

MINUTES OF MEETING

UNIVERSITY PARK RECREATION DISTRICT

WORKSHOP MEETING

Tuesday, April 4, 2023

2:00 p.m.

Community Center

8301 The Park Boulevard, University Park, FL 34201

Board Members present at roll call in person or via phone:

Sally Dickson	Chairperson	
Mark Criden	Vice Chairperson	(via Zoom)
Steve Ludmerer	Treasurer / 2 nd Vice Chairperson	
David Murphy	Assistant Secretary	
Rusty Piersons	Assistant Secretary	

Also, Present in person or via phone:

Vivian Carvalho	District Manager - PFM Group Consulting LLC	
Kwame Jackson	ADM - PFM Group Consulting LLC	(via Zoom)
Curtis Nickerson	Director of Properties and Facilities - Country Club	
John Fetsick	General Manager - Country Club	
Marisa Powers	Blalock Walters – District Counsel Representative (via phone)	
Various Audience Members Present and Via Zoom		

FIRST ORDER OF BUSINESS

Organizational Matters

Call to Order and Roll Call

The meeting was called to order at 2:02 p.m. by Ms. Dickson. Those in attendance are outlined above.

Public Comments

Ms. Van Brunt spoke about the final master plan that was mostly inspired by Mr. Fawley Bryant, which had broad community support behind it until an image of an industrial-looking building was shown and described as the Fitness Center. She noted that two years later the Board is still working on a plan and that the current scaled down plan seems to be based on two premises, the first being that the new offices can be cost-effectively made in the same attic where the old offices exist now, and secondly that the Varsity Club can be

renovated more cost effectively than a new building to serve as an Activity Center.

She fears that the current direction will not compete with the new developments around them and feels that the Board needs to communicate with the residents about their plan of action and vision concerning the use of the bond funds and how it can meet the needs of the Club now and into the future. She suggested that a survey be conducted to find out if the residents support the plan and its major components, including the Activity Center.

Ms. Dickson commented that Mr. Criden would be providing updates later in the meeting concerning those issues.

SECOND ORDER OF BUSINESS

Discussion

Update on the Development of the Business Plan by Rusty Piersons

Mr. Piersons stated that he was excited to present a 5-year road map for the continued success of the UPCC and thanked the Board and Management for their support. He introduced Mr. Ted Baumen and Mr. Henry King, two advisory group members who were there to present what a business planning project may look like. The main reasons Mr. Baumen emphasized having a business plan were to better define explain the current and future state of the district, to strengthen project management to better ensure timely completion of future projects which ensures the right projects are being developed, and to establish a Resident Advisory Panel that will validate the business plan and assure projects are properly developed. They suggested creating an evergreen 5-year business plan for the sustainable operation and maintenance of the district's recreational facilities and for the development of new projects. He explained the benefits of a business plan, including the support for Board responsibilities, improving the understanding and involvement of the district among the residents, assuring the projects are being delivered effectively and efficiently, and highlighting operational and financial metrics in order to analyze and improve the enterprise. He also provided a step-by-step project plan to go about executing the business plan, which includes creating an outline for the business plan, data collection from existing master plans, financial plans, project plans, as well as gathering input from stakeholders, analyzing the data gathered, generating a business plan and communication plan, start finalizing and communicating findings to the Board and residents. He stated that this process will land in the 3–6-month range in terms of how long this would take to execute fully. He brought greater attention to the crucial parts of the plan structure and contents which included the Business Model, which creates and delivers value for the residents and the public, and the Gap Analysis which provides insight of what has been done, what has been successful, and where improvements can be made.

Mr. King spoke on the Project Management components of the business plan. He discussed the aspects of an adequate system for project execution which included the scope of work with limitations and risks, cost estimate with assumptions and contingencies, and schedule with assumptions and contingencies all being clearly defined, along with lessons learned throughout the project are documented for future improvements. He stated that he had discussed the system with Mr. Criden and believes that they are in a better place than they were last year, but not yet where the system needs to be.

Mr. Baumen spoke on the Resources and Assurance section of the business plan stating that a business plan team will need to be created from a diverse selection of residents based on expertise, experience, and perspective. He had spoken with Mr. Fetsick several times and agreed that this needs to be overseen and owned by Management. Mr. Baumen wants to make sure that there is proper balance of skills and perspectives on the selected team. that would consist of the most accurate community representation. He also mentioned the creation of a Resident Advisory Panel that would draw relevant expertise from a roster of volunteers in the community, having fresh eyes to assure a quality business plan and project development. He asked the Board to consider the business plan model that had been presented.

Mr. Murphy thanked Mr. Baumen and Mr. King for providing a very thorough presentation. and believes very comprehensive terms were given to move forward with the business plan. Ms. Dickson mentioned that she believes having volunteers involved in the business plan is a good idea that will avoid the push and pull of certain situations that may not end well otherwise. Mr. Ludmerer stated that he concurred with the project management but recognized the presented plan is meant for much larger organizations. He suggested that the project management be separate from the bulk of the business plan as he believes it can stand by itself. Mr. Criden agreed with the business plan and believes the project management is significant and should be a part of it. Mr. Ludmerer wanted to see a lot more structure on the first couple of points as to the business they are in. Mr. Fetsick stated that he was in full support of the business plan with proper guardrails, a proper vision, teamwork, and strategy of alignment. Ms. Dickson reiterated some of the points that were discussed in the presentation including gathering information via surveys and stakeholder input and a discussion concerning the volunteers. Mr. Ludmerer stated he would like to see an incorporation of the district's mission and vision statements into the objectives of the business plan.

Ms. Carvalho stated that management would be compiling a roster of the individuals that had communicated interest in volunteering and will make sure Mr. Baumen and Mr. King receive that information. She stated that if the group is recognized by the Board, the Board will need to consider a resolution at the next Board meeting scheduled for April 14, 2023; outlining what the business plan process will look like in terms of the Sunshine

Laws, committee, minutes, and advertisement of such meetings.

Mr. Piersons will be having a conversation offline with Mark Barnebey and John Fetsick as it relates to these requirements if the group will be approved by the Board or if the group will be under the management supervision.

THIRD ORDER OF BUSINESS

Update from Mark Criden a. Neighborhood Meeting b. Capital Improvement Plan

Mr. Criden mentioned that he has been attending meetings in many of the surrounding neighborhoods to ask for resident feedback concerning the current program. He mentioned that Ms. Sondra Ettlinger had done a good job at taking notes and capturing the results for those meetings. He noted that they are currently working with an estimator, and they should be able to give a better understanding of the cost by next week for the projects.

Mr. Fetsick mentioned that he had met with an engineer onsite on April 3, 2023, for about an hour and knows the architect they've been working with. He hopes that the estimator will be able to provide an estimate and feasibility report by next week.

Mr. Criden noted that the level of attendance for the neighborhood meetings has been quite good. There are some meetings that they have had over 30 residents attend and overall, there has been a lot of positive feedback from those neighborhoods.

FOURTH ORDER OF BUSINESS

Timeline & Communication

Mr. Murphy had named several volunteers who have a background in communication and would be helpful in creating a comprehensive electronic menu and calendar for emails, websites, and social media. He is hoping to go in front of the neighborhood Chair and provide an update on this information. He also mentioned that they have been working on a survey for the community that will look at demographics, length of residency, activities that the members currently participate in, and membership type. They are hoping to get a base line perception of current offerings, how they are doing, and measuring awareness of the potential plans. Mr. Murphy also mentioned that Ms. Norma Larkin has been putting together a draft document of the survey that has been circulated to the Board. They have collected feedback and are currently working on a second draft.

Mr. Ludmerer suggested a communication program that will reach all the homeowners due to the voting that needs to take place to move forward. In addition, he suggested a fact sheet of plans that would accompany the survey so that they can get data that supports Mr. Criden's information. There was some further discussion concerning how to move forward with sending out the survey. No decision was taken on the timeline of the survey being sent to the residents.

Ms. Dickson wanted to remind everyone that the next Board of Supervisors meeting will be on April 14, 2023, at 1:00 p.m. and the next Workshop meeting will be on May 2, 2023, from 2:00 p.m. to 4:00 p.m. She then opened the floor for public comment.

Mr. Scott Gordon wanted to thank the Board for the good job they are doing as well as thanking the team that provided the business plan presentation today. He mentioned his background in figuring out why projects fail and had some comments concerning the presentation that was given and believes a business plan is the only way to move forward in any serious project.

Ms. Van Brunt wanted to know if the estimator was going to include estimates that went beyond the possible renovation of the Varsity Club, to which Mr. Criden stated that he would provide firm prices on the plan shown to the community last month.

Mr. Davies wanted to thank the Board and volunteer members for their work on behalf of the community. He mentioned that there is confusion with owners between the messages that are being sent by the Recreational District Board, the Community Association Board and the General Manager. He suggested that the RD Board get together with the UPCA Board so that there can be clear distinctions between the two when sending out communication.

Mr. Baron had some comments about the communication between the Board and the owners and hopes that they would be able to communicate outside of Zoom meetings what is happening with the RD.

Mr. Mantia had a question about who the volunteer group would report to and commented that the implementation of the plan is key to success. He asked that the Board consider how it will impact the forecast of the budgets.

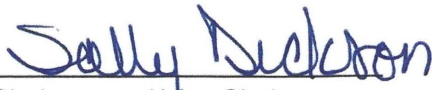
FIFTH ORDER OF BUSINESS

Adjournment

There were no additional items to come before the Board.

ON MOTION by Ms. Dickson, with all in favor, the April 4, 2023, Workshop Meeting of University Park Recreation District was adjourned at 4:04 p.m.


Secretary / Assistant Secretary


Chairperson / Vice Chairperson