

MINUTES OF MEETING

UNIVERSITY PARK RECREATION DISTRICT STRATEGIC PLANNING COMMITTEE SPECIAL MEETING

Date: Monday, March 30, 2026

Time: 12:00 PM

***Location: Lakeside Dining Room
7671 The Park Blvd, University Park, FL 34201***

Strategic Planning Committee Members Present:

- Jim Freedman, Chair
- Ronni Loundy, Vice Chair
- Barbara Somma, Secretary
- Ken Schreder, Member

Also Present:

- Greg Selep, Secretary, University Park Recreation District
- John Fetsick, General Manager, University Park Country Club
- Ryan Davies, Strategic Club Solutions (SCS) attended via phone
- Various members of the public (6 present)

FIRST ORDER OF BUSINESS

Call to Order, Roll Call, and Pledge of Allegiance

The meeting was called to order at 12:00 PM, by Jim Freedman
Roll call was conducted, and a quorum was confirmed.

Public Comment

- Steve Ludmerer asked how a retreat with members of the Recreation District and Strategic Club Solutions (SCS) would be held in compliance with Sunshine Laws.
- Barbara Somma requested that the Mission, Vision, and Values statement be reviewed and that a statement focused on employees be added.

SECOND ORDER OF BUSINESS

Approval of Minutes – March 5, 2026 Special Meeting

The Committee reviewed the minutes from the March 5, 2026, special meeting.

Motion: Jim Freedman

Second: Ken Schreder

Vote: Approved unanimously (4-0)

THIRD ORDER OF BUSINESS

Strategic Club Solutions (SCS) Engagement – Scope Review and Refinement

The Committee discussed the proposed scope of services submitted by Strategic Club Solutions (SCS), including alignment with current strategic planning efforts and identification of potential revisions.

Summary of Discussion:

- SCS explained that over the summer, they will review currently available data, including member and employee surveys and focus group discussions, in order to avoid duplicating previously completed efforts. To prevent duplication, after the “Discovery Phase,” SCS will return with a revised proposal identifying any additional information needed.
- SCS will discuss various marketing and business models during the planning process, including consolidation of membership levels.
- To comply with Sunshine Laws, retreats would be open to the public. Attendees would include the Recreation District Board, Strategic Planning Committee, and a representative from the Finance Committee.
- There was discussion regarding the HOA/Club structure. SCS has experience working with clubs utilizing this business model and understands that the Club is managed through a Recreation District. University Park has 1,201 homes, of which 325 are not required to be members based on when their homes were built. Of these, approximately 200 have chosen to be members. It was also noted that one neighborhood, Henley, is outside of the main property.
- It was requested that the needs of members by age group, including seniors, intermediate, and younger members, be considered.
- Questions were raised regarding how to ensure that information about the project is adequately communicated. It was confirmed that there is sufficient email access to those who would be involved or impacted by the project. The possibility of utilizing neighborhood council members for communication was also suggested. The varying neighborhood real estate values would be considered as part of the discussion.
- The inclusion of non-resident members in information gatherings will also be considered.

FOURTH ORDER OF BUSINESS

Strategic Planning Committee Vacancy

The open Strategic Planning Committee seat will be discussed and voted upon at the March 31, 2026, Recreation District Board meeting.

Action Items:

- At the next meeting, the inclusion of staff in the Mission, Vision, and Values statement will be discussed.

NEXT MEETING

Date	Meeting Type	Time	Location	Note
April 8, 2026	Strategic Planning Committee Meeting	3:00 PM	Business Offices	In person or by Zoom

Committee Member Requests/Comments

None.

Public Comment

None.

ADJOURNMENT

The meeting was adjourned at 1:09 PM.