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The committee meeting of the **Strategic Planning Committee of the University Park Recreation District** will be held on **Wednesday, May 13<sup>th</sup> 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>

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**One tap mobile**

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**Join instructions**

[https://us02web.zoom.us/meetings/87390951556/invitations?signature=O4vIWrvJH1OH7UfeWWfXAuGnQ7Go2KpvPe\\_gSzKcMas](https://us02web.zoom.us/meetings/87390951556/invitations?signature=O4vIWrvJH1OH7UfeWWfXAuGnQ7Go2KpvPe_gSzKcMas)

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## **Strategic Planning Committee Meeting Agenda**

### **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)

### **Administrative Matters**

- Approval of Meeting Minutes (4/8/2026)

**Business Matters**

**1. Strategic Club Solutions (SCS) Strategic Planning Kickoff Presentation**

- *Presenter: Strategic Club Solutions Representatives*
  - Introduction of the Strategic Club Solutions team and engagement scope
  - Overview of strategic planning process, timeline, and anticipated deliverables
  - Discussion regarding committee involvement, expectations, and next steps
  - Opportunity for committee questions and feedback

**2. Follow-Up: Recreation District Benefits Communication Initiative**

- *Presenter: Ronni Loundy*
  - Discussion of messaging strategy to educate residents on the benefits of the University Park Recreation District
  - Review of any proposed communication materials or timeline

**3. Follow-Up: Membership Program Evaluation & Recommendations**

- *Presenter: Ken Schreder*
  - Update regarding formation of a working group to evaluate potential membership program options
  - Discussion of membership models and potential recommendations for Board consideration
  - Review of any preliminary findings or concepts

**4. Review of Existing Mission, Vision, and Values Statements**

- *Presenter: SCS & Committee*
  - Review previously developed mission, vision, and values statements
  - Discussion regarding whether the statements continue to reflect the Club’s evolution and future direction
  - Consideration of overarching principles to guide strategic decision-making

**Next Meeting Scheduled**

<b>Date</b>	<b>Meeting Type</b>	<b>Time</b>	<b>Location</b>	<b>Note</b>
June 10, 2026	Strategic Planning Committee Meeting	3:00 pm	Business Offices	In person or by Zoom

**Strategic Planning Committee Member Requests & Public Comments**

**Adjournment**

**Approval of Meeting Minutes  
(4/8/2026)**

## **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

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### **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.

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#### **Public Comment**

No public comments were made.

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### **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)

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### **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

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## **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**

<b>Date</b>	<b>Meeting Type</b>	<b>Time</b>	<b>Location</b>	<b>Note</b>
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.