

MINUTES OF MEETING

UNIVERSITY PARK RECREATION DISTRICT STRATEGIC PLANNING COMMITTEE SPECIAL MEETING

Monday, October 20, 2025

3:00 pm

Business Offices

8301 The Park Boulevard, University Park, FL 34201

Strategic Planning Committee Members present in person or via Zoom:

Jim Freedman	Chair
Ronni Loundy	Vice-Chair
Barbara Somma	Secretary
Ken Schreder	Committee Member
Steve Swanson	Committee Member

Also, present in person or via Zoom:

Sally Dickson	Chair – UPRD Board of Supervisors
John Fetsick	General Manager – University Park Country Club
Vivian Carvalho	District Manager – PFM Group Consulting LLC
Kwame Jackson	Assistant District Manager – PFM Group Consulting LLC
William McMahon, Sr.	Founder - McMahon Group, Inc.
David Dew	Vice President of Club Consulting - McMahon Group, Inc.

FIRST ORDER OF BUSINESS

Organizational Matters

Call to Order, Roll Call

The meeting was called to order at approximately 3:00 pm. Those in attendance are outlined above.

Public Comments

No members of the public requested to speak during the public comment period.

SECOND ORDER OF BUSINESS

**Review of McMahon Group
Strategic Planning Proposal**

The Committee reviewed the McMahon Group’s strategic planning proposal, with David Dew and William P. McMahon, Sr. presenting an overview of the firm’s methodology, experience with private clubs and community districts, and the proposed phased approach to strategic planning. The discussion addressed the distinction between a strategic plan and a master plan, emphasizing that the strategic plan focuses on long-term direction, governance, financial sustainability, member experience, and prioritization, while physical facilities are addressed within a broader strategic framework. The presenters outlined the four proposed phases, including foundational alignment, member survey research, strategic plan development, and board and member engagement. Committee members asked clarifying questions regarding scope, timeline, member engagement, survey fatigue, governance considerations, and how previous surveys and capital planning efforts would be incorporated. The discussion also acknowledged the unique structure of the Recreation District, recent capital investments, and the importance of transparency and member communication throughout the process.

The next upcoming meeting:

Date	Meeting Type	Time	Location	Note
November 12, 2025	Strategic Planning Committee Meeting	3:00 pm	Business Office	In person or by Zoom

Strategic Planning Committee Member Requests & Public Comments

Committee members discussed next steps, including the anticipated scheduling of initial planning meetings, the importance of aligning committee and board expectations, and ensuring clear communication to the membership regarding the purpose and value of the strategic planning effort.

No additional public comments were offered.

Adjournment

The meeting was adjourned at approximately 4:30 pm.