

**MINUTES OF MEETING**

**UNIVERSITY PARK RECREATION DISTRICT  
STRATEGY WORKSHOP MEETING**

**Tuesday, September 14, 2023**

**11:00 a.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
Steve Ludmerer	Treasurer / 2 <sup>nd</sup> 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 zoom)
Marisa Powers	Blalock Walters - District Counsel
John Fetsick	General Manager - Country Club
Kristine Szarkowitz	Communication Leader

**FIRST ORDER OF BUSINESS**

**Organizational Matters**

**Call to Order and Roll Call**

The meeting was call to order at 11:00 a.m. by Ms. Dickson. Those in attendance are outlined above.

**SECOND ORDER OF BUSINESS**

**Discussion**

1. Confirmation of alignment on objectives for Capital Improvement Projects.
  
2. Communications
  - i. Team Member Responsibilities and Key Spokespeople for All Referendum Communication
  
  - ii. Mr. Murphy provided an overview of the three phases of communication plan and the responsible party for delivering/ presenting the message and content.

3. Ambassador Program objectives

4. Board Rehearsal Suggestions

5. Discussion about revised renderings and updated project cost.

**THIRD ORDER OF BUSINESS**

**Continuance**

ON MOTION by Ms. Dickson, with all in favor, the September 14, 2023, Strategy Workshop Meeting of University Park Recreation District was continued at 1:44 p.m. to Tuesday, September 19, 2023, from 3:00PM to 7:00PM.



Secretary / Assistant Secretary



Chairperson / Vice Chairperson