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The committee meeting of the **Strategic Planning Committee of the University Park Recreation District** will be held on **Wednesday, August 12th 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

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 (*July 8, 2026*)

Business Matters

1. **Introduction of New Committee Members, Establishment of Roles**
   - *Presenter: District Management, District Counsel*
     - Welcome and introduction of newly appointed committee members
     - Review and establishment of Committee roles, Ethics and Sunshine Law requirements, records responsibilities, and meeting procedures.

2. **Strategic Club Solutions (SCS) Strategic Planning Update**
   - *Presenter: Strategic Club Solutions Representatives*
     - Member survey participation and closeout update following the August 10 deadline.
     - Preliminary observations, analysis schedule, and next deliverables.
     - Strategic planning retreat timing, participants, and preparation requirements.
     - Discussion of current challenges, risks, roadblocks, and any Board direction needed.

3. **Review of Outstanding Committee Priorities and Work Plan**
   - *Presenter: Committee Discussion*
     - Confirm and establish priority initiatives, responsible Committee leads, expected deliverables, and reporting cadence.

Next Meeting Scheduled

Date	Meeting Type	Time	Location	Note
September 9, 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

(*July 8, 2026*)

<u>MINUTES OF MEETING</u>

UNIVERSITY PARK RECREATION DISTRICT
STRATEGIC PLANNING COMMITTEE MEETING
Wednesday, July 8, 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)
Don Sheets	Member (via Zoom)

Also Present (in person and via Zoom):

Greg Selep	Secretary, UPRD Board of Supervisors
Kwame Jackson	PFM Management Services
Sydney Johnson	Communications Director, University Park Country Club
Rob Schlingman	Strategic Club Solutions
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 approximately 3:03 PM by Mr. Freedman. Roll call was conducted, and a quorum was confirmed with three Committee members present in person and two members participating via Zoom.

Public Comment

No public comments were made at this time.

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

Approval of Minutes – June 10, 2026 Meeting

The Committee reviewed the minutes from the June 10, 2026 Strategic Planning Committee Meeting. No changes were requested.

On MOTION by Ms. Somma, seconded by Ms. Loundy, with all in favor, the June 10, 2026 Strategic Planning Committee Meeting Minutes were approved unanimously (5-0).

THIRD ORDER OF BUSINESS **Strategic Club Solutions Strategic Planning Update**

Mr. Schlingman reported that Strategic Club Solutions (SCS) is developing a targeted pulse survey of approximately ten questions to clarify themes identified through the recent focus groups and the prior membership satisfaction survey.

To comply with Sunshine Law requirements and avoid circulating multiple drafts, SCS is coordinating initial development with Greg Selep and Steve Heitzner before presenting a final draft to the Committee for review.

Committee members discussed whether current community conditions could affect survey results. SCS agreed to continue preparing the survey so it is ready for deployment, while deferring distribution until the timing is appropriate. Mr. Selep reported that he had requested Mr. Heitzner's input and would update the Committee when a response was received.

SCS advised that a communication plan would accompany the survey to explain its purpose and encourage participation. The Committee also discussed improving visibility of the focus-group work, including posting the summary on the District website and referencing the work in a future Chair update. Members emphasized that club members and non-member residents participated and that the sessions produced constructive input.

Committee Direction:
SCS will continue developing the pulse survey to a deployment-ready state. Distribution will be deferred until community conditions and leadership determine that the timing is appropriate.

Action Items:
Greg Selep to follow up regarding Steve Heitzner's input on survey timing.

Sydney Johnson and SCS to explore posting the focus-group summary on the District website.

FOURTH ORDER OF BUSINESS **Follow-Up: MemberConnect Software**

The Committee reviewed the status of the MemberConnect/ClubInsights platform, which is designed to gather short, ongoing member-experience feedback and provide a listening-post function.

SCS advised that the platform can be effective when configured appropriately, participation is sufficient, and responsibility for responding to feedback is clearly assigned. Members discussed the current off-season, organizational transition, and the need for defined club leadership to receive and act on responses.

Mr. Schreder described his experience with the same platform at another club, including event-triggered polls and staff follow-up on individual comments. Ms. Johnson noted that the District website already includes an anonymous general feedback form under the Connect tab, with submissions managed by PFM. The Committee discussed whether recurring questions could eventually inform a frequently asked questions resource.

Committee Direction:
Implementation of MemberConnect/ClubInsights will be deferred until fall, when leadership and response protocols can be better defined.

Action Items:
Barbara Somma to notify the vendor of the delay and summarize the Committee's discussion.

Sydney Johnson to ask PFM how frequently the existing website feedback form is used and report back to the Committee.

FIFTH ORDER OF BUSINESS **Follow-Up: Resident Education & Awareness Materials**

Ms. Loundy reported that resident education and awareness materials remain on hold at the direction of the Recreation District and UPCAI boards.

The Committee discussed the potential value of retaining a stand-alone explanation of the District's role, responsibilities, and benefits for future use. Members noted that the existing draft could be adapted by removing HOA-related content but agreed that this was not the appropriate time for distribution.

Committee Direction:
Resident education and awareness materials will remain on hold and may be adapted for future use when directed and when timing is appropriate.

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

Mr. Schreder summarized a June 22 meeting with club and SCS representatives regarding membership-related opportunities and challenges.

Participants agreed that additional analysis is needed and that relevant questions should be included in the forthcoming pulse survey to establish a foundation for a more substantive discussion. No immediate deliverables were identified pending completion of related strategic-planning work.

SEVENTH ORDER OF BUSINESS **Follow-Up: Realtor Insights Survey Initiative**

Mr. Freedman reported that initial outreach to three leading local realtors did not produce a group meeting, but individual discussions became more candid when anonymity was assured. He proposed distributing a survey to approximately twenty realtors to better understand why buyers select or reject University Park relative to competing communities.

The Committee reviewed the preliminary survey concept and discussed strengthening the questions, using a combination of multiple-choice and open-ended formats, and selecting appropriate comparable communities.

Members also discussed supplementing realtor opinions with objective market data, while acknowledging the difficulty of obtaining consistent, apples-to-apples comparisons among established and newer country-club communities. The Committee agreed to seek SCS input on the survey and possible data sources.

Committee Direction:
Continue developing the realtor survey as supplemental strategic-planning research, with revised questions, appropriate comparator communities, and objective market data where available.

Action Items:
Don Sheets to lead the initiative, engage SCS, and report at the August meeting.

Jim Freedman to consult Membership Director Merci Harrod regarding comparable clubs and assist with realtor outreach.

Committee members to send revisions to Sydney Johnson, who will coordinate a Word version of the draft and SCS review.

EIGHTH ORDER OF BUSINESS **Committee Membership Update**

Mr. Jackson reviewed the proposed staggered term assignments, effective August 1, 2026. Jim Freedman and Don Sheets were assigned one-year seats, while Ronni Loundy, Ken Schreder, and Barbara Somma were assigned two-year seats.

Mr. Sheets confirmed his willingness to continue for another term. Mr. Freedman indicated that he intended to step down at the conclusion of his current term and asked that another member assume chair responsibilities.

The Committee discussed leadership succession and summer quorum needs. As Vice Chair, Ms. Loundy will preside in the Chair's absence pending selection of a Chair. Mr. Schreder requested time to consider serving. Members emphasized the importance of recruiting a qualified year-round resident so the Committee can maintain a quorum during summer months.

Mr. Selep described a potential process in which community interest would be solicited, the Committee would review applicants and make a recommendation, and the Board would appoint the new member. Mr. Jackson advised that he would confirm with the District Manager and counsel whether formal Board direction is required before outreach begins.

Committee Direction:
The Committee supported beginning recruitment for the anticipated vacancy, subject to confirmation of the required Board process, and expressed a preference for a qualified year-round resident.

Action Items:
Kwame Jackson and Greg Selep to confirm the recruitment process.

Upon authorization, Sydney Johnson to initiate community outreach.

Ronni Loundy to preside as Interim Chair pending selection of a permanent Chair after board appointment selections.

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

Committee Member Requests/Comments

No additional Committee member requests or comments were made.

Public Comment

No public comments were made at this time.

Adjournment

On MOTION, duly seconded, with all in favor (5-0), the meeting was adjourned at approximately 4:03 PM.