

MINUTES OF MEETING

UNIVERSITY PARK RECREATION DISTRICT

WORKSHOP MEETING

Friday, October 27, 2023

1:00 p.m.

Business 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
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 (via phone)
Venessa Ripoll	District Manager – PFM Group Consulting LLC (via phone)
Kwame Jackson	ADM - PFM Group Consulting LLC (via phone)
Mark Barnebey	District Counsel - Blalock Walters -
Curtis Nickerson	Director of Properties and Facilities - Country Club
John Fetsick	General Manager - Country Club
Ted Baumen	Resident & Volunteer of the Business Plan Advisory Group
Various Audience Members	

FIRST ORDER OF BUSINESS

Organizational Matters

Call to Order and Roll Call

The meeting was called to order at 2:01 p.m. by Ms. Dickson and Ms. Carvalho confirmed quorum to proceed with the meeting. Those in attendance are outlined above.

Public Comments

There were no public comments at this time.

SECOND ORDER OF BUSINESS

Discussion

Presentation of the Proposed Business Plan by the Volunteer Business Plan Advisory Group

Mr. Baumen presented the proposed business plan to the Board. He mentioned that the business plan team is made up of several residents from across the community who have incredible expertise and experience and mentioned their contributions in putting the plan together. They wanted to know how the UPRD got to where it is today and how they can help with its progress. The main goals of the UPRD when it was created was to preserve the natural beauty of the community, enhancing home values, and making sure there is a body to oversee the investments and the development that is required to maintain the community. He believes the best practice is that this becomes an annual process in order to maintain and refresh a 5-year evergreen UPRD/UPCC Business Plan. He mentioned that membership and the operating revenue has grown; financial CPIs were established which have been tracked and are in line with other clubs. The Phase 1 projects have also been delivered as expected. They were able to leverage a membership survey and were able to draw some data from the residents. He stated that they also did some market research in order to compare University Park to other clubs in the area. He provided an overview of the strengths, weaknesses, opportunities, and threats to the business plan. He reviewed the key themes for the business plan as well as provided an overview of the business models they had come up with. He went over the key factors for success and emphasized the importance of communication and engagement within the community concerning the business plan and believes a change management plan should be implemented. He opened the floor for questions about the presentation.

Mr. Criden and Mr. Ludmerer thanked Mr. Baumen for the work him and his team have done for the business plan. Mr. Ludmerer believes that the community needs to participate in the plan as well.

Mr. Fetsick emphasized the importance of synergy and not division when moving forward with the business plan.

A homeowner stated that she was in favor of the member-focused blended business model

that was presented and likes that experts are involved in this plan.

A homeowner believes that the plan falls a little short of what was expected of a business plan and asked for further clarification on what it is for and what guidance it will provide to the Board.

A homeowner commented on the funding gap and why the \$500 per home has been separated from the plan. Another homeowner expressed the importance of demonstrating examples via PowerPoint, saying that everything needs to be disseminated.

A homeowner asked if the business plan document will be posted on the website for others to see and asked if the Board's discussion of the plan can be disseminated to the residents for full transparency.

A homeowner suggested providing more information in order to show that the bond referendum and the business plan are being combined. There was mention of being more proactive with putting information on the website in a timely manner.


A homeowner asked for clarification on if the model was a homeowner-focused model or a member-focused model.

THIRD ORDER OF BUSINESS

Adjournment

There were no additional items to come before the Board.

ON MOTION by Ms. Dickson, with all in favor, the October 27, 2023, Workshop Meeting of University Park Recreation District was adjourned at 3:36 p.m.


Secretary / Assistant Secretary


Chairperson / Vice Chairperson