NOTICE AND AGENDA OF MEETING
URBANA PARK DISTRICT ADVISORY COMMITTEE (UPDAC)
TUESDAY, FEBRUARY 28, 2023
7:00 PM
PLANNING & OPERATIONS FACILITY
1011 E. KERR AVENUE
URBANA, IL 61802

I. Call to Order

II. Public Comment
Any member of the public may make a brief statement at this time within the public participation rules of the Board.

III. Approval of the Minutes of the January 24, 2023 Meeting

IV. New Business
A. Natural Areas Management

V. Reports
A. UPDAC Chair
B. Board Representative
C. Director’s Report
D. Capital Projects Report

VI. UPDAC Member Comments and Open Discussion

VII. Adjourn

***This month’s secretary is Kanittha Fay***

Upcoming meetings:
March 28, 2023
April 25, 2023
May 23, 2023
June 27, 2023
July – No meeting

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.
The meeting of the Urbana Park District Advisory Committee (UPDAC) was held Tuesday, January 24, 2023 at the Urbana Park District Planning and Operations Facility 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.

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<tr>
<th>UPDAC Members</th>
<th>PRESENT</th>
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<td>Ashley Withers, Chair</td>
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<td>Gary Ambler</td>
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<td>Jonville Chenoweth</td>
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<td>Lori Choquette</td>
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<td>Reba Daniels</td>
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<td>Amy Delahanty</td>
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<td>David Dorman</td>
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<td>Kanittha Fay</td>
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<td>Bruce Rummenie</td>
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<td>Gary Stensland</td>
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<td>Michael Stevenson</td>
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<td>Brittany Tammen</td>
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<td>Karl Weingartner</td>
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<td>Darius White</td>
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Others present:
Nancy Delcomyn, Commissioner;
Cedric Stratton, Commissioner;
Corky Emberson, Superintendent of Recreation;
Andy Rousseau, Project Manager;
Kelsey Beccue, Development Manager

I. Call to Order
UPDAC Chair, Ashley Withers, called the meeting to order at 7:01 PM.
II. Public Comment
There was no public comment.

III. Approval of the Minutes of the October 25, 2022 and November 15, 2022 Meetings

Gary Stensland made a motion with a second from Michael Stevenson to approve the minutes of the October 25, 2022 and November 15, 2022 UPDAC meetings. A vote was taken and the motion passed.

IV. New Business
A. Diversity Lab Phase II Study
Ashley and Corky Emberson introduced Dr. Monika Stodolska and provided historical context for the presenter, sharing information on Phases 1 and 2 of the Diversity Lab's study.

Dr. Stodolska began her presentation at 7:05 PM and discussed the focus group with UPDAC that occurred eight months ago. In 2016 and 2017 her group worked with the Urbana Park District (UPD) to identify access issues serving the needs of African American, Latinx, and Asian users and non-users of local park and recreation resources. The results showed varied issues ranging from fees to transportation.

The objectives of the study were:

1. Formal evaluation of UPD to better programs and activities to underserved populations of Urbana.
2. Identify additional strategies UPD could use to increase involvement
3. Create a model for other parks districts could use to reach targeted groups

Methods for conducting the study included reviewing the strategic plan, conducting various interviews and focus groups, and surveying users (only parents, not youth) at UPD events. They also interviewed non-users living in the serviced neighborhoods using a door-to-door survey method. Lastly, they interviewed stakeholders including park commissioners and UPDAC.

The study showed several different findings:

- UPD found success in creating initiatives like Urvana and scholarships thanks to Carle and other grants to meet underserved populations
- Positive and negative aspects for diversity training, but overall positive reflections of training for parks staff.

Findings from the user survey indicated that satisfaction rates were over 88% from participation in certain activities like SPLASH, Swim lessons, CU Pride Week, Soccer. Those people who participated loved them. The problem identified is getting new users. The data showed a lot of interested information about a variety of other things:
• User Benefits: looking to have fun, friendly people, social interaction, relax, etc.
  ○ What they want: celebration of home countries’ culture, creating a sense of community, developing family bonds and improving physical and mental health
• Constraints: transportation, cost, childcare, distance, lack of time, scheduling, safety, etc.
  ○ Surprising data point was lack of knowledge; not knowing about programs.
• Suggestions for improvement: older adults, people with disabilities, teens, improve transportation to events, more info on scholarship and events
• Suggestions for additional programs: art classes, family themed activities, activities around food, life skills, pottery classes, heritage themed, 3k/5k races or walks

The data also revealed the sources of information people used to find out about UPD activities. Sources included the Program Guide, social media, word of mouth, neighbors, email, Lucia Maldonado, and church.
• Outreach suggestions: targeted emails based on user usage, promotion in ethnic stores, more announcements in schools, visits to churches, promotions at UPD events/venues, partnering with Carle to distribute through doctors, and targeting places like Salt and Light, Senior Living, social lounges and organizations
• Example: Conduct short term demographic outreach

Findings from the Non-User Survey indicated that all of the non-users when asked said they would consider participating in UPD activities and programs in the future. The data also showed information on the constraints to participation, preferred ways of contact, and perceived benefits of participation:
• There were several constraints. Number one issue was lack of knowledge, and other issues included lack of time, energy, English fluency, physical limitations, and scheduling issues of some programs
• Preferred ways of contact included social media, email, direct mail, TV/radio, friend/neighbor, UPD website, school flyers, and newsletters. These results were completely much different than current users preferences.
• Perceived benefits to participation in UPD activities included helping others, helping contribute to community and individual well-being, having fun, and being involved in positive activities that bring communities together.

There were several conclusions and recommendations from the study:
• Marketing is #1, need to reach people using different channels as users and non-users groups are different.
• Getting people through the door is the first step and to capitalize on community groups and partnerships that have underserved populations like churches, organizations, etc.
• Vocalizing when UPD is in charge or partnering with events like SPLASH, events, etc.

After hearing about the study, many UPDAC members had questions and comments including:
• Was the survey only given to adults?
  ○ Dr. Stodolska responded that the study was only approved for adult participation.
• Was this online or paper for user surveys?
  ○ Dr. Stodolska responded that both online and paper surveys were used.
• Were they offered in English and Spanish?
  ○ Dr. Stodolska responded that surveys were offered in both English and Spanish, and translation services were provided due to literacy levels.
• Are threshold questions asked about the cost of the programs?
  ○ Dr. Stodolska responded that there weren’t threshold questions asked, only rated highly likely, less likely, etc.
• Superintendent Corky Emberson commented that UPD spends $44,000 on printed Program Guides that are mailed out.
• Does UPD work with Chambana Moms?
  ○ Staff responded that UPD works with Chambananoms in a variety of contexts.
• Potential UPD needs noted included Spanish/French Translation of guides and a Social Media Coordinator/Marketing Specialist
• Is there an Urbana Park District app?
  ○ Staff responded that there isn’t one, but staff had looked into that possibility. Feedback from other agencies with apps was not compelling for moving forward.
• One UPDAC member noted the website needs to help people relate to UPD better, and allow them a better opportunity to visualize themselves in their programs through photos.
• It was commented that UPD should leverage relationships with other organizations to assist in event planning/marketing and establish working relationships to develop programs
• Can you make these slides available to us?
  ○ The response was that the slides could be made available.
• What does it mean that this study is a blueprint?
  ○ Dr. Stodolska responded that the idea is to take the results of these studies to create a blueprint for other agencies to follow in expanding their outreach to underserved populations.
B. Health & Wellness Updates
Staff gave an update on the bid process for the new Health & Wellness Center noting that bid packages will be advertised second week of February and open until the second week of March. A Special Board Meeting will be held on March 27 to review the bid tabulation and recommendation and make an award.

There were several funding updates as well. Staff formally presented to the Urbana City Council to request $3.3 million of the American Rescue Plan Act funds. There were follow-ups from the presentation which staff have since responded to. A key concern from City Council was access to the Health & Wellness Center for everyone in our community. How much funding the district will receive is yet to be determined, but decisions are expected by late February or early March. UPD staff have also requested ARPA funds from the Champaign County Board, but they have indicated that they will not make any decisions on funding the project until after the Urbana City Council. The DCEO grant agreement for $3 million in funding has been fully executed. The timeline on fulfilling the requirement of the $2.5 million PARC grant has already begun, but UPD can ask for an extension. There are $3 million in bond funds available from UPD along with $1 million from reserves. The estimated cost of the facility is $14.5 million for a 32,000 square foot facility that has 2 courts, elevated indoor track, 2 fitness rooms, an exercise equipment room, and a community meeting space.

The district is planning for a groundbreaking for the Health & Wellness Center on Saturday, May 6, with the following day as a rain date.

Questions and comments from UPDAC members included:
- UPD should follow up with the county about funding conversations and if money remains.
- What can we do to advocate with the city council?
- Urbana Park sharing this info on social media?

V. Reports
A. UPDAC Chair
Ashley praised UPD inclusion efforts for employees with disabilities and training given to staff. She also mentioned the recent UPDAC Planning Meeting with Kelsey, Tim, and Cedric to propose new topics:
- UIAC Update
- Natural areas
- CARES Plan (Sustainability/Climate Change Plan)
- James Room Kitchen Demonstration
- Visit Champaign County
- KRT at Weaver Park
- Athletic and Fields Study
• Fall Kickoff at UPDAC Pavilion
• UPD Finance 101

UPDAC members responded that they would also like to hear about the district’s plans for cultural programming.

B. Board Representative
Commissioner Delcomyn noted that the board is anticipating next steps on the Health & Wellness Center, and praised UPDAC contributions to ongoing UPD efforts including tonight’s presenter.

C. Director’s Report
Director Bartlett was not in attendance, and there was no Director’s Report.

D. Capital Projects Report
Andy Rousseau gave updates on several capital projects. He noted that the UPDAC Outdoor Learning Pavilion is nearly complete, and encouraged members to check it out. The Blair Park tennis courts project is done with fencing completed. Andy shared that there is an upcoming path project in Crystal Lake Park funded with a grant through the Illinois Department of Transportation (IDOT). This project is similar to the Park Street path along the southern portion of Crystal Lake Park, which was funded by the same grant program. The new project included a new connection path and pedestrian bridge, and the bid came in below expectations. The Sanitary District will be doing a project on a sanitary line that is also a pedestrian bridge, and the lake level will need to be lowered for that work to be completed.

VI. UPDAC Member Comments and Open Discussion
There were no additional comments, questions, or discussion.

VII. Adjourn
UPDAC Chair, Ashley Withers, adjourned the meeting at 9:00 PM.