

MINUTES OF MEETING

UNIVERSITY PARK RECREATION DISTRICT STRATEGIC PLANNING COMMITTEE MEETING

Date: Wednesday, April 8, 2026

Time: 3:00 PM

Location: Business Offices or via Zoom

8301 The Park Boulevard, University Park, FL 34201

Strategic Planning Committee Members Present:

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

Also Present (in person and via zoom):

- John Fetsick, General Manager – University Park Country Club
- Sydney Johnson, Communications Director - University Park Country Club
- Tom Christopher, UPCA Board President
- Members of the Public

FIRST ORDER OF BUSINESS

Call to Order, and Roll Call

The meeting was called to order at 3:03 PM by Mr. Freedman.
Roll call was conducted, and a quorum was confirmed.

Public Comment

No public comments were made.

SECOND ORDER OF BUSINESS

Approval of Minutes – March 30, 2026 Special Meeting

The Committee reviewed the minutes from the March 30, 2026 special meeting.

Motion: Ronni Loundy

Second: Ken Schreder

Vote: Approved unanimously (5-0)

THIRD ORDER OF BUSINESS

Mission, Vision & Core Values – Initial Discussion

The Committee engaged in initial strategic discussions to inform the upcoming Strategic Club Solutions planning process.

The Committee reviewed the existing Mission, Vision, and Core Values, including materials previously developed and those provided by the University Park Community Association (UPCAI).

Discussion included:

- Incorporating language addressing employee treatment and expectations
- Reinforcing the relationship between staff experience and member experience
- Evaluating phrasing such as “premier gathering place” for clarity and measurability
- Emphasizing the organization’s role in enhancing resident lifestyle
- Considering alignment across entities while recognizing distinctions between the Club’s hospitality function and the Recreation District’s governance role

Committee Direction:

- Committee members will provide individual feedback for consolidation
- Core Values should incorporate employee-focused language
- Strategic Club Solutions will facilitate refinement with broader stakeholder input

FOURTH ORDER OF BUSINESS

Recreation District Value & Resident Communication Strategy

The Committee reviewed materials outlining the financial and operational value associated with the Recreation District structure, including tax savings and bond financing advantages.

Discussion included:

- Significant resident confusion regarding the roles of UPCA, UPRD, and Park Boulevard Management
- The need for simplified and consistent messaging for residents, realtors, and prospective buyers
- The effectiveness of current communication channels and opportunities to expand reach
- Prior efforts to develop an informational video explaining the organizational structure

The Committee acknowledged communication constraints specific to the Recreation District, including Sunshine Law requirements and opt-in limitations for public communications, as compared to more flexible HOA communication channels.

Committee Direction:

- Develop a clear and concise communication piece explaining Recreation District benefits
- Utilize multiple communication platforms, including website, newsletters, and email
- Revisit and reconsider distribution of the previously developed organizational video
- Include communication strategy enhancements within the Strategic Club Solutions scope of work

Action Item:

- Sydney Johnson and Ronni Loundy will collaborate to develop communication materials; Don Sheets to also provide feedback to Sydney

- Paul Fay will provide supporting financial data and definitions

FIFTH ORDER OF BUSINESS

Senior Membership & Potential Intermediate Membership Categories

The Committee discussed potential membership category enhancements to better serve evolving demographics and long-term membership sustainability.

Discussion included:

- Senior membership options for aging members, including reduced dues and limited play
- Intermediate membership opportunities to attract younger demographics and support long-term membership growth
- Considerations related to membership caps, revenue impact, and utilization
- Opportunities to evaluate existing membership structures

Committee Direction:

- Committee consensus supported moving forward with the creation of an advisory subcommittee, with Ken Schreder identified to serve as Chair
- Strategic Club Solutions will provide benchmarking data and industry comparisons

NEXT MEETING

Date	Meeting Type	Time	Location	Note
May 13, 2026	Strategic Planning Committee Meeting	3:00 PM	Business Offices	In person or by Zoom

Committee Member Requests/Comments

Mr. Schreder requested an update regarding the consultants (Strategic Club Solutions). John Fetsick gave a verbal update. Discussion included:

- Expected Board consideration and approval in April 2026
- Contract review currently in progress
- Anticipated scope including stakeholder outreach, benchmarking, and strategic analysis

The Committee expressed general support for proceeding with the consultant engagement.

Public Comment

Public comments:

Gail Klein – Commented that the community should not be viewed or positioned as a traditional country club, noting that she believes residents primarily value the residential environment and may not align with a country club model.

ADJOURNMENT

Motion: Don Sheets

Second: Ronni Loundy

Vote: Approved unanimously (5-0)

The meeting was adjourned at 4:36 PM.