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The committee meeting of the **Strategic Planning Committee of the University Park Recreation District** will be held on **Wednesday, July 8th 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

One tap mobile
+13052241968,,87390951556#,,,,*765455# US
+19292056099,,87390951556#,,,,*765455# US (New York)

Join instructions
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 (6/10/2026)

Business Matters

1. **Strategic Club Solutions (SCS) Strategic Planning Update**
   - *Presenter: Strategic Club Solutions Representatives*
     - Brief recap of member and resident focus group findings
     - Project progress update since the previous committee meeting
     - Upcoming milestones and project timeline
     - Discussion of any challenges or roadblocks
     - Committee questions and discussion

2. **Follow-Up: Resident Education & Awareness Materials**
   - *Presenter: Ronni Loundy*
     - Status update regarding informational brochure
     - Discussion regarding revisions and more RD Board direction.

3. **Follow-Up: Membership Trends & Strategic Considerations**
   - *Presenter: Ken Schreder*
     - Update regarding efforts to evaluate membership-related opportunities and challenges

4. **Follow-Up: Realtor Insights Survey Initiative**
   - *Presenter: Jim Freedman*
     - Update of survey concept developed with David Murphy
     - Review objective and subjective real estate market data

5. **Committee Membership Update**
   - *Presenter: Greg Selep*
     - Update on Strategic Planning Committee vacancies
     - Overview of the Board's process and timeline for committee appointments

Next Meeting Scheduled

Date	Meeting Type	Time	Location	Note
August 12, 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
06/10/2026

<u>MINUTES OF MEETING</u>

UNIVERSITY PARK RECREATION DISTRICT
STRATEGIC PLANNING COMMITTEE MEETING
Wednesday, June 10, 2026
3:00 PM
Business Offices
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 (via Zoom)

Strategic Planning Committee Members Absent:

Don Sheets	Member

Also Present (in person and via Zoom):

Greg Selep	Secretary, UPRD Board of Supervisors
Sydney Johnson	Communications Director, University Park Country Club
Ryan Doerr	Strategic Club Solutions
Rob Schlingman	Strategic Club Solutions
Tom Christopher	President, UPCAI Board of Directors
Members of the Public	

FIRST ORDER OF BUSINESS **<u>Organizational Matters</u>**

Call to Order and Roll Call

The meeting was called to order at 3:00 PM by Mr. Freedman. Roll call was conducted, and a quorum was confirmed with three committee members present in person. One member joined via zoom. One member was absent.

Public Comment

No public comments were made at this time.

SECOND ORDER OF BUSINESS **<u>Administrative Matters</u>**

Approval of Minutes – May 13, 2026 Meeting

The Committee reviewed the minutes from the May 13, 2026 Strategic Planning Committee Meeting.

On MOTION by Ms. Loundy, seconded by Ms. Somma, with all in favor, the May 13, 2026 Strategic Planning Committee Meeting Minutes were approved unanimously (4-0).

Establishing Initial Staggered Term Assignments

The Committee discussed the Charter requirement for staggered committee terms and the need to establish an initial process for assigning one-year and two-year terms to current Committee members.

Discussion included voluntary assignments, potential randomized selection methods, continuity of committee expertise, and timing considerations related to the upcoming strategic planning retreat.

Mr. Freedman volunteered to serve the initial one-year term ending in September 2026. Committee members discussed the importance of establishing a transparent and repeatable process for future appointments and vacancies.

Committee members expressed support for having the Board provide direction regarding the initial term assignments and discussed the benefit of having any new committee members seated prior to the strategic planning retreat. Strategic Club Solutions noted that overlap between outgoing and incoming committee members could be accommodated if necessary.

Committee Direction:
The Committee agreed that the matter should be forwarded to the Board for consideration and determination. All resumes should be considered by the board.

Action Items:
Greg Selep to assist in preparing materials for Board consideration regarding the establishment and ratification of the initial staggered term assignments.

THIRD ORDER OF BUSINESS **<u>Business Matters</u>**

Strategic Club Solutions Strategic Planning Engagement Update

Ryan Doerr and Rob Schlingman provided an update regarding the Strategic Planning engagement timeline and upcoming project milestones.

Mr. Doerr reported that focus groups remain scheduled for June 15 through June 17, 2026, and that approximately 100 participants have registered, with participation levels currently within anticipated ranges. SCS advised that following completion of the focus groups, a summary report will be prepared and member and employee surveys will be developed for anticipated distribution at the end of July. Survey analysis is expected to occur in mid-August, followed by a strategic planning retreat in late August or early September, implementation planning in early October, and preparation of a final strategic plan draft by the end of October.

Committee discussion focused heavily on ensuring participation opportunities are extended to non-member residents. Members noted that approximately 125 households within University Park are not club members and emphasized the importance of including those residents in both focus group and survey efforts while maintaining appropriate segmentation of data.

Discussion also included the use of HOA communication channels, neighborhood chairs, and community leadership to increase participation and awareness. Committee members stressed the importance of maximizing survey participation and clearly differentiating the upcoming strategic planning survey from previous community surveys conducted within the last year.

SCS advised that survey responses can be segmented to distinguish between member and non-member perspectives and indicated that supplemental outreach efforts could be considered if participation from non-member residents is determined to be insufficient.

Committee Direction:
Focus groups shall proceed as scheduled. Staff and SCS shall evaluate participation opportunities for non-member residents and continue efforts to maximize community involvement.

Action Items:
Sydney Johnson to review focus group registration data and coordinate supplemental outreach if necessary.

Strategic Club Solutions to provide communication strategy recommendations and survey promotion materials.

FOURTH ORDER OF BUSINESS **Follow-up: Resident Education & Awareness [UPRD Structure Benefits/Responsibilities]**

Ms. Loundy and Ms. Johnson presented a draft informational brochure intended to educate residents regarding the Recreation District, its governance structure, responsibilities, and benefits.

Committee members reviewed the draft and provided feedback regarding readability, accessibility, content clarity, and future distribution opportunities. Discussion included revisions to improve readability when printed, clarification regarding district assessment authority, refinement of Sunshine Law language, and opportunities to encourage resident engagement with committee and board members.

The Committee discussed potential distribution methods including realtor packets, new member orientation materials, Club administrative offices, the business center, neighborhood chair networks, and HOA communication channels.

Committee Direction:
Staff will revise the brochure based on Committee feedback and prepare an updated version for further review.

Action Items:
Sydney Johnson to revise brochure language and design elements.

Greg Selep to provide additional comments and recommendations and assist with Coordination of review with HOA leadership prior to broader distribution.

FIFTH ORDER OF BUSINESS **Community Engagement & Stakeholder Participation Discussion**

The Committee discussed opportunities to strengthen collaboration between the Recreation District, the HOA, and community leadership groups in support of the strategic planning process.

Discussion included utilizing neighborhood chairs as communication ambassadors, identifying community champions to encourage participation, promoting future survey efforts, and leveraging existing HOA communication channels to improve awareness and engagement.

Tom Christopher discussed opportunities to collaborate with HOA leadership and noted that neighborhood chairs and committee networks may serve as valuable communication partners throughout the strategic planning process.

Committee Direction:
Continue collaborative outreach efforts with UPCAI and community leadership organizations.

Action Items:
Tom Christopher to identify potential community champions and outreach opportunities.

Greg Selep and Jim Freedman to coordinate informational materials for future neighborhood chair meetings for UPRD Chairperson's report.

SIXTH ORDER OF BUSINESS **Follow-Up: Membership Trends & Strategic Considerations**

Mr. Schreder provided a brief update regarding ongoing membership evaluation efforts.

The Committee was advised that Mr. Schreder will be meeting with Strategic Club Solutions regarding membership trends, opportunities, and strategic considerations on June 22, 2026.

Updates will be provided at the next meeting.

SEVENTH ORDER OF BUSINESS **Realtor Insights Survey Initiative**

Mr. Freedman presented an overview of a proposed realtor outreach initiative intended to gather feedback regarding factors influencing home purchase decisions within University Park and competing communities.

Discussion included changing buyer demographics, community positioning, amenity expectations, competitive market considerations, and opportunities to better understand how prospective buyers evaluate University Park.

Strategic Club Solutions representatives indicated that realtor feedback could provide valuable supplemental information to support the broader strategic planning process.

Committee members also discussed opportunities to expand objective real estate analysis to include surrounding Sarasota and Manatee County communities with an emphasis on country club communities.

Committee Direction:
Continue development of realtor outreach efforts as supplemental strategic planning research.

Action Items:
Jim Freedman to coordinate outreach efforts with area realtors.

Barbara Somma to assist with objective market analysis and related research efforts.

Survey findings to be shared with Strategic Club Solutions upon completion.

Next Meeting Scheduled

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

Committee Member Requests/Comments

Committee members discussed potential quorum challenges for the July meeting and possible alternatives should attendance become an issue, including conversion to a workshop format or rescheduling if necessary.

Committee members discussed the status of the Member Connect initiative and requested an update regarding future implementation plans.

Additional discussion included options for forwarding District email communications to personal email accounts to improve accessibility and responsiveness for Committee members.

The Committee also discussed attendance concerns related to absent committee member and requested that staff reach out to ensure they remain informed regarding future meetings and committee activities.

Action Items:

Sydney to follow up with John Fetsick regarding the status of the Member Connect platform.

Sydney to contact Don Sheets regarding future Committee participation and engagement.

Public Comment

No public comments were made at this time.

Adjournment

On MOTION by Ms. Loundy, seconded by Ms. Somma, with all in favor (4-0), the meeting was adjourned at approximately 4:08 PM.