

MINUTES OF MEETING

UNIVERSITY.PARK.RECREATION.DISTRICT.
STRATEGIC PLANNING COMMITTEE MEETING
Wednesday, February 11, 2026
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	Member
Steve Swanson	Member

Also, present in person or via Zoom:

Sally Dickson	Chairperson – University Park Recreation District
John Fetsick	General Manager – University Park Country Club
Sydney Johnson	Communications Director – University Park Country Club
Kwame Jackson	Assistant District Manager - PFM

Various audience members

FIRST ORDER OF BUSINESS

Organizational Matters

Call to Order, Roll Call, Pledge of Allegiance

The meeting was called to order at approximately 3:00 pm by Ronni Loundy. Those in attendance are outlined above with all committee members present in person. A quorum was confirmed.

Public Comments

No public comments were made.

SECOND ORDER OF BUSINESS

Business Matters

CONSULTANT RFP UPDATE

John Fetsick provided a status update following approval and advertisement of the Strategic Planning Consultant RFP.

He reported that three major consulting firms intend to submit proposals: McMahon Group, GGA Partners (partnering with Peacock and Lewis), and Strategic Club Solutions. McMahon Group, which previously presented to the committee, is expected to resubmit under the revised RFP terms.

RFP submissions will close on February 20, 2026, with a public opening scheduled for 12:15 pm that same day. The anticipated award date is March 13, 2026.

The committee agreed to hold a workshop during the week of March 2 to review proposals prior to making a recommendation to the Board.

John Fetsick will distribute all proposals electronically following the public opening.

THIRD ORDER OF BUSINESS

COLLABORATION WITH UPCA

John Fetsick and Jim Freedman provided an update regarding discussions with Tom Christopher, President of UPCA. Mr. Christopher expressed interest in having the UPCA Board and Chair Council participate in the strategic planning process.

The committee discussed the value of meaningful participation and collaborative engagement throughout the process. It was noted that the Chair Council may assist in encouraging resident participation in upcoming surveys and engagement initiatives.

Barbara Somma suggested clarifying participation roles and expectations to ensure alignment and a productive working relationship among the entities.

The committee expressed support for coordinated involvement of UPCA and the Chair Council in the strategic planning process.

FOURTH ORDER OF BUSINESS

JOINT COMMUNICATIONS
PROJECT UPDATE: UPRD, UPCA,
& PBM

Ronni Loundy provided an update on the development of joint communication materials intended to clarify the roles, responsibilities, and benefits of UPRD, UPCA, and PBM.

It was noted that communications efforts remain temporarily paused pending finalization and legal review of the Mutual Cooperation Agreement. The committee discussed whether inclusion of the Mutual Cooperation Agreement in joint materials was necessary or whether it could create confusion or additional questions if circulated prematurely. The committee agreed that communications initiatives will resume following the UPRD Board election.

Sydney Johnson, Communications Director, and Dawne Waite, Graphics Administrator, recommended utilizing flyers or brochures rather than posters for community outreach to improve portability and distribution flexibility.

The committee discussed developing informational materials outlining the financial and structural benefits of the district and proposed scheduling a workshop to refine RD benefit materials and determine presentation form.

Action Items:

Committee members will submit RD benefit materials to Sydney Johnson for compilation in advance of the workshop.

FIFTH ORDER OF BUSINESS

MEMBERSHIP DEMOGRAPHICS & STRATEGY

Jim Freedman led a discussion regarding membership demographics and long-term strategy.

The Committee Input Summary included in the meeting packet was referenced during discussion to support the conceptual review of membership categories and long-term demographic trends.

Recent analysis conducted through the Finance Committee, including review by Paul Fay, indicates that approximately 35% of full golf members are over the age of 75. The committee discussed long-term revenue considerations and emphasized the importance of validating assumptions with data.

The committee agreed that demographic and usage analysis should continue through the Finance Committee and that findings should be incorporated into the broader strategic planning framework.

SIXTH ORDER OF BUSINESS

ONLINE FEEDBACK SYSTEM

John Fetsick provided an overview of a proposed survey software solution from Club Insights to collect event feedback and ongoing member sentiment.

The committee discussed integrating a member feedback portal into the club's website and mobile application.

Action.Items¿

John Fetsick and Barbara Somma will meet with Club Insights on February 16, 2026, at 11:00 am. The goal is to launch a member feedback portal on the website and app by the March meeting.

SEVENTH ORDER OF BUSINESS

LOW-COST AMENITIES FOR SOCIAL MEMBERS

Jim Freedman presented discussion concepts related to potential low-cost amenities appealing to social members, including bocce ball, cornhole, and horseshoes.

Bocce courts were discussed as a potential option, with consideration given to possible placement near Courts 10 and 11.

The committee agreed to explore feasibility and emphasized that any new amenity should include organized member-run programming to support sustained engagement.

EIGHTH ORDER OF BUSINESS

CONCEPT OF ANNUAL COMMUNITY TOWN HALL MEETING

Ronni Loundy and Greg Selep led discussion regarding reinstating an annual community town hall meeting to improve transparency and communication among UPRD, UPCA, and PBM.

The committee discussed logistical considerations, including venue capacity and cross-entity coordination. Alternate venue options may be explored if necessary.

The committee unanimously supported reinstating an annual community town hall meeting.

Action.Items¿

Greg Selep volunteered to coordinate logistics and develop a proposed agenda and format for the first town hall meeting.

Next Meeting Scheduled

Date	Meeting Type	Time	Location	Note
March 11, 2026	Strategic Planning Committee Meeting	3:00 PM	Business Offices	In person or by Zoom

Strategic Planning Committee Member Requests & Public Comments

Committee members were asked to review the RFP submissions once distributed following the February 20, 2026 public opening and to provide input in advance of the March workshop (pending scheduling).

A committee member noted that further discussion of the Senior Membership concept remains pending. It was also stated that the committee is awaiting additional data and that the Finance Committee continues to evaluate the financial framework associated with the concept. No formal proposal has been introduced at this time.

There were no public comments.

Adjournment

The meeting was adjourned at approximately 4:32 pm.