donor Wall Recognition	Public Phase	✓	✓	✓	✓	✓	✓	
Named Plaque, ex. Bench, Exercise Equipment, Water Foundation	Functional Lifetime of Item. To be agreed upon in advance.							✓
Donor Thank You Board	1 year							✓
Recognition with Urbana Parks Foundation Publications								
Annual Report Recognition	Public Phase	✓	✓	✓	✓	✓	✓	✓
Special Campaign Publication Recognition	Wrap-up	✓	✓	✓	✓	✓	✓	✓
Social Media Mentions	Public Phase	✓	✓	✓	✓			
Website Feature	Public Phase	✓	✓					
Event Invitation Opportunities								
Invitation to Opening Ceremonies	Duration of Campaign	✓	✓	✓	✓	✓	✓	✓
Exclusive Donors-only Opening Event	Duration of Campaign	✓	✓	✓	✓			
Personalized Hard Hat Tour	Duration of Campaign	✓	✓	✓	✓			
Other Recognition Opportunities								

Urbana Park District
 The Campaign for the Health & Wellness Facility
 Recognition Opportunities Recommendations

Thank You Note: UPD Staff Leadership	At gift commitment	✓	✓	✓	✓	✓	✓	✓
Commemorative Gift								
Exclusive Campaign Gift, ex. Framed Photo	Wrap-up	✓	✓	✓	✓			

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