



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, MAY 4, 2021
6:30 PM**

REMOTE MEETING VIA ZOOM

VIDEO: <https://us02web.zoom.us/j/82209646804>

PHONE: (312) 626-6799

MEETING ID: 822 0964 6804

PASSCODE: 012345

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

All commissioners are attending 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. Joint Discussion with Urbana Parks Foundation

1. UPF Information for UPD Board

- Overview of UPF Organization
- UPF Events Planning
- UPF Financial Status
- UPF Fundraising Status
- UPF Recruitment Status
- UPF Marketing Status

2. UPD Information for UPF Board

- Report from UPD Board President, Michael Walker
- Health & Wellness Initiative Update

- c. Capital Projects Updates
- d. Other Information
- 3. Strategies for UPD and UPF to Support Priority Projects

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, May 4, 2021)

MEETING ID: 822 0964 6804

PASSCODE: 012345

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 822 0964 6804.
- Enter meeting passcode 012345, 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/82209646804?pwd=MCtieHlwZ2RaakpRZ3dLM2xVMORnZz09>
- 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 Parks Foundation | Marketing Consultant's Report | May 4, 2021

Natalie Kenny Marquez, Grow Marketing + Communications, LLC.

Website

- A new Urbana Parks Foundation website was launched in late-March. You can access it here: <https://www.urbanaparksfoundation.org/>.
- We continue to update the website with new information, including posting monthly blogs.
 - Blogs posted in 2021:
 - *Coming in mid-May*: The Wellness Wheel
 - Urbana Park District Summer Camp Review
 - Stay at Home Spring Break: Spend the Week in Urbana Parks
 - Crystal Lake Park Rejuvenation Project
 - 21 Things to Do in Urbana Parks in 2021
- The Campaign for the Health and Wellness Facility landing page is housed on the UPF website. You can access it here: <https://www.urbanaparksfoundation.org/campaign/>.

Public Phase Marketing/Advertising Efforts for the Campaign for the Health and Wellness Facility

- Paid advertising for 3-month buy:
 - WILL:
 - TV: Prime time rotator :15 underwriting video
 - Radio: :15 underwriting commercial to run between between 6 am and 9 p.m.
 - WCIA:
 - Two rotating :30 commercials + three ciLiving appearances
 - First appearance was on 4/29 and featured Roger Digges. Watch the segment here:
<https://www.wcia.com/ciliving-tv/new-health-wellness-facility-set-for-urbanas-prairie-park/>.
 - Smile Politely:
 - Mobile ad is running
- Adams Outdoor Advertising (Billboards):
 - Posted on April 15th and will run for one month at these three locations:
 - 808 S. Neil St. N/O Stadium Dr ES
 - 910 Meijer Dr
 - 608 E University E/O Sixth St. NS
- Three vinyl banners provided to UPD to hang at various park locations
- Videos produced:
 - 6:00 Longer format campaign summary video
 - 3:00 Shorter format campaign summary video

- :60 Campaign overview formatted for website and social media
- :30 A (running as an ad on WCIA)
- :30 B (running as an ad on for WCIA)
- Working with CCS, UPF, and UPD on a series of targeted email blasts and direct mailers to go out beginning in early-May that will continue on a schedule through the summer.

Social Media

- Continue to develop content to share as well as share posts from UPD programs and accounts.
- Have ideas for posts? Please feel free to share ideas (content and/or images) with Natalie for upcoming posts! You can text images to 773-908-3139 or email them to natalie@growmktg.com.

URBANA PARKS FOUNDATION PRIORITY PROJECTS FOR 2021

December 8, 2020

UPD Strategic Plan Pillars



Health & Wellness reinforces the Urbana Park District's commitment to providing parks, programs, facilities, and events that promote all dimensions of wellness. This includes investigation of new indoor and self-guided opportunities for all ages and abilities.



You Belong Here promotes the creation of welcoming and supportive park and recreation experiences for everyone, while encouraging an inclusive and responsive staff culture. This celebrates inclusion regardless of age, ethnicity, culture, income, ability, lifestyle, interests—everyone and anyone belongs here!



Placemaking features the design and creation of vibrant and engaging spaces that inspire health and recreation. Placemaking strives to incorporate universal and multigenerational design, sustainable and environmentally responsible initiatives, resilient and future-oriented plans, and safe, welcoming places, which the public participates in creating.



Trails & Connectivity highlights the establishment of multiuse paths within parks for transportation and recreation, while creating park-wide, neighborhood, community, and regional connections. This supports active lifestyles and safe transportation for those walking, biking, jogging, and rolling in the community, while also stimulating local tourism and economy.



Health and Wellness

Expand and improve upon indoor Health & Wellness space for the community:

- The dire need of improved indoor health and wellness space in Urbana became evident through strategic plan process.
- The vision of this potential space incorporates a variety of opportunities in fitness, wellness, and athletics to promote and improve the overall well-being of community members, while providing indoor, on your own time opportunities.
- Raising funds toward this goal should be a top priority for UPF.
- Goal: \$5.3 million towards expanded H&W facility space with up to \$2.5 million applied for in grant funding.

In Urbana, there is a need for an indoor space to “drop in” and recreate or exercise on your own time.



An indoor walking path has been one of the most requested amenities for a health and wellness facility.



Placemaking

Crystal Lake Park

- Initial phases are complete and/or underway, but additional unfunded projects and phases remain
- Goal: Turkey Trot Path: \$500,000

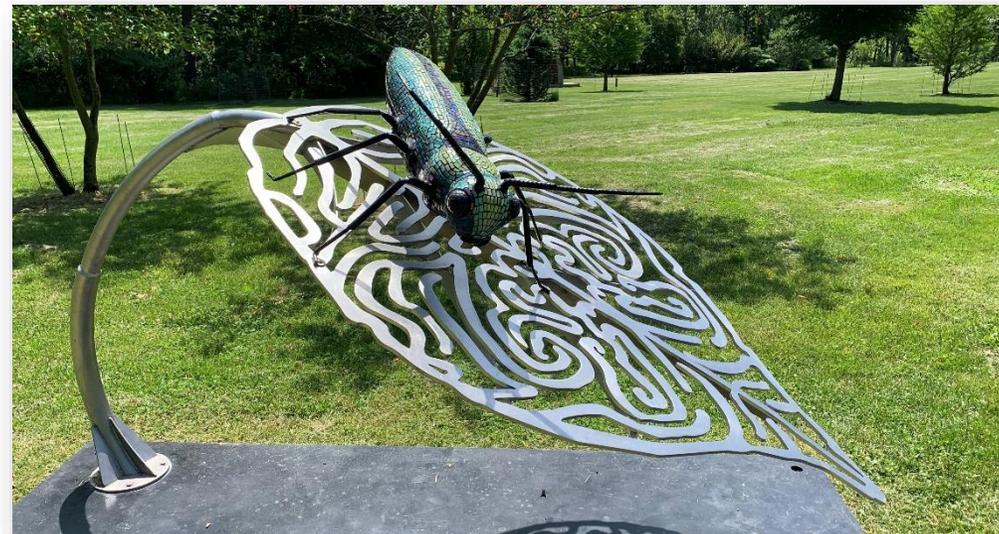
Blair Park

- Updated masterplan calls for new playground, loop path, half court basketball, challenge course, electronic game wall, and accessible horseshoes and t-ball.
- UPD received a \$400,000 IDNR Open Space Lands Acquisition and Development Grant (OSLAD) grant to fund many of these in 2021.
- The UPD has \$213,000 budgeted in 2022 for tennis fencing and limited tennis court repairs.
- Goal: additional funds are needed for pavilion restroom rehabilitation, tennis plaza, tennis court improvements, and south and east sidewalk expansion totaling \$724,000.

Public Art

- The Strategic Plan 2020 calls for including public art at all parks and facilities, of varying types, medium, and permanence, from peace posts to fine art
- Goal: up to \$50,000

New path work in Crystal Lake Park will transform the user experience for those exploring the park on foot.



Art pieces small and large, professionally produced or designed by the community create engaging spaces for park users.



You Belong Here

Youth Scholarships

- Provide Urbana youths access to recreation programs offered by the Urbana Park District based on financial need.
- Current budgeting for Youth Scholarships is limited and based on current Recreation Fund.
- Support in funding would assist and allow the UPD to continue offering “program access to all”.
- Goal: \$20,000



Camps and recreation opportunities provide invaluable learning and socializing opportunities for youth.



Scholarships bring together youth from across Urbana to promote the importance of recreation, well-being and community.



Trails & Connectivity

KRT Land Acquisition & Expansion:

- The Weaver Park & East Urbana KRT Connectivity Study is complete and provides recommendations for connecting with the KRT.
- The Connectivity Study calls for land acquisition of properties north of Weaver Park & the abandoned Norfolk Southern rail bed link east of Smith Road.
- CCRPC is completing the extension study on how best to extend the KRT west to downtown Urbana. The highest priority is consistent with the Connectivity Study with future extension west according to the report.
- An updated appraisal and offer of \$85,000 has been made to Norfolk Southern for the missing link.
- Goal: \$85,000 pending a response from Norfolk Southern.

The KRT remains the only amenity of its kind in Champaign County, highlighting its key transportation, recreation, ecological and economic importance.



The Weaver Park trailhead illustrates the Urbana Park District's commitment to the success of the KRT and its importance to the community.