

# University Park Recreation District

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<http://universityparkrd.com/>

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The meeting of the Board of Supervisors of **University Park Recreation District** will be held on **Friday, March 12, 2021 at 1:00 p.m.** at the Varsity Club located 7671 The Park Blvd, University Park, FL 34201 and or virtually.

**PLEASE NOTE:** Anyone seeking to physically attend the University Park Recreation District Board of Supervisors meeting **MUST** wear a mask and socially distance. In light of social distancing requirements, there will be limited space for members of the public to physically attend the meeting. Once the meeting space has reached capacity with social distancing parameters in place, attendance will be available **ONLY** through virtual means. To attend the meeting virtually, please call:

**Meeting ID:** 891 7633 8187

**Passcode:** 931927

**Join meeting via Zoom:**

<https://us02web.zoom.us/j/89176338187?pwd=aG1aQSt4ZXlGNW12UWI4a3k1MWtSQT09>

**NOTE: If you are calling into the meeting by phone or Zoom, please MUTE your line!**

## **BOARD OF SUPERVISORS' MEETING AGENDA**

### **Organizational Matters**

- Call to Order
- Roll Call to Confirm Quorum
- Public Comment Period *[for any members of the public desiring to speak on any proposition before the Board]*

### **Administrative Matters**

1. Consideration of the Minutes of the February 2, 2021 Board of Supervisors' Workshop Meeting
2. Consideration of the Minutes of the February 12, 2021 Board of Supervisors' Meeting
3. Consideration of the Minutes of the February 19, 2021 Board of Supervisors' Workshop Meeting
4. Consideration of the Minutes of the March 4, 2021 Finance Volunteer Group Workshop Meeting

### **Business Matters**

5. Membership Dues, Categories, Access and other considerations – Overview
6. Consideration of Proposals for the Golf Course Maintenance Project for Summer 2021 (under separate cover)
7. Monthly Board of Supervisors Reports



- Jim Case- Topics are UPCA I coordination with the Recreation District.
  - Sally Dickson- Topics are Marketing and Advisory Agreement.
  - Bill DiPaolo- Topics are Finance and Charter Amendments relating to the Election and other items within the Charter to be amended.
  - Steve Ludmerer- Topics are Strategic Planning and District Management Structure
  - Karen Pagano- Topics are Communications and Membership Structure.
8. Update on the Website Development with the UPCA I
  9. Consideration of Amendment to the Water Agreement with UPCA I (under separate cover)

**Other Business**

10. Staff Reports

District Counsel

District Manager

General Manager & Director of Finance

1. Management Discussion & Analysis Report
2. Ratification of Payment Authorizations # 41-42

**District Financials**

11. Supervisor Requests

Date	Meeting Type	Time	Location	Note
April 1, 2021	Workshop Meeting	10:00 AM	University Park Country Club	The Varsity Club
April 9, 2021	BOS Meeting	1:00 PM	University Park Country Club	The Varsity Club

**Adjournment**



# **University Park Recreation District**

Consideration of the Minutes of the  
February 2, 2021 Board of Supervisors'  
Workshop Meeting

**MINUTES OF MEETING**

**UNIVERSITY PARK RECREATION DISTRICT  
BOARD OF SUPERVISORS WORKSHOP MEETING**

**Tuesday, February 2, 2021 at 10:00 a.m.**

**Via Zoom**

Board Members present at roll call:

James Case	Chairperson	(via zoom)
Steve Ludmerer	Vice Chairperson	(via zoom)
Karen Pagano	2nd Vice Chairperson	(via zoom)
Sally Dickson	Assistant Secretary	(via zoom)
Bill DiPaolo	Treasurer	(via zoom)

Also, Present:

Vivian Carvalho	PFM	(via zoom)
Venessa Ripoll	PFM	(via zoom)
Brent Wilder	PFM	(via zoom)
Mark Barnebey	Blalock Walters	(via zoom)
Laurie Evans	Country Club	(via zoom)
Curtis Nickerson	Country Club	(via zoom)
John Fetsick	Country Club	(via zoom)

Over 55 Members of the General Public joined the call

**FIRST ORDER OF BUSINESS**

**Call to Order and Roll Call**

The meeting was called to order at 10:00 a.m. by Mr. Case. Those in attendance are outlined above.

**SECOND ORDER OF BUSINESS**

**Organizational Matters**

**Opening Comments**

Mr. Case provided opening remarks for the workshop meeting.

**THIRD ORDER OF BUSINESS**

**Discussion**

**Master Planning Presentation by  
Fawley Bryant**

Fawley Bryant presented their Master Plan. They provided an overview of the areas to upgrade in the Master Planning Project and outline the areas of impression and the areas of improvement. Partners Kimley Horn & Associates Emmett Gregory and Chris Ciantaglione reviewed the areas pertaining to landscaping enhancement and reviewed the areas of improvement based on the focus group discussion of the 90-day plan of action.

Mr. DiPaolo had a question about the square footage pricing. A representative of Fawley Bryant responded he would check with the interior designer to see the numbers and get back to the Board for pricing based on square footage.

Ms. Dickson asked if there is a percentage when looking at the building in terms of ADA compliance to bring items up to code. A representative from Fawley Bryant responded that it is difficult to pinpoint the percentage because the ADA compliance ties into the levels of alteration the District will have.

Mr. Ludmerer commented on the message services not being utilized for the past 7-8 years. He commented on the area being used for storage of towels. The laundry facilities are wanted to remain in existence. He also commented on the potential of a dog park included in the community which is subordinate to the District's other needs.

Fawley Bryant will provide cost information for three levels of adjustment of space coming up to code based on existing conditions and cost per square footage. They may include a new cost per square footage information based on other Clubs.

Mr. DiPaolo had a question regarding the detail of the casual outdoor dining space. The representative of Fawley Bryant will try to provide a relaxed dining experience to be protected from outdoor elements. He further explained that they will provide flexibility to be a form of casual dining and relaxed atmosphere for small or large gatherings. They will follow-up with the Strategic Planning Group.

Mr. Barnebey stated if they are making changes to the bids, the bids must comply with ADA requirement and accessibility.

There were no public comments.

**Membership Dues, Categories,  
Access, and Other  
Considerations- Overview**

Laurie Evans provided an overview of the update with the strategic planning and process. She provided an overview of the existing membership categories and competition in the area. She reviewed the challenges with the family versus single membership dues and

the opportunities it provides. Mr. Fetsick provided an overview of the revenue impact for converting every single person membership to a family membership.

Ms. Evans discussed Summer Membership opportunities for change. Summer Membership conversions to Annual Full Memberships are the best source of conversions to Annual Full Memberships. Mr. Fetsick provided an overview of the revenue impact.

She made the Board aware that residents are not converting to Country Club Members because many people are buying homes that have not yet retired. Furthermore, it is indicative of the membership structure and other challenges that need to be addressed going forward. A discussion took place about creative ways for membership opportunities. The following were discussed: categories, dues and fees, and initiation fees.

Mr. Case had questions about the Family Vs. Single Memberships.

Ms. Dickson had questions about alcohol included in the membership package. Ms. Evans stated most Clubs do not include alcohol in their memberships.

Mr. Case owns multiple homes but only have membership for the first home. Possibility of changing the structure of membership. Ms. Evans will investigate this matter.

Mr. DiPaolo provided an overview of his white paper submission and suggested changes to the membership and recommended having more workshop on a weekly basis.

Mr. Ludmerer provided an overview of the whitepaper presentation of the changes with membership. They discussed Membership fees.

### **Discuss Management Discussion**

Ms. Carvalho reviewed the Memo submitted about the management fees and the changes that have been incorporated with the District. Mr. Wilder provided an overview of the contract the District has with PFM. Mr. DiPaolo discussed some frustrations from the Board regarding Sunshine Law and reporting requirements. Mr, Wilder stated that PFM is open to discussing their scope of work.

Mr. DiPaolo suggested going to a quarterly meeting schedule but having multiple workshops. Ms. Carvalho stated it would be beneficial for PFM to know the perspective of every Board Member as it relates to change with the management fee and structure. She stated once a list has been provided, PFM will evaluate and discuss potential change of fee/structure.

**Discussion Pertaining to Mutual  
Cooperation Agreement and  
Notice Requirement to UPCA**

Mr. Case discussed the golf course changes and updates. He discussed the structure removal and storm shelter.

Mr. Case provided an update of the notice requirement. He asked Mr. Barnebey to draft a notice for this project and a template to utilize for future projects the District will undertake.

**Discussion about Agenda Items  
Preparation for Future Workshop  
and Workshop Participation  
Options**

Mr. Case provided an update of the workshop agenda items and concerns from the Board. Mr. DiPaolo suggested more workshops. Karen agreed to more workshops. Ms. Dickson agreed but deferred to Ms. Evans to find out the impact on additional workshop will have on her and her staff as it relates to preparation. Mr. Ludmerer agreed to more workshops, but it puts a burden on the District financially. A discussion took place about the Membership Group and Financial Workshop.

Ms. Evans asked Mr. Barnebey if the Board can participate on the Master Planning Session. He responded it needs to be noticed as a Board Meeting and be publicly noticed in the paper. Mr. Ludmerer asked if it could be noticed as a workshop and have the public attend by zoom. The Board was interested in pursuing that option. Ms. Evans will work with Fawley Bryant on holding that meeting. Ms. Carvalho requested that Ms. Evans communicate with the District Manager, so they have enough time to place the advertisement which there is a timeframe of 7-10-day notice.

The next Workshop is advertised for March 2, 2021.

Mr. DiPaolo reviewed the item on the revision of the Charter relating to the Election. This will be presented at the next meeting by Ms. Van Brunt and asked Board Members to review the suggested changes to the agenda that will go out. Mr. Ludmerer asked Ms. Carvalho to send the report to the Board today. Ms. Carvalho will send it today and requested Board Members not to reply all when receiving the email. Mr. Barnebey asked Ms. Carvalho to send him a copy of the report as well.

Mr. Case provided an update of the email he received which contained an email which originated from the Board Member. He did not respond because that would be a violation of the Sunshine Law. He sent it to Ms. Carvalho and requested she share that with the

Board, so they received the same information that he received. Ms. Carvalho will send the information accordingly to the Board.

There were no public comments.

**FOURTH ORDER OF BUSINESS**

**Adjournment**

Mr. Case requested a motion to adjourn the workshop meeting at 12:38 p.m.

ON MOTION by Mr. Ludmerer, seconded by Ms. Pagano, with all in favor, the Tuesday, February 2, 2021 Board of Supervisors' Workshop Meeting for University Park Recreation District was adjourned 12:38 p.m.

\_\_\_\_\_  
Secretary / Assistant Secretary

\_\_\_\_\_  
Chairperson / Vice Chairperson

# **University Park Recreation District**

Consideration of the Minutes of the February  
12, 2021 Board of Supervisors' Meeting

**MINUTES OF MEETING**

**UNIVERSITY PARK RECREATION DISTRICT**

**BOARD OF SUPERVISORS MEETING**

**Friday, February 12, 2021 at 1:00 p.m.**

**University Park**

**7671 The Park Blvd, University Park, FL 32401**

Board Members present at roll call:

James Case	Chairperson
Steve Ludmerer	Vice Chairperson
Sally Dickson	Assistant Treasurer
Karen Pagano	2nd Vice Chairperson
Bill DiPaolo	Treasurer

Also, Present:

Vivian Carvalho	District Manager - PFM Group Consulting, LLC
Venessa Ripoll (via phone)	Assistant District Manager-PFM Group Consulting, LLC
Mark Barnebey	District Counsel- Blalock Walters Law Firm
Laurie Evans	General Manager- Country Club
Curtis Nickerson	Director of Properties & Facilities- Country Club
John Fetsick	Director of Finance- Country Club
Various Members of the General Public	

**FIRST ORDER OF BUSINESS**

**Call to Order and Roll Call**

The meeting was called to order at 1:07 p.m. by Ms. Carvalho. Those in attendance are outlined above.

**SECOND ORDER OF BUSINESS**

**Organizational Matters**

**Opening Comments**

Mr. Case provided opening remarks for the Board of Supervisors meeting.

**Public Comments**

There are no public comments at this time.

### **THIRD ORDER OF BUSINESS**

### **Administrative Matters**

#### **Presentation of Awards to Past Board Members**

Mr. Case provided an overview of the past Board Members involvement on the Board and accomplishments that the past Board Members gave to the District due to their efforts and hard work while serving as a Board Member. He announced and provided an award to the following Board Members:

Mr. Bob Wood, Mr. Michael Smith, Ms. Beth Bertsch, Ms. Nancy Kopnisky, and Mr. Jim Long.

#### **Consideration of the Minutes of the December 29, 2020 Board of Supervisors' Workshop Meeting**

The Board reviewed the minutes of the December 29, 2020 Board of Supervisors' Workshop Meeting. Mr. Ludmerer provided edits to the minutes. The Board requested more detail and content to the minutes be provided going forward.

Ms. Carvalho explained minutes are generated based on notes and the recording. Some District's will have more detailed minutes, and some have less. She stated per statute there is no law stating the minutes must be verbatim and it depends on the Board and how much they want to reflect in the minutes. She suggested for workshops the focus be on what was discussed in broad terms be implemented in the minutes. Whereas for the Board meeting minutes focus more on actual actions that were taken and if there is a follow item that needs to be carried on being outlined in the minutes.

Mr. Ludmerer asked if PFM can help the stenographer on the minutes. Ms. Carvalho stated the District Manager reviews the minutes before they are included on the agenda packet. She asked the Board how much detail they want. The Board requested more content, greater detail, and more comprehensible the minutes being provided. It was requested from the Board for Ms. Pagano to review the minutes prior to them being included on the agenda package.

ON MOTION by Ms. Dickson, seconded by Mr. DiPaolo, with all in favor, the Board approved the December 29, 2020 Board of Supervisors' Workshop Meeting Minutes.

**Consideration of the Minutes of  
the January 5, 2021 Board of  
Supervisors' Workshop Meeting**

The Board reviewed the minutes of the January 5, 2021 Board of Supervisors' Workshop Meeting. The Board requested more content as discussed earlier on the beginning of the meeting.

ON MOTION by Mr. DiPaolo, seconded by Ms. Pagano, with all in favor, the Board approved the Minutes of the January 5, 2021 Board of Supervisors' Workshop Meeting.

**Consideration of the Minutes of  
the January 8, 2021 Board of  
Supervisors' Meeting**

The Board reviewed the minutes of the January 8, 2021 Board of Supervisors' Meeting.

ON MOTION by Mr. DiPaolo, seconded by Mr. Ludmerer, with all in favor, the Board approved the Minutes of the January 8, 2021 Board of Supervisors' Meeting.

**FOURTH ORDER OF BUSINESS**

**Business Matters**

**Consideration of Resolution 2021-06, Authorizing the Club Manager to Remove a Rain Shelter Located Between Holes 4 and 5 on the Golf Course**

Mr. Case provided an overview of this item. The Rain Shelter served a purpose as a storm shelter before the Golf Course was reconfigured. It is located outside of the fence and very close to the sidewalk along University Park Blvd. The Rain Shelter is run down, and the roof is falling apart, and it is accessed by non-residents who use it for unintended purposes. Staff have found items there suggesting it has been used for drug related purposes. He stated that graffiti has also been found there. It no longer serves a purpose

and is a liability to the District. He advised the shelter taken down by the District's internal crews without an outside contractor involved.

Mr. Nickerson provided an overview of removing the tile. He noted the Rain Shelter is not properly grounded to be a storm shelter and the roof structure has several leaks and tiles missing. He received a quote for \$8,000.00-\$12,000.00 to replace the roof. He confirmed the items found in the shelter daily. He suggested removing the tile and harvesting the tile off of it. He further explained that the District may have to use a contractor for that but the rest would be done with rental equipment and haul off fees which can be absorbed through regular operating costs.

Ms. Dickson noticed a scrivener error in the resolution. Mr. Barnebey will correct the scrivener error prior to the document being executed.

ON MOTION by Mr. Ludmerer, seconded by Ms. Pagano, with all in favor, the Board approved Resolution 2021-06, Authorizing the Club Manager to Remove a Rain Shelter Located Between Holes 4 and 5 on the Golf Course.

**Consideration of Resolution 2021-07, Approval Certain Maintenance and Improvement Projects Relating to the Golf Course and Authorizing the District Manager and Club Manager to Procure Proposals in Accordance with The District Procurement Rules**

Mr. Case explained this Resolution follows up to the plans the Club developed and approved as a general concept for pre-renovations and significant improvements in the Golf Course. The first 9 holes were improved last summer. This year the District has proposed to move ahead with holes 10 – 18. The District is requesting Mr. Nickerson to put out some RFPs and solicit proposals from vendors to do this work.

Mr. Nickerson stated Holes 10 – 18 will need excavating, redoing the drainage, repairing park pads, bunker project, expanding the leveling on certain tees, and lake bank repair work as necessary.

Mr. DiPaolo provided an overview of the financials as it relates to these projects outlined. This is a \$2,000,000.00 project over 2 years and will take \$1,300,000.00 to remodel the indoor-outdoor dining areas which doesn't include the tables and chairs. The District can't

afford all of these projects for the Golf Course this year. He supports moving ahead with the proposals. He stated the final approval should be reserved until the April Meeting after the Fawley Bryant presentation. Mr. DiPaolo suggested capping the RFP at \$500,000.00.

A discussion took place regarding the wording of the Resolution as the Board is not yet approving the projects. Mr. Barnebey stated the best term is to approve a list of projects rather than approving the Golf Course project.

Mr. Ludmerer suggested the Board approve the Resolution within an agreed upon price range and authorize Mr. Nickerson and Club Management to execute the RFP. Ms. Dickson added that a lot needs improvement to the Gold Course. She asked if this is a 2 year proposal for \$500,000.00 for holes 10-18 and \$500,000.00 for holes 19-27. Mr. DiPaolo responded the initial cost is \$640,000.00 for each 9 holes and he suggested it looks like the District will be able to spend \$1,000,000.00 in the next two years but if the District spends \$1,250,000.00 the District will be cutting into what the District can do in terms of remodeling the Club. Mr. Nickerson feels confident that \$500,000.00 for the mid nine holes is achievable and give the District the desired results.

Mr. Barnebey recommended removing the back pad if the District is only approving the mid nine holes today. Mr. Nickerson stated if the Board approves \$500,000.00 and \$3,000,000.00 going into the Master Plan is reasonably and materially accurate to be determined needs over the next 12-24 months. Mr. Nickerson discussed the District will purchase materials directly for cost savings due to tax exemption.

Ms. Carvalho will work with Mr. Nickerson to help him get the notice out for the RFP. She stated that if the project is below \$35,000.00 threshold the District does not have to include a formal RFP to potential bidders. However, if the projects is greater than \$35,000.00 and the Board is looking into breaking it out into phases to stay below the threshold it cannot do that because the District would essentially circumventing the bidding thresholds and process. The District will proceed with the advertisement once it has the RFP and can get it out and advertise it so prior to the March meeting the District can have bids back and then have a bid opening to review the bids and bring recommendations to the March meeting. Mr. Nickerson will get the information to Ms. Carvalho this afternoon.

ON MOTION by Ms. Dickson, seconded by Mr. DiPaolo, with all in favor, the Board approved Resolution 2021-07, as amended, approving List of Projects, removing the third whereas clause referenced to the back nine holes, and put a maximum cost of all projects not to exceed \$500,000.00.

Mr. DiPaolo requested the formation of a Finance Volunteer Group of the Board Subject to the Sunshine Law to include Mr. Case, Mr. Ludmerer, and Mr. Fetsick. Mr. Case suggested the District hold off on this discussion until the end of the meeting.

**Consideration of Registration and  
Use of Trademarks Agreement  
between the District and UPCA**

A revised Use of Trademarks Agreement was distributed. The second to the last section changed to reflect a statement that any future expenses will have to be approved by both parties prior to proceeding. It was discussed thus far the total expenses are approximately \$20,000.00 and the District has reimbursed UPCA for 50% to date of that amount.

Mr. Ludmerer provided an overview of the process the District undertook with Servicemark as it relates to UPCA.

ON MOTION by Mr. Ludmerer, seconded by Ms. Dickson, with all in favor, the Board ratified the Trademark Agreement dated February 11, 2021 in which both Mr. Case signed off on behalf of the District and Mr. Whyte signed off on behalf of UPCA.

**Membership Dues, Categories,  
Access, and other considerations  
- Overview**

Ms. Evans stated this was supposed to be with the Summer Membership Presentation under Staff Reports.

**Discussion Pertaining an RFP for  
the Golf Course Maintenance  
Upgrades for Summer 2021**

Mr. Case stated this agenda item is a duplication as it was discussed under Resolution 2021-07.

## Discussion of Monthly Board of Supervisors Reports

Mr. Case suggested the Board implement a process of reporting to the Board each month on the areas that each Board Member is taking the lead on. He suggested each Board Member write up their report and submit it to Ms. Carvalho so it can be included as an exhibit to the Agenda Package. Ms. Carvalho requested to know who the liaison Board Member representative for each area in which a report will be provided for the Agenda Package.

The following are the names of the Board Members and the subjects of their reports:

- Mr. Ludmerer will report on Strategic Planning and District Management Structure.
- Ms. DiPaolo will report on Finances and the Election Charter Amendments
- Ms. Pagano will report on Communications and Memberships
- Ms. Dickson will report on Marketing and the Advisory Agreement
- Mr. Case will report on Coordination with UPCA.

Mr. Barnebey reminded the Board Members to be careful what is said in each report because it will be public record. No action is required by the Board.

Ms. Dickson provided an overview of what the Marketing Group has done thus far. She stated by June 30, 2021 there will be a first version of a marketing plan and at that point the District will talk about hiring professional Marketing Director. The Marketing Group will meet again on March 1, 2021. She also noted that UPCA is also involved with the Marketing Group.

Mr. Case stated he is concerned about the expense level of marketing for the Country Club. Ms. Dickson stated everything they do is to continue to raise awareness and the focus is to get awareness level up online, so competitors are not ahead of the Club. Mr. Ludmerer stated when the District gets the Fawley Bryant plan and this Board approves the long-term vision he suggested that publication is included in various form of media to promote the changes to the Country Club.

Ms. Dickson asked if the District has decided on their public image. Mr. Ludmerer discussed the Mission Vision and Core Values which says UPCA wants to be the Preeminent Semi-Private Country Club in the area. A Board Member commented if the District creates a marketing plan to drive the sale of memberships as more members join the Club it will result of fewer tee-times available; therefore it will reduce the revenue the District will obtain. Ms. Dickson discussed if the Club want to have a cap on the number of memberships to maximize the potential for revenue from outside rounds or to continue to sell enough memberships to eventually go private.

Mr. Mantia discussed the Mission and Vision of Mr. Whyte which the Board considered. He thinks the District has measures it needs to focus on as part of Strategic Planning Group and keep going back to the Mission Vision and Values which the Board approved.

**Discussion about Agenda Items  
Preparation for Future Workshop  
Participation Options**

Mr. Ludmerer asked if he has an idea that something needs to be discussed by the Board how does he get it on the agenda. He would contact the District Manager who will put it on the agenda. Mr. Ludmerer asked if District Management could survey the Board to see if they want to address that issue. Ms. Carvalho stated the Board is starting to formalize who will be involved with what and it will come to a point where there are not a lot of new items to discuss. If the item is new the appropriate route is to take it to District Management and she will talk to District Counsel and if it is not related to anything else previously discussed at a meeting then she will proceed in adding it to the next agenda.

**Discussion Pertaining to the  
Process of the Charter  
Amendment**

Mr. DiPaolo provided an overview of the initial amendment as it relates to the Election.

Ms. Deborah Van Brunt provided an overview of the election that occurred in 2020. The election went well as it had great candidates, it was fair and done with integrity. She commented on the cost of the election which was over \$14,000.00. The District does not have an updated list of voters and used the Property Appraiser's list of homeowners which is out of date. It cost over \$6,500 for 2 mailings to be sent out to the households.

She and Mr. Barnebey met with the Deputy Director of the Supervisor of Elections. In the paper she presented to the Board there were two proposals. The first proposal is to redefine the voters as electors which are registered to vote in Manatee County which are 1,641 electors in University Park and would exclude 350 people. She stated the proposal would require a Charter/ Statutory change. It currently reads each resident or owner has the right to vote and she stated to be changed to reflect residents, owners, or electors have the chance to vote. If the District goes with electors, then the County would run the election for the District in its entirety at no cost to the District in terms of conducting the election. The new information she received two days ago about the cost-effective technique in order to get the Charter / Statutory change it will require implementing through the Legislature and would cost \$15,000.00 - \$20,000.00.

The second proposal she recommended was an online voter registration using the RD website as the form and mechanism to vote. This can be done without Statutory change or changing the Charter. There is some sense that the State of Florida allowed electronic voting due to COVID-19 Pandemic and now there is question whether Florida will continue to allow this to continue. Mr. Barnebey is waiting for a response from the State Elections office pertaining to this matter.

If the elections were done today electronically it would cost around \$2,500.00. She stated if it is not allowed there are cost effective ways to do the election. She further explained if the District has an email list of voters, they can be emailed a ballot for them to complete, print, and mailed to the District or drop off in a ballot box. The District might have to hire a CPA to tally the votes or use volunteers. She recommended the language in the Charter to be modified. There is an implication the District would need to hold a Special Election meeting which the cost was about \$4,500.00. She thinks the District can remove that language and implication from the Charter to hold the Election Meeting as a Board Meeting. She recommended the Board approve the motion of the second proposal to establish an online voter registration list and conduct the future election online. Mr. Barnebey was asked if the District is permitted to do this. Mr. Barnebey replied it appears the District is not subject to those provisions of the Statute if the District does the election themselves and it is an Independent District. One question to think about is whether the District wants to totally get rid of a physical ability to cast ballots if they go to electronic voting.

Mr. Ludmerer stated the biggest issue the District had with the election was knowing who had the right to vote. He thinks a registration system that allows online, and physical ballots could be very efficient. Ms. Pagano agreed with Mr. Ludmerer. A discussion took place that the easiest way to run the election is through electors because all the District would have to do is send the nominees to Manatee County. A lengthy discussion took place about the voters list. Mr. Barnebey noted it seems to be the direction of the Board to approve Electronic voting for residents and owners. He noted it is important to have a small window to provide the ability to physically vote. A discussion took place regarding the motion.

ON MOTION by Mr. DiPaolo seconded by Mr. Ludmerer, with all in favor, the Board approved in concept the Electronic voting for residents and owners through a registration system with defined opportunity for voting in person for future elections.

## **Update on the Website Development with the HOA**

Ms. Pagano and Ms. Evans will work with Ms. Lowndes from UPCA on identifying a vendor to help them develop a new website that will be a common landing page to redirect people to the RD website, Country Club website, and the UPCA website. It will be cost effective. The vendor helped the District previously and is an excellent photographer. Ms. Pagano spoke with the vendor yesterday where they discussed the direction moving forward. The District should have first draft of a few concepts in the next couple of days.

There is some work that needs to be done on the Country Club website. Ms. Pagano will make some suggestions to the Marketing Group. No action is required by the Board. A suggestion was made to include a "contact us" list on the landing page. The landing page might be multiple pages. A suggestion was made to refer to the HOA as UPCA. Ms. Dickson stated the continuation of using the different acronym continues the confusion as to the difference between the HOA and UPCA and consistency would be helpful. No action was required by the Board.

## **Discussion Material on the District Website**

Ms. Carvalho explained that statute changes occurred as it relates to material on the District Website. The changes include the following:

No longer are audit report needed on the website it will suffice to have a hyperlink to the Auditor General website to obtain a copy of the Audit Report for the RD.

The agenda packet in its entirety no longer has to be posted on the website only the cover page suffices. No longer there is a need to include the Public Facilities Report on the website. This document is not applicable to the RD.

She stated all the documents are public record and language can be placed on the website should the public want any information upon request is provided. The District Manager is the Records Custodian and must keep all the record should there be a public records request.

Mr. Barnebey stated the Board might not want to put everything on the website because it must be ADA compliant and if not, the District is subject to potential exposure and lawsuit. He stated some Cities have eliminated their website for that reason.

Ms. Pagano asked about the status of a search function. Ms. Carvalho stated Kristen who works for the web host sent her an email to test it out first on the backend which happened last week. Ms. Carvalho will test it and let Ms. Pagano know when it is ready to go live

with that new functionality with the website. Ms. Pagano suggested leaving on the website as little as possible but if someone wants to look for a particular document, they can search for it via that function. Ms. Carvalho explained the District cannot hide documents via the backroom. It still would need to be on the website, and it must be ADA compliant. Everything that goes on the website must be redact and or reconfigured to company with ADA requirements. She asked if the Board want to post all the documents on the website or as requested get it from the District Management.

A resident asked if the agendas, presentations, and minutes have to be part of the agenda package that is on the website or do the presentation slides need to be on the website separately. Mr. Barnebey stated legally the District doesn't have to put anything other than the Agenda on the website. That changed a couple years ago but Mr. Barnebey thinks its practical to put most the backup on the website due to transparency with residents. The Board decided to keep all the documents on the website as they are currently included. No further action was necessary in regard to this matter.

### **Ratification of E-Verification Application for the District**

Mr. Barnebey explained at the last legislative session a lot of changed as it relates to E-Verification. He stated that any contractor doing services for the District requires to go through the E-verification process to ensure that their employees are legally allowed to work in this Country. He stated the District must register for the E-Verification process and the contractors must ensure that their subcontractors do that as well.

Ms. Carvalho noted District Management went through the process of doing the application online for the District and attached to the Agenda item is the Memo confirming that application. Every contract going forward will have a provision included that outlines they have to go through the process of E-Verification. She stated that puts the burden on the Contractor and not the District. The District has complied per Statute as to the change that went into effect in January 2021.

Ms. Evans asked Mr. Barnebey if she has a contract with a company that is renewed every year does she have to have them fill out an affidavit but not a new Contract. Mr. Barnebey replied he would have the contractor do an affidavit.

Ms. Carvalho asked the Board for a motion to ratify that the District has complied with the E-Verification Application Process for the District.

ON MOTION by Mr. Ludmerer, seconded by Mr. DiPaolo, with all in favor, the Board ratified the District has complied with the E-Verification Application Process for the District.

### **Discussion of Summer Membership**

Ms. Evans provided an overview of the Summer Membership recommendation. She noted that she and Mr. Fetsick are looking for Board approval to move forward with the pricing structure to be discussed today.

The following were factors that were considered:

1. COVID-19 impact on annual members and how they're utilizing the Club.
2. The Golf Course renovation on nine holes
3. This summer will limit the number of tee times available.
4. The potential renovation of the cafe or some of the dining facilities
5. The Varsity Club is still closed.
6. Pickleball was added as an Amenity

Ms. Evans recommended that all Summer Memberships become a one-time only opportunity effective immediately. She stated this means people who have Social Memberships or Sports Memberships who add on the Summer Membership year after year after year will have one last summer to do that. She proposed to change the tee time booking for Summer Memberships to 7 days in advanced. All full members would have their request filled first and then the Summer Members would come in behind them for booking. Ms. Evans recommended deleting the free guest rounds. She also recommended increasing the cost for all Summer Memberships and removing the \$50.00 processing fee.

Mr. Ludmerer asked what portion of Summer Gold Members are upgrades from other classes of membership. Ms. Evans stated when Anne did an analysis, she found that there were fewer individuals upgrading from Summer Membership that would not have upgrades otherwise. More of the conversions were happening from people who already purchased a home and were already planning on joining as a full member in the fall and started with the Summer Membership as a less expensive option leading into Full Membership. Mr. Ludmerer asked how many social or sports membership added on the Summer Membership and what portion of the total Summer Membership accounts for those upgrades. She stated that 47 of the 152 Summer Golf Membership were already existing Annual Memberships which is about 1/3 of the memberships. Mr. Ludmerer asked if the Club is trying to convert those people to full members or revert to the Sports

Membership rate. Mr. Evans confirmed and stated that they also might convert them to a new class of membership to be discussed today.

Mr. Fetsick reviewed the data of the proposed prices. Financial recommendations for golf are a Single Membership and Family Membership rate. He recommended removal of the food and beverage minimum. Furthermore, he recommended the dues increase as outlined a Single Membership would go from \$589.00 to \$803.00 and Family Membership would go from \$749.00 to \$1,070.00. He stated removing the food and beverage minimum the cost goes down slightly for the Single Membership and increases modestly for a Family Membership. The average number of rounds per person per membership was \$24.00. For every Family Membership there was 48 rounds and for every Single Membership there is 24 rounds and the average cost per round was \$43 in 2020 and he recommends an increase to \$52.00 for a Single round and \$41.00 for a Family round. The value proposition is there, and the Club is not overpricing and not underpricing. If the Club was less aggressive with rates, they would be providing too much of a value proposition to the Summer Membership compared to the Full Membership. Summer Membership average play time is once per week. Mr. Fetsick will try to get the data from 2019 to compare with the data from 2020. The availability of more rounds would reduce the average cost per round and strengthen the proposition of increasing the dues.

The 18-hole cart fee is \$23.00, and the 9-hole cart fee is \$12.00. Mr. Fetsick discussed the food and beverage minimum. He believes using money towards dues rather than the food and beverage minimum will maximize the Club's profit.

Mr. Fetsick discussed the tennis and fitness membership fees. Total dues and fees would increase from \$321.00 to \$535.00 and family dues would increase from \$428.00 to \$642.00. Removing the food and beverage minimum the total commitment on the day of sign up is going down. The Social Membership dues and fees of \$107.00 will increase to \$375.00.

Mr. Fetsick noted the important aspects of making the Summer Membership only one year is to try to drive revenue and decision making to go into a different class.

Mr. Ludmerer stated the idea of the Summer Membership change in rates is good and suggested the single rate should be 60% - 70% of a family rate. He suggested considering what the percentage is put it in the fee structure. He noted the Summer Membership is an extended Trial Membership and suggested increasing the dues after one year to 50% higher. The Board questioned adding another membership category. Ms. Evans noted the Membership Committee will go back and discuss these options.

Mr. Barnebey noted there are rulemaking requirement the District must go through in order to make changes to membership and policies. Ms. Carvalho noted once the District goes through the Public Hearing of rulemaking to put a provision that rates may change from

year to year and it will go back to the Board so the District does not have to go through the process of rulemaking multiple times during the year if there are changes to any rates that impact the residents.

Ms. Evans noted the last slide of her presentation includes topics of discussion for the next meeting. A discussion took place about the Rulemaking process. Per the existing Rules of Procedure for the District is outlines that the Club Manager has the authority to modify rates up to 25%. It was discussed that Ms. Evans might not need Board approval because they are rolling the \$250.00 food and beverage minimum up and is less than the 25% outline in the Rules of Procedure. If the Club ends the Summer Golf Membership after one year that is a material change that needs approved via rulemaking process. Mr. Barnebey stated the Membership Committee can sell Summer Memberships and tell the buyers that the Board is in the process of modifying the Rules of Procedure as it relates to membership amount and categories and stated to the members that the Club will not allow Summer Members to do another Summer Membership after this year.

The District Manager will proceed with the advertisement for Rulemaking to hold a public hearing in April to coincide with the meeting.

## **FIFTH ORDER OF BUSINESS**

### **Other Business**

#### **Staff Reports**

District Counsel- Mr. Barnebey reviewed the 2 litigations. The District tried to get one case settled and it was rejected. This is on the case regarding foreclosure. The second case is Mr. Dowdell case, and Mr. Barnebey is hopeful for a resolution to be made in the next month but it is up to the Court.

District Engineer- Not Present.

District Manager-

Ms. Carvalho stated the Board should have received a notice the District will have a Special Workshop with Fawley Bryant scheduled for February 19, 2021. It can be attended via zoom or in person at the Varsity Club.

Another workshop is scheduled for March 2, 2021 which will be via zoom or the Varsity Club. Also, she stated the next scheduled Board of Supervisors' Meeting is March 12, 2021 and at least three Board Members must be in person.

Mr. Barnebey requested Ms. Carvalho send the Board Resolution 2020-01 which was the initial Rule Making Resolution that was adopted by the Board.

General Manager & Director of Finance Report

Management Discussion & Analysis Report

Mr. Fetsick provided a financial overview of the financing of the District. The Budget process starts in April for the approval of the proposed Budget for Fiscal Year 2022.

Mr. Ludmerer requested the Financials of the General Fund Budget to Actual be prepared for future meetings.

Ms. Evans discussed the Operations Surcharge.

Mr. Fetsick presented Payment Authorizations #37-40.

ON MOTION by Mr. Ludmerer, seconded by Mr. DiPaolo, with all in favor, the Board ratified Payment Authorizations #37-40.

## **SIXTH ORDER OF BUSINESS**

### **Supervisor Requests**

Mr. DiPaolo would like to request a Finance Volunteer Group to consist of Mr. DiPaolo, Mr. Ludmerer, and Mr. Fetsick to work together on the Capital Expense Budget. This Finance Volunteer Group will be subject to the Sunshine Law.

ON MOTION by Mr. Case, seconded by Ms. Dickson, with all in favor, the Board appointed Mr. DiPaolo, Mr. Ludmerer, and Mr. Fetsick to the Finance Volunteer Group.

For the Charter Amendment, Mr. DiPaolo suggested to change the legislation as it relates to Sunshine Law. Mr. Barnebey will investigate this matter and request.

## **SEVENTH ORDER OF BUSINESS**

### **Adjournment**

Mr. Case requested a motion to adjourn the meeting at 4:42 p.m.

ON MOTION by Ms. Pagano, seconded by Mr. Ludmerer, with all in favor, the Friday, February 12, 2021 Board of Supervisors' Meeting for University Park Recreation District was adjourned 4:42 p.m.

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Secretary / Assistant Secretary

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Chairperson / Vice Chairperson

# **University Park Recreation District**

Consideration of the Minutes of the February  
19, 2021 Board of Supervisors' Workshop  
Meeting

**MINUTES OF MEETING**

**UNIVERSITY PARK RECREATION DISTRICT  
WORKSHOP MEETING**

**Friday, February 19, 2021 at 10:00 a.m. via zoom and onsite at  
7671 The Park Blvd, University Park, FL 32401**

Board Members present at roll call:

James Case	Chairperson
Steve Ludmerer	Vice Chairperson
Sally Dickson	Assistant Secretary
Bill DiPaolo	Treasurer
Karen Pagano	2 <sup>nd</sup> Vice Chairperson

Also, Present:

Venessa Ripoll	Assistant District Manager- PFM Group Consulting, LLC (via zoom)
Mark Barnebey (via zoom)	District Counsel- Blalock Walters Law Firm
Laurie Evans	General Manager- Country Club
Curtis Nickerson	Director of Properties & Facilities- Country Club
John Fetsick	Director of Finance- Country Club
John Scott	Fawley Bryant Architecture
Emmett Gregory	Fawley Bryant Architecture
Aaron Jacobson	Kimley Horn & Associates
Chris Ciantaglione	Kimley Horn & Associates

Various Members of the General Public (via zoom)

**FIRST ORDER OF BUSINESS**

**Organizational Matters**

**Call to Order and Roll Call**

The meeting was called to order at 10:06 a.m. by Mr. Case. Those in attendance are outlined above.

**SECOND ORDER OF BUSINESS**

**Opening Comments**

Mr. Case provided opening remarks for the workshop meeting. He recognized Ms. Pagano and Ms. Evans for the latest Newsletter edition.

He asked each person present to introduce themselves.

### **Public Comments**

There were no public comments at this time.

### **THIRD ORDER OF BUSINESS**

### **Discussion**

#### **Fawley Bryant, Our Master Planning Consultants**

The Fawley Bryant team gave as Power Point Presentation on their 30-day findings. They started looking at major site plans and options for potential phasing. This will be a conversation presentation. They will identify potential uses and locations. The next phase would be shaping and molding what the elements look like.

The following are items of discussion:

1. Casual dining
2. Bookstore, cybercafé, book club
3. Fitness, tennis
4. Garden center & farmers markets
5. Understanding special identities and unique landmarks
6. Designing for social interaction
7. Public green space
8. Residential Identity
9. Functional space to serve public and private transport
10. Mixed use space for all ages

Mr. Gregory discussed the gathering spaces would consist of smaller spaces for intimate gatherings and larger spaces for programmed events and larger community group events. He also touched in the connections between the various activity spaces which should be clear, safe, and enjoyable. He also discussed the realignment tree drive. Fawley Bryant Team heard the entry lacks a sense of arrival. Their plan is to clean up the entry drive and strengthen the connection from the entry to the site and the fitness center and the rest of the Club. There are two potential options for this.

He discussed a potential location for a pet zone and dog run area. He discussed the Championship Tennis Court area. He further explained a potential location for open flexible space behind the fitness center as well as a croquet space, yoga space, and space for fitness classes.

He discussed a relocation of the golf activities and explained the potential location of the pro shop and entry and drop off for bag drop along with circulation. The vision is to consolidate the golf activities into one space next to the practice tees and putting range to consolidate the golf cart activity in this location. The plan shows 55 golf carts and one of the questions they asked the Board is how much staging the RD needs for golf carts space. Mr. Case asked how they plan to reconcile tractor trailer access with the bag drop area. Mr. Gregory responded the existing alley between the cart barn and the Varsity Club will remain in place to maintain access for food deliveries and drop off. Ms. Evans asked how they will get down to golf course maintenance. The Fawley Bryant Team members is making sure those pathways exist and that the plan does not block them off.

Mr. Gregory identified parcel L as a great opportunity for the location of pickleball. Mr. Case asked him to speak to keeping the current mature landscaping from the site of the street and the importance of making sure that canopy stays mature because residents do not want to drive by and see pickleball activities. Mr. Gregory discussed the mature landscape vegetation. They will be as selective as possible with potential removal of trees. Once they get into the design of the pickleball a survey will be done regarding the site to fine tune the layout and try to avoid as many trees as possible from removal. They will come back and enhance as needed with additional vegetation to screen it from the road. Parcel L is intended to stay wooded as much as possible. A discussion took place regarding the popularity of pickleball. Mr. Gregory discussed the walking trails on Parcel L that people may use for exercise. He suggested wrapping the lake and centering activity around the lake.

The architects discussed the areas of restaurants, shops, and activity. They discussed the book swap area which might include book signing events and hosting book clubs and a discussion took place about a possible community garden.

Mr. Ludmerer asked if the Fawley Bryant Team thought it was too busy and if there is enough space for residents to be comfortable. They stated when the plan begins to have traction the team can space amenities out if they feel there is need to do so but the idea is to open up the space to the beautiful views and utilize the space to the best potential.

A question was raised about the relocation of the Pro Shop. Fawley Bryant proposed moving the golf operations closer to the existing cart barn. There is currently golf cart parking behind the Varsity Club. The Varsity Club needs more activity and will expand so a suggestion was made to relocate the golf carts or do a new golf cart storage building and Fawley Bryant Team explained the concept for the building. The Pro Shop would be located near it. Renovations will be done in strategic phasing to make sure it maintains the ability for the Club to stay open and functional during all of this.

A question was raised about parking between #25 and #24 on the map. Fawley Bryant identified 40 parking spaces between three locations and there would be an additional 45

parking spaces. There is opportunity for expansion if needed. A discussion took place about employee parking. Fawley Bryant suggested adding a drop off location which would make the Varsity Club feel more connected and provide ADA parking and drop off access.

The Fawley Bryant Team discussed #5 which is being identified as an outdoor Living Room and it could feature multiple firepit areas. A discussion took place about the outdoor dining space and expanding the outdoor covered space to create a climate-controlled space.

Fawley Bryant suggested pulling off the connection from #9 and direct the cart traffic along the back of the site. A discussion took place about how to utilize the space currently occupied by the Pro Shop once it moves to its final location. It was suggested to possibly put a casual bar area in that location or the future grab and go market. It shares a prominent outdoor space with the outdoor dining and a bar might be a good fit for that space.

A discussion took place regarding fitness and tennis and a possible tennis Pro Shop. As well as a possible café.

Fawley Bryant also suggested a studio space for fitness. Ms. Dickson asked about the cost associated with expanding the fitness center and adding salon and massage services as well as a fitness space. Fawley Brant stated it is less expensive to renovate existing space. It could be the same as new small buildings depending how much sitework and infrastructure has to be done. A discussion took place about creating a building and renting it to the third party. It was discussed that salon personnel are contractors and usually rent their own space which would contribute to the finances of the Club.

Mr. Ludmerer asked about the yellow dotted line on the map. This depicts the current Parcel L. Fawley Bryant's concept does not work without Parcel L. They would not be able to expand parking, walking trails, and a lot of the area outside the water's edge without taking into consideration Parcel L. A discussion took place regarding cost savings.

Fawley Bryant presented some options on the drive through the District. They discussed biking to transportation and promote the use of golf carts and bikes to limit parking issues which can be done with design to include bike racks and locks. A discussion took place about possible installation car charging stations since residents are less than a mile from home. The opportunity to increase parking is an immediate need to investigate.

Fawley Bryant commented on the inclusion of the outdoor flexible space. The site is already open for that use and Fawley Bryant would just move forward on developing. If there is a need for pickleball immediately there is potential to put it in Parcel L or convert one of the tennis courts. Discussion ensued regarding this option.

Fawley Bryant was asked to discuss the phasing and converting a tennis court to a pickleball court until a permanent pickleball court was established. A discussion took place about short term and long-term benefits. They are hopeful that this would be a short-term fix.

Fawley Bryant discussed the walking trails on Parcel L. They also discussed the updates to the bar and expand or replace the outdoor dining with a more climate-controlled dining area. They propose to clean up the hardscape and simplify it keeping in mind the long-term Master Plan.

Mr. Case stated what they are planning with the outdoor dining and bar area is a great idea. Enhancing and expanding the Varsity Club would be very welcome and adding a sports bar. There is not that much traffic with those venues functioning simultaneously. Fawley Bryant indicated the Master Plan creates a vision and it is a roadmap to where the District could go in the future. The original Master Plan and the final product can be different due to the change of needs. A discussion took place about whether to install the sports bar. Once the area near the lake becomes the hub most people would want to be there. The Board had many questions about options placements of various bars and amenities.

Fawley Bryant described some estimated pricing as follows:

1. \$20,000.00 - \$30,000.00 for furniture
2. \$80,000.00 - \$200,000.00 for firepit
3. \$35,000.00 – per pickleball court
4. \$100,000.00 - \$250,000.00 for the outdoor fitness area and flex space
5. \$300,000.00 - \$500,000.00 for parking
6. \$50,000.00 - \$60,000.00 for clearing and walking trails.
7. \$250.00 - \$300.00 per square foot for vertical construction costs
8. \$250.00 - \$300.00 per square foot for infrastructure
9. \$120.00 - \$150.00 per square foot for renovations
10. \$70.00 - \$90.00 per square foot for metal buildings

Fawley Bryant created Phase 1 of the Master Plan within the current assessment levels. The goal of this meeting is to ensure the first day needs meet the Board's expectations of what they would like to see moving forward for Phase 1. Fawley Bryant will have more accurate numbers moving forward as the Master Plan develops. Fawley Bryant can help the District figure out short term and long term needs and if the District goes forward with the Master Plan Fawley Bryant has to hire surveyors, electrical engineers etc. and go through a design phase which is outside the Master Plan. Fawley Bryant wants to make sure they are working with the District's budget and schedules.

Mr. Case stated he sees too much hardscape. Fawley Bryant will investigate the pedestrian paths and the way they interact.

The Audience provided comments via the chat.

Fawley Bryant indicated the kitchen would not be expanded. Ms. Evans thinks the kitchen can handle the volume it will receive, and it will be a matter of managing the food service hours. A discussion took place about the area.

Mr. Gibson asked about the existing dining and banquet area vs. the planned expansion for the Varsity Club which he supports. One of the problems with the current dining banquets area is that it is small and cut up in an L shape. It's difficult to host larger events and hard to have a group meeting for people in all rooms to hear what is going on. He asked about flipping the dining banquet facilities over to the Varsity Club and putting all the functions of the Varsity Club into what the dining and Lakeside room area. Fawley Bryant stated the Varsity Club has admin, restrooms, and perhaps a bar area so it is not that big and if it is cut in half it will be smaller than the event space.

A resident asked about the parking to the right of courts 10 and 11. Is there a way to put an entrance and utilize that parking for everything related to tennis, fitness, pickleball, bike parking and make that a main entrance to the campus for that portion of the District? Fawley Bryant thought that was a great idea.

The Board asked any resident who doesn't get their questions answered during the presentation to send an email with their questions.

A resident asked if the locker room restroom have 4 stalls. Fawley Bryant stated there is space to do that.

A resident asked about the swiftness of installing the pickleball courts and where the final location will be. Fawley Bryant's goal is to get them in their final location right away because it is more efficient. The chat stated they do not want Pickleball to be mixed with tennis location even if temporary. A discussion took place about the trails and the materials for their use. There were suggestions about installing benches.

The Board discussed option 1 vs. option 2 on the entry way roadway. There were concerns about option 2 and the safety for pedestrians. Fawley Bryant is willing to remove one of the pedestrian crossings to elevate concerns.

The Board will contact Ms. Evans by Monday with their feedback on the presentation, how they would prioritize the projects that were presented.

A discussion took place about the potential for a salon and massage. The activation and the plan for a building it is one thing and having a plan for it to be there is another thing. A suggestion was made for individuals not to get caught up in deciding if they want a salon space because that can be decided much later but the importance is deciding if the

building needs to be there. Fawley Bryant sees for buildings for the village space but it might be adjusted once completed. The final 30 days presentation the team can finalize the numbers and decide the first steps regarding phases.

Fawley Brant will distribute the first 30 days presentation with the interactive components.

**FOURTH ORDER OF BUSINESS**

**Adjournment**

Mr. Case requested a motion to adjourn the workshop meeting at 12:42 p.m.

ON MOTION Mr. Case, seconded by Mr. Ludmerer, with all in favor, the Friday, February 19, 2021 Board of Supervisors' Workshop Meeting for University Park Recreation District was adjourned 12:42 pm.

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Secretary / Assistant Secretary

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Chairperson / Vice Chairperson

# **University Park Recreation District**

Consideration of the Minutes of the March 4,  
2021 Finance Volunteer Group Workshop  
Meeting

## **MINUTES OF MEETING**

### **UNIVERSITY PARK RECREATION DISTRICT FINANCE VOLUNTEER GROUP WORKSHOP MEETING Wednesday, March 4, 2021 at 10:00 a.m.**

Board Members present at roll call:

Bill DiPaolo  
Steve Ludmerer

Also Present:

John Fetsick

Meeting was called to order at 10:00 a.m. by Mr. DiPaolo.

The purpose of the group is to produce guidelines and methods for the accumulation of capital expense funds. Various methods to achieve the objectives were discussed along with a broad review of financial targets.

The meeting was adjourned at 11:35 a.m.

# **University Park Recreation District**

Membership Dues, Categories, Access and  
other considerations – Overview

# University Park Country Club

Membership Discussion  
March 12, 2021

# MEMBERSHIP DISCUSSION OUTLINE

- Mission, Vision, Core Values
- Membership Categories, Current & Recommended
- Membership Dues, Current & Recommended
- Initiation Fees, Current & Recommended
- Trail Fees, Current & Recommended
- Competitive Considerations
- Food & Beverage
- Flexible Membership Options
- Financial Impact

## Our Mission

- Deliver to members and guests ever evolving lifestyle experiences that are engaging and inclusive by providing exemplary service, facilities and amenities.

## Our Vision

- To be the preeminent gathering place for members and guests to meet, socialize and enjoy lifestyle opportunities that exceed their expectations in a modern club environment, that enhances our residential community.

## Our Core Values

- Values that are truly important direct the decisions we make, define our character, and preserve what is special about our Club. They are:
  - Integrity, Trust & Mutual Respect – Acting ethically in the best interests of our members, staff and community.
  - Quality – Striving to be the best that we can be in all that we do.
  - Fiscal Responsibility and Transparency – Openly communicating our financial position and ensuring that operating budgets and reserves are sufficient to meet the current and future needs of the Club.
  - Environmental stewardship – Commitment to preserving our natural landscape and considering the environmental impact of our decisions.

# Membership Categories

- Current:

- Full
- ~~Junior Executive~~
- Tennis
- ~~Sports~~
- ~~Twilight Tennis~~
- Social/Resident

- Recommended:

- Full—spouse receives annual social access pass
- Racquets—single tennis members with spouse/partner must add an annual social access pass - \$500. Lowest membership for pickleball
- Social/Resident—Social single no longer offered – one combined category

# Membership Dues Family

Family	2021 Actual			2022 Recommended		
	Dues	F&B	Total	Dues	F&B	Total
Full	\$ 8,554	\$ 900	\$ 9,454	\$ 9,500	\$ -	\$ 9,500
Junior Executive	4,278	900	5,178	-	-	-
Tennis/Racquets	3,510	900	4,410	4,250	-	4,250
Sports	2,023	900	2,923	-	-	-
Twilight Tennis	1,368	900	2,268	-	-	-
Social/Resident	883	900	1,783	1,200	-	1,200

# Membership Dues Single

Single	2021 Actual			2022 Recommended		
	Dues	F&B	Total	Dues	F&B	Total
Full	\$ 6,710	\$ 450	\$ 7,160	\$ 7,500	\$ -	\$ 7,500
Junior Executive	3,355	450	3,805	-	-	-
Tennis/Racquets	2,629	450	3,079	3,250	-	3,250
Sports	1,392	450	1,842	-	-	-
Twilight Tennis	976	450	1,426	-	-	-
Social/Resident	536	450	986	-	-	-

# Membership Dues- Competitive Considerations

	Full			Racquets			Social	
	Family	Single		Family	Single		Family	Single
<b>UPCC- Recommended</b>	<b>9,500</b>	<b>7,500</b>		<b>4,250</b>	<b>3,250</b>		<b>1,200</b>	<b>n/a</b>
<b>Meadows</b>	<b>11,280</b>	<b>9,023</b>		<b>4,720</b>	<b>3,775</b>		<b>2,533</b>	<b>2,026</b>
<b>Palm Aire</b>	<b>9,636</b>	<b>8,184</b>		<b>3,792</b>	<b>3,072</b>		<b>2,472</b>	<b>1,980</b>
<b>Sara Bay</b>	<b>10,534</b>	<b>n/a</b>		<b>n/a</b>	<b>n/a</b>		<b>1,387</b>	<b>n/a</b>
<b>Laurel Oak</b>	<b>12,264</b>	<b>9,912</b>		<b>5,028</b>	<b>4,008</b>		<b>2,844</b>	<b>n/a</b>
*Each also has a Food & Beverage minimum in addition to dues ranging from \$300-\$1,200.								

# Initiation Fees

	<b>2021</b>	<b>2022</b>
	<b>Actual</b>	<b>Recmn'd</b>
<b>Full</b>	<b>\$ 5,000</b>	<b>\$ 7,500</b>
<b>Junior Executive</b>	<b>2,500</b>	<b>-</b>
<b>Tennis/Racquets</b>	<b>1,375</b>	<b>3,000</b>
<b>Sports</b>	<b>1,250</b>	<b>-</b>
<b>Twilight Tennis</b>	<b>750</b>	<b>-</b>
<b>Social/Resident</b>	<b>500</b>	<b>1,000</b>

# Initiation Fees- Competitive Considerations

	<b>Full</b>		<b>Racquets</b>		<b>Social</b>
<b>UPCC- Recommended</b>	<b>7,500</b>		<b>3,000</b>		<b>1,000</b>
<b>Meadows</b>	<b>3,000</b>		<b>1,000</b>		<b>1,000</b>
<b>Palm Aire</b>	<b>7,500</b>		<b>1,250</b>		<b>750</b>
<b>Sara Bay</b>	<b>12,000</b>		<b>n/a</b>		<b>n/a</b>
<b>Laurel Oak</b>	<b>20,000</b>		<b>1,500</b>		<b>1,200</b>

# Trail Fees

Trail Fees		Resident		Non-Resident	
		Family	Single	Family	Single
<b>Current</b>					
	<b>Annual</b>	<b>\$ 1,598</b>	<b>\$ 1,252</b>	<b>\$ 2,500</b>	<b>\$ 1,960</b>
<b>Recommended</b>					
	<b>Annual</b>	<b>\$ 2,000</b>	<b>\$ 1,600</b>	<b>\$ 3,000</b>	<b>\$ 2,400</b>

<b>Laurel Oak</b>	<b>\$ 4,000</b>	<b>\$ 3,600</b>
<b>Palm Aire</b>	<b>\$ 2,250</b>	<b>\$ 1,575</b>

# Food & Beverage

- Food & Beverage minimum waived for all membership categories
- All members receive 20% discount on à la carte F & B charges
  - Non-members pay standard menu prices
  - Potential for new F & B revenue = \$70,000 based on 2020 non-member sales of \$350,000.
- Introduce a Frequent Dining Program
  - All members receive a 10% annual account credit, up to \$1000, on all Food and Beverage spend over \$500.
  - Rewards members who support the club most
  - This incentive spending would have resulted in \$66,000 in member credits in 2020.

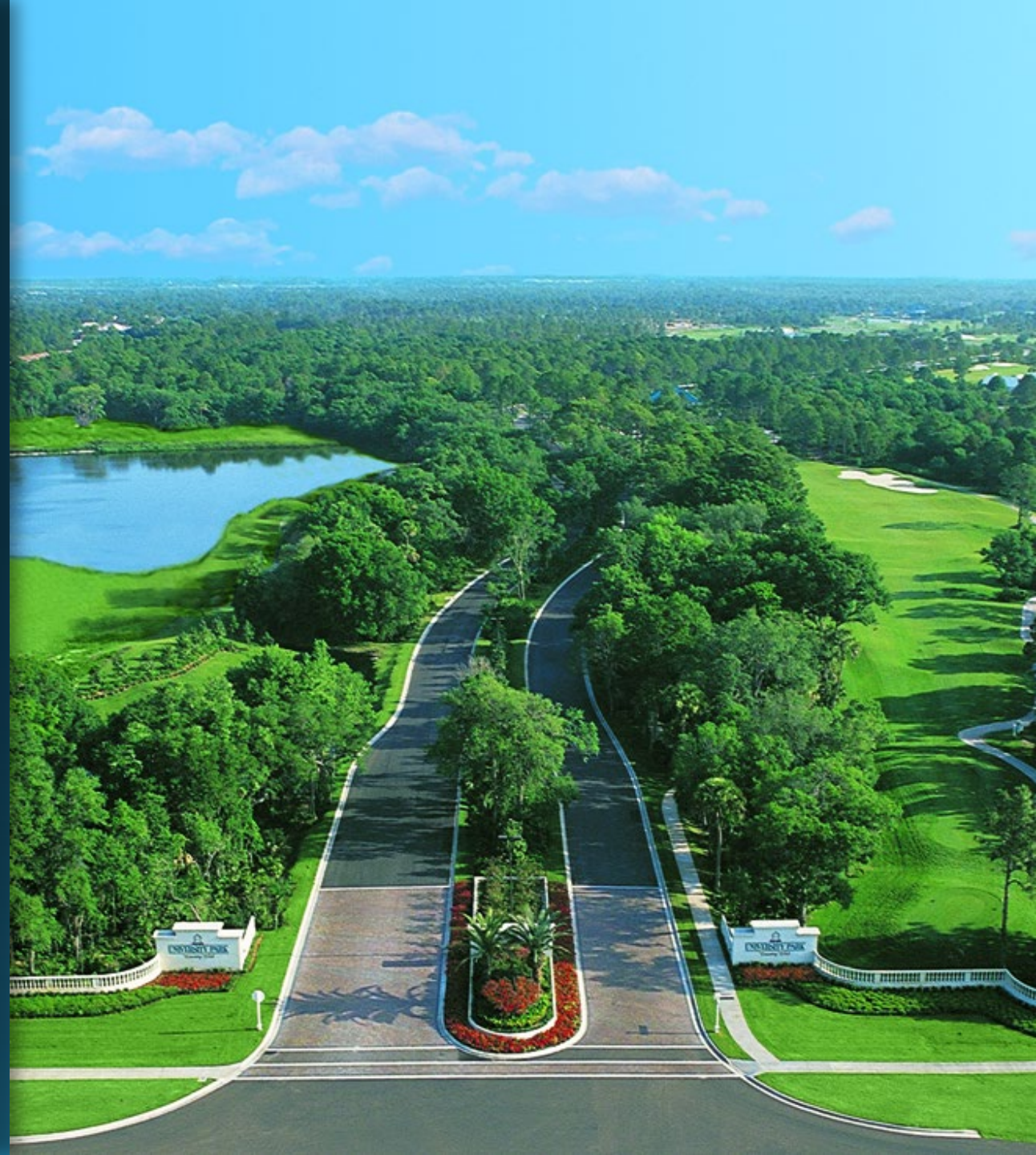
# Creating Flexible Options!

- Add an Annual Fitness Center Pass
  - Full Member Spouse- \$300
  - Social- \$500
- Purchase a Players Golf Card
  - Members Only
  - \$950 for ten (10) 18-hole golf rounds
- Add an Annual Range Pass
  - Racquets- \$300
  - Social- \$450
- Add an Annual Social Access Pass
  - Single Racquets - \$500

# Estimated Financial Impact-Summary

	Calendar 2020	Worse Case	Most Likely Case	Best Case
OPERATING REVENUE	\$7,629,000	\$7,353,000	\$7,801,000	\$8,248,000
OPERATING EXPENSES	<u>7,641,000</u>	<u>7,467,000</u>	<u>7,567,000</u>	<u>7,641,000</u>
<b>NET OPERATING RESULTS Surplus (Deficit)</b>	<b>\$(12,000)</b>	<b>\$(114,000)</b>	<b>\$234,000</b>	<b>\$607,000</b>
<b>CAPITAL ALLOCATION TOTAL</b>	<b><u>\$220,000</u></b>	<b><u>\$670,000</u></b>	<b><u>\$733,000</u></b>	<b><u>\$795,000</u></b>
Detail:				
Initiation Fees	220,000	320,000	345,000	370,000
Outside Golf fees		175,000	200,000	225,000
		175,000	188,000	200,000

**A ROADMAP TO AN  
EXCITING AND  
FINANCIALLY  
SUSTAINABLE  
FUTURE!**



**University Park  
Recreation District**

Consideration of Proposals for the Golf Course  
Maintenance Project for Summer 2021  
(under separate cover)

# **University Park Recreation District**

Monthly Board of Supervisors Reports

# **University Park Recreation District**

Update on the Website Development with the  
UPCAI

# **University Park Recreation District**

Consideration of Amendment to the Water  
Agreement with UPCA  
(under separate cover)

# **University Park Recreation District**

## Management Discussion & Analysis Report

University Park Recreation District  
Management Discussion & Analysis Report  
As of February 28, 2021

## **Overview**

The positive news about COVID-19 vaccine availability and the expanding number of fully vaccinated members and residents is reflected in the increased traffic we are experiencing at the restaurant and the continued high volume of traffic on the golf course. The optimism these trends generate must continue to be tempered by the reality that we have not yet overcome the threat posed by COVID-19 for unvaccinated individuals as well as the unknown impact the new variants may have on those who are fully vaccinated.

The golf course was very busy in February with high demand driven by members and outside players alike. Member rounds continue to increase month over month as compared to previous years. Additionally, we have seen virtually no rate resistance to the increase that went into effect on February 1<sup>st</sup> and most tee times are sold daily.

Food and beverage sales at The Park Grille have shown no sign of slowing down and special dining and take-out events continue to sell out. The shift to more themed dining events has met the demand for social events that member events previously filled. To go food service remains strong and the culinary team continues to improve this process through efficiencies in preparation, packaging, and distribution.

The tennis courts, once empty after 2:00 pm are now bustling throughout the day with special events, scheduled to fill the competitive league void, tennis instruction and pickleball on clay! The popularity of outdoor fitness classes continues to build, and more and more members are returning to personal training.

The Varsity Club remains closed for all activities until such time as COVID-19 conditions warrant. The Card Room will be used temporarily as office space for the PBM staff during the former Sales Office renovations beginning March 26<sup>th</sup>. The renovations will take approximately 90 days.

## **Strategic Planning**

The Fawley Bryant Architecture team presented their 60-Day findings at an RD Workshop on March 2<sup>nd</sup>. Input generated at that workshop will be incorporated into a revised plan which will be presented to the board on March 9<sup>th</sup> at which time consensus should be reached regarding the direction for the plan. The Fawley Bryant team are scheduled to present a final version of the Master Plan to the Board on or about April 2<sup>nd</sup> which will then be presented to members and residents at a Town Hall meeting in early April.

The strategic planning group membership team has been meeting regularly with management, focused on current and future membership classes, access, and price structure. A fully

University Park Recreation District  
Management Discussion & Analysis Report  
As of February 28, 2021

developed membership plan will be presented to the Board at the March 12<sup>th</sup> meeting. That report will be included in the meeting agenda package which will be posted on the RD website.

### **Food and Beverage**

The Food and Beverage team continue to find ways to engage members and guests within the confines of the current COVID-19 restrictions. February events included a Valentine's Day dinner and themed Sunday Brunch, Chinese New Year Dinner and a Mardi Gras themed dinner event. The Superbowl to Go business was brisk, the best ever!

The expansion of our outdoor dining space has not only driven more lunch and dinner business, but there has also been a dramatic increase in the number of golfers who are staying after their round to enjoy beverages and snacks. This trend appears to support the opinion expressed by many golfers that they want to remain outside after a round of golf in a casual atmosphere.

### **Golf**

Despite the continued success of full tee sheets, and exceeding the February Budget in revenue and total rounds, we experienced a decrease to prior year in revenue and, to a lesser degree, total rounds. This is due to the mix between member and outside rounds. In February, member rounds increased 638 over prior year and outside rounds decreased 935 over prior year. As the number of member rounds increases, the total number of rounds available to sell to the public decreases. In addition to the impact this has on greens fees, as the number of Trail Fee member rounds increase, the revenue opportunity for cart fee revenue also decreases. We are closely monitoring these trends to determine if this is a COVID-19 effect or a long-term trend that will need to be considered and budgeted for.

Participation in the women's and men's golf associations continues to increase as members stay close to home and engage in activities in a safe environment with fellow members.

### **Membership**

Membership sales in February continue to be strong with 4 Full, 2 Tennis and 1 Twilight Tennis memberships sold. Trial membership sales are very popular with a total of 27 Trial Full members currently enrolled.

Summer membership sales will begin soon with an early start date of April 16<sup>th</sup> for those who commit by March 31<sup>st</sup>. We are optimistic that the increased pricing structure will not deter golfers who have enjoyed this membership in the past given the new format which does not include a food and beverage minimum.

University Park Recreation District  
 Management Discussion & Analysis Report  
 As of February 28, 2021

		Full	Tennis	Sports	Social	Soc / Res - Cmty Reard	Twiligh t Tennis	Jr. Exec.	Change in Annual Mbrs	Trial Full	Trial Ten/Fit	Trial Fit/Soc c	Trial Social	Sum Golf	Sum Tennis	Sum Dining	Change in Other Mbrs	Required Community Memberships	
<b>2020 Totals</b>		291	106	79	208	459	8	3	1154	7	7	3	4	0	0	0	21	823	
Jan 2021	1/8	4	-1	-3	-1	6	1		6	14	1	2	2				19	8	7 Soc/Res, 1 Tennis
	2/5	2			-2	0	1		1	2	-1	1	-1				1	3	1 Soc/Res, 1 Full, 1 Twi Ten
	2/15		2		-1	-1			0	2	-2						0	1	1 Soc/Res
<b>NEW</b>	2/25	2		-1	-2	0	1		0	2							2	5	5 Soc/Res
<b>Total Members</b>		299	107	75	202	464	11	3	1161	27	5	6	5	0	0	0	43	840	

University Park Recreation District  
Management Discussion & Analysis Report  
As of February 28, 2021

**Statements of Operations (as of January 31, 2021):**

SUMMARY STATEMENT OF OPERATIONS	FY2021	FY2021	FY2021	FY2021
Description	YTD Actual	YTD Budget	YTD Variance	Budget
<b>REVENUE:</b>				
MEMBERSHIP DUES	\$ 1,093,208	\$ 1,125,521	\$ (32,313)	\$ 3,490,674
GOLF OPERATIONS	1,126,667	856,464	270,203	2,525,706 (a)
TENNIS & FITNESS CENTRE	21,190	21,544	(354)	67,806
RESTAURANT INCOME	556,213	658,123	(101,910)	1,721,582 (b)
OTHER INCOME	-	-	-	5,000
<b>TOTAL REVENUE</b>	<b>\$ 2,797,278</b>	<b>\$ 2,661,652</b>	<b>\$ 135,626</b>	<b>\$ 7,810,768</b>
<b>EXPENSES:</b>				
PAYROLL & RELATED:				
GOLF OPERATIONS	\$ 175,696	\$ 190,104	\$ (14,408)	\$ 536,990
TENNIS & FITNESS CENTRE	67,745	71,904	(4,159)	208,375
RESTAURANT	397,222	411,140	(13,918)	1,181,409
GOLF COURSE MAINTENANCE	466,221	491,268	(25,047)	1,426,398
GENERAL & ADMINISTRATIVE	381,187	377,425	3,762	1,088,773
<b>TOTAL PAYROLL &amp; RELATED</b>	<b>\$ 1,488,071</b>	<b>\$ 1,541,841</b>	<b>\$ (53,770)</b>	<b>\$ 4,441,945</b>
DIRECT EXPENSES:				
GOLF OPERATIONS	\$ 246,952	\$ 205,354	\$ 41,598	\$ 598,782
TENNIS & FITNESS CENTRE	30,849	40,475	(9,626)	119,681
RESTAURANT CGS	267,221	241,413	25,808	665,791 (b)
RESTAURANT OPER EXP	149,424	163,996	(14,572)	425,426
GOLF COURSE MAINTENANCE	434,626	419,073	15,553	1,186,312
GENERAL & ADMIN	164,103	123,418	40,685	315,472 (c)
PROPERTY INSURANCE	62,468	65,844	(3,376)	197,532
OTHER	34	4,720	(4,686)	14,160
<b>TOTAL DIRECT EXPENSES</b>	<b>\$ 1,355,677</b>	<b>\$ 1,264,293</b>	<b>\$ 91,384</b>	<b>\$ 3,523,156</b>
<b>OPERATING INCOME/(LOSS)</b>	<b>\$ (46,470)</b>	<b>\$ (144,482)</b>	<b>\$ 98,012</b>	<b>\$ (154,333)</b>
INITIATION FEES & OTHER	185,122	124,075	61,047	159,250
OPERATIONS RECOVERY SURCHARGE (1/1/21-9/30/21)	38,525	39,720	(1,195)	361,710
<b>SUB-TOTAL</b>	<b>\$ 177,177</b>	<b>\$ 19,313</b>	<b>\$ 157,864</b>	<b>\$ 366,627</b>
RD GOVERNANCE- REVENUE	2,328			-
RD GOVERNANCE- DISTRICT MANAGEMENT	(23,333)			(70,000)
RD GOVERNANCE- LEGAL	(30,055)			(35,000) (d)
RD GOVERNANCE- OTHER	(43,774)			(112,090) (e)
	(94,834)	-	-	(217,090)
<b>SURPLUS FOR OTHER RD NEEDS</b>	<b>\$ 82,343</b>	<b>\$ 19,313</b>	<b>\$ 157,864</b>	<b>\$ 149,537</b>

University Park Recreation District  
Management Discussion & Analysis Report  
As of February 28, 2021

- (a) \$270k increase over Budget due to 4,298 more rounds than budgeted, including 2,052 outside rounds, and aggressive pricing.
- (b) Continued impact of COVID-19, particularly no Banquet events. Higher COGS is due to “To Go” Service costs vs. traditional indoor dining and fewer dining events with higher profit margins (e.g., special events and Sunday brunch).
- (c) G&A expenses include legal expenses related to a 401(k) Plan matter (\$17k) & Trademarks (\$10k) and Strategic Planning Consulting (Jack Sullivan)(\$7k).
- (d) Legal includes \$7k of Club Operations expenses, \$4k related to FY2020 paid in FY2021, that will be reimbursed by the Club to the General Fund. Actual expense of \$23k includes \$17k of General Representation and \$6k of Lien Litigation matters.
- (e) FY2021 YTD expenses include unique/unbudgeted expenses for the Election (\$13k) and Accounting (\$6k) which will smooth out variance to Budget over the balance of the FY.

**Revenue Flash Report (as of February 28, 2021):**

	February			YTD			
	Actual	Budget	Variance	Actual	Budget	Variance	
MEMBERSHIP DUES	\$ 280,410	\$ 285,331	\$ (4,921)	\$ 1,373,618	\$ 1,410,852	\$ (37,234)	
GOLF OPERATIONS	401,173	354,778	46,395	1,527,840	1,211,242	316,598	(a)
TENNIS & FITNESS CENTRE	7,129	7,382	(253)	28,319	28,926	(607)	
RESTAURANT OPERATIONS	147,221	179,441	(32,220)	703,434	837,564	(134,130)	(b)
<b>TOTAL OPERATING REVENUE:</b>	<b>\$ 835,933</b>	<b>\$ 826,932</b>	<b>\$ 9,001</b>	<b>\$ 3,633,211</b>	<b>\$ 3,488,584</b>	<b>\$ 144,627</b>	
INITIATION FEES & OTHER INC	22,363	4,400	17,963	207,484	128,475	79,009	(c)
OPERATIONS RECOVERY SURCHARGE	38,475	39,855	(1,380)	77,000	79,575	(2,575)	
<b>TOTAL OTHER REVENUE:</b>	<b>\$ 60,838</b>	<b>\$ 44,255</b>	<b>\$ 16,583</b>	<b>\$ 284,484</b>	<b>\$ 208,050</b>	<b>\$ 76,434</b>	
<b>TOTAL REVENUE:</b>	<b>\$ 896,771</b>	<b>\$ 871,187</b>	<b>\$ 25,584</b>	<b>\$ 3,917,695</b>	<b>\$ 3,696,634</b>	<b>\$ 221,061</b>	

- (a) \$317k over Budget YTD due to aggressive outside pricing and substantially more rounds, as outlined below:

Member Rounds	4,364	4,315	49	20,860	18,565	2,295
Outside Rounds	3,921	3,705	216	17,743	15,475	2,268
	8,285	8,020	265	38,603	34,040	4,563

- (b) Reflects continued impact of COVID-19 on restaurant sales, notably banquet events, as well as the deferral of the F&B minimum spend to December 2021 (generally recorded as revenue in December).

University Park Recreation District  
Management Discussion & Analysis Report  
As of February 28, 2021

- (c) Reflects new membership sales for the five months ending February 2021. Although net membership dues have decreased overall, new memberships (the basis for Initiation Fees) have exceeded Budget.

**University Park  
Recreation District**

Ratification of Payment Authorizations # 41-42

# University Park Recreation District

2/1/2021

Payment Authorization No. 41

## O&M - General Fund Expenses

<u>Vendor</u>	<u>Invoice</u>	<u>Description</u>	<u>Amount</u>
Blalock Walters	40896-013-13	Country Club Operations December 2020	\$ 1,713.15
Blalock Walters	40896-014-13	V. Rodger B. Dowdell, JR. & Linda A. Dowdell	\$ 517.50
Blalock Walters	40896-016-12	V. Patricia Lester	\$ 472.50
Blalock Walters	40896-000-26	General Representation	\$ 4,622.40
Vglobal Tech	2335	ADA Website Maintenance	\$ 208.33
PFM	113630	Billable Expenses	\$ 123.38
Suplee, Shea, Cramer, & Rocklein, P.A.	100746	Voting Tabulation and Verification for Election	\$ 1,639.00

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O&M - General Fund Expenses Total	\$ 9,296.26
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Asst. Secretary/Secretary

 2/1/2021  
\_\_\_\_\_  
Asst. Treasurer

# University Park Recreation District

2/17/2021

Payment Authorization No. 42

## O&M - General Fund Expenses

<u>Vendor</u>	<u>Invoice</u>	<u>Description</u>	<u>Amount</u>
Vglobal Tech	2413	ADA Website Maintenance	\$ 208.33
Amazon Capital Services	1779-QMRJ-1NGW	Zoom Meeting Equipment - USB Ethernet Adapter	\$ 89.11
University Park Country Club	UPRD - 689035	Reimbursement for Bradenton Herold Invoices	\$ 558.09
PFM	OE-EXP-12-49	November 2020 - Fedex	\$ 17.72
PFM	OE-EXP-01-45	December 2020 - Postage	\$ 2.70
PFM	OE-EXP-02-48	January 2021 - Fedex	\$ 17.27
PFM	DM-01-2021-0046	District Management Fee: January 2021	\$ 5,833.33
PFM	DM-02-2021-0047	District Management Fee: February 2021	\$ 5,833.33
Blalock Walters	40896-013-14	Country Club Operations - January 2021	\$ 352.50
Blalock Walters	40896-014-14	V. Rodger B. Dowdell, JR. & Linda A. Dowdell	\$ 967.50
Blalock Walters	40896-016-13	V. Patricia Lester	\$ 135.00
Blalock Walters	40896-000-27	General Representation - January 2021	\$ 6,210.26

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O&M - General Fund Expenses Total	\$ 20,225.14
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Asst. Secretary/Secretary

 2/17/2021  
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Asst. Treasurer