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The Monthly Meeting of the Strategic Planning Committee of the University Park Recreation District will be held on **Wednesday, December 10, 2025 at 3:00 pm** at the Business Offices located at 8301 The Park Boulevard, University Park, FL 34201 and or virtually.

Meeting ID: 873 9095 1556 **Passcode:** 765455

Join meeting via Zoom:

<https://us02web.zoom.us/j/87390951556?pwd=8vthWiardxaNmhNnXQevsA35GKZVGr.1>

Strategic Planning Committee Meeting Agenda

Updated 12/8/2025

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 Committee]

Staff Update

1. John Fetsick providing RFP update

Old Business

2. Review draft communication to UPCA Board
3. Review of UPCA/UPRD/PBM organizational structure poster concept. Identify a way to measure the efficacy of this concept.

New Business

4. Identify a list of topics for gaining support for future actions of the board to improve the club including but limited to; the development of a strategic plan, updating/implementation of the master plan, the financial value that we derive from the RD beyond the low cost bond including savings on sales tax and property tax.
5. Discuss other ideas to increase engagement of members and residents as we develop the strategic plan and update/implement the master plan.
6. Discuss idea of a charitable donation to a scholarship fund that fulfills the initiation fee for a Racquets membership.

Next Meeting Scheduled

Date	Meeting Type	Time	Location	Note
January 14, 2025	Strategic Planning Committee Meeting	3:00 pm	Business Office	In person or by Zoom

Strategic Planning Committee Member Agenda Requests & Public Comments

Adjournment

**Committee Member Feedback on Draft Communication to
UPCAI Board**

Jennifer Brown

From: Steve.Swanson@universityparkrd.com
Sent: Saturday, November 29, 2025 3:52 PM
To: Jennifer Brown
Subject: Re: Action Needed: Review UPCA Communication

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Jennifer...

Please see my changes below. Having input is a good idea, but having approval means voting in some manner, which has already been done.

“We would like to have a few minutes on the agenda to update the HOA board about our interest in creating a strategic planning process that ideally would provide a conduit for our residents to have input and approval of the strategic plans. We believe that although the HOA and the Club have been established as two separate legal entities we serve the same community. We feel that it would be of great benefit to have our two organizations work together to engage the UP community in the strategic planning process.

On 11/13/2025 4:22 PM EST Jennifer Brown <jbrown@universitypark-fl.com> wrote:

Committee Members please do not reply all to this email.

Dear Strategic Planning Committee,

Following up from yesterday’s meeting, Jim Freedman has prepared a draft for communication with the UPCA Board. Please review the following and send any feedback to me directly for discussion at the next Strategic Planning Committee meeting on 12/10.

“We would like to have a few minutes on the agenda to update the HOA board about our interest in creating a strategic planning process that ideally would provide a conduit for our residents to have input and approval of the strategic plans. We believe that although the HOA and the Club have been established as two separate legal entities we serve the same community. We feel that it would be of great benefit to have our two organizations work together to engage the UP community in the strategic planning process. “

Please send any comments or revisions to me only.

Best,

Jennifer

Jennifer Brown

Executive Assistant to the General Manager

& Human Resources Director

Park Boulevard Management, LLC

Serving: University Park Country Club & UPCA

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University Park, Florida 34201

jbrown@universitypark-fl.com

Office: 941-355-3888 ext. 260

Please make note of my new email address and name change in your contacts. Thank you!

**Committee Member Feedback on UPCA/UPRD/PBM
Organizational Structure Poster**

Jennifer Brown

From: BARBARA SOMMA <bsomma@msn.com>
Sent: Thursday, November 13, 2025 12:00 PM
To: Jennifer Brown
Subject: Strategic Planning Meeting Follow Up

Follow Up Flag: Follow up
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Hi Jennifer,

At yesterday's Strategic Planning Committee meeting, John agreed to posting information on how the RD/Community are organized and work together. We agreed the posting needed an inviting title. These are my thoughts:

Be In the Know!
Ever Wondered?

Also think the poster should have contact information if someone has questions.

Appreciate your help.
Barbara Somma

Sent from my Verizon, Samsung Galaxy smartphone