



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, APRIL 27, 2021
7:00 PM**

REMOTE MEETING VIA ZOOM

VIDEO: <https://us02web.zoom.us/j/84452754270>

PHONE: (312) 626-6799

MEETING ID: 844 5275 4270

PASSCODE: 719184

I. Call to Order – Introductions

II. 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 attached document for details regarding public comment via Zoom.

III. Approval of the Minutes of the March 23, 2021 Meeting

IV. Discussion

A. Health & Wellness Update/Public Phase of Fundraising Campaign

V. Reports

- A. UPDAC Chair
- B. Director
- C. Board Representative
- D. UPD Projects Update

VI. UPDAC Member Comments and Open Discussion

VII. Adjourn

Upcoming meetings:

May 25, 2021

June 22, 2021

July – no meeting

August 24, 2021

*****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.

Public Input for Urbana Park District Advisory Committee (UPDAC) Meeting (Tuesday, April 27, 2021)

MEETING ID: 844 5275 4270

PASSCODE: 719184

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 3-minute time limit. UPDAC accepts comments but neither UPDAC 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 844 5275 4270.
- Enter meeting passcode 719184, 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 Advisory Committee 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 should see the meeting video stream through Zoom and hear people talking. The link to join by computer is:
<https://us02web.zoom.us/j/84452754270?pwd=aE5EVHFkUDQ4KzcxZTdsMXNBR1ZUdz09>
- 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/enus/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 7:00 pm to khbeccue@urbanaparks.org – these will be read per Urbana Park District Board rules and time limits.

URBANA PARK DISTRICT ADVISORY COMMITTEE (UPDAC)
MINUTES
TUESDAY, MARCH 23, 2021
7:00 PM-8:30 PM
REMOTE MEETING VIA ZOOM
URBANA, ILLINOIS 61802

The meeting of the Urbana Park District Advisory Committee (UPDAC) was held Tuesday, March 23, 2021 online via Zoom 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
Laura Hastings, Chair	x	
Gary Ambler	x	
Nicoline Ambrose	x	
Kelly Boeger		x
Jonville Chenoweth		x
Tomas Delgado	x	
Heath Isome		x
Ben Kaap	x	
Jean Paley	x	
Ashley Price	x	
Sarah Roper	x	
Howard Schein	x	
Travis Schiess	x	
Amita Sinha	x	
Timothy Stephens	x	

Also present were;

List any other people present.

- I. **Call to Order – Introductions**
 Laura Hastings called the meeting to order at 7:00 PM.

- II. **Public Comment**
 There was no public comment.

III. Approval of the Minutes of the February 23, 2021 Meeting

Travis Schiess moved to approve the minutes of the February 23, 2021 meeting with a second from Ashley Price. A roll call vote was taken, and the motion passed unanimously.

IV. Discussion

A. Urbana Park District Marketing

Corky and Tim introduced Public Information and Marketing Manager, Mark Schultz and Graphic Designer, Lexi Dick, and they presented on UPD marketing efforts over the last year. Important aspects of the presentation included the purpose marketing at UPD, the program guide as a marketing tool, the marketing budget, how UPD determines what to publicize, use of new media in marketing, upcoming challenges, and marketing during the COVID-19 pandemic.

Discussion of the presentation included:

- marketing on Spanish speaking radio stations and advertising with school PTAs
- cross promotion with UPD programs
- advertising on the UMS sign during the summer months
- using UPD vehicles as an advertising tool
- the state of print media
- reaching the Orchard Downs community
- promotion of the UPD website
- marketing toward undeserved communities
- making the program guide more accessible
- translation efforts at UPD
- relevancy of the printed program guide in the digital age
- use of “little libraries” for stocking program guides in parks

B. COVID-19 Update

Corky gave some updates on COVID-19 regarding where UPD operations this summer. UPD strategy is to operate from Phase 4 standards meaning there will be summer camp, the outdoor pool will open, and park rentals will be allowed, but all with reduced capacity. Special events are still on hiatus since there was not adequate time to plan in light of the uncertainty around what COVID-19 restrictions would exist, but special events may happen over the summer on a pop-up basis as restrictions loosen. The Crystal Lake Park Art Fair is scheduled for August 7, and will be UPD’s first major special event since the pandemic began. Ashley asked if the park district has plans to adjust capacity limits quickly based on the state’s re-opening plan as vaccination increases. Corky responded that UPD is able to adjust participant limits quickly since staffing levels will be the same as in prior years. The exception is the pool since it takes longer to staff, and since there was no pool season last year, UPD has likely lost some of its usual recurring employees.

V. Reports

A. UPDAC Chair

Laura encouraged UPDAC members to sign up to take meeting minutes.

B. Director

Tim provided updates the PARC grant, Museum grant, and OSLAD grant, and complimented the Board, staff, UPDAC, and the Urbana Parks Foundation on the work done to secure them. Tim also complimented UPF on their excellent work so far on the Health & Wellness Campaign.

C. Board Representative

Nancy commented on UPDAC's role in encouraging the district to utilize social media back in its early days as a marketing tool. Nancy also commented on the Health & Wellness Campaign, saying that UPF is still in the silent phase, and that all the contributions so far have been from individuals in the community, and not corporate gifts. Nancy also complimented staff's foresight and planning.

D. UPD Projects Update

Andy provided updates on the Crystal Lake Rehab Project, Blair Park Revitalization Project, and the Outdoor Learning Pavilion.

VI. UPDAC Member Comments and Open Discussion

Laura mentioned that all the staff's hard work will be apparent to the public soon when the pandemic lifts.

VII. Adjourn

Laura Hastings adjourned the meeting at 8:58 pm.

Respectfully submitted, Kelsey Beccue