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**Agenda**  
**Tuesday, July 21, 2020**  
**9:30 a.m.**  
**Jekyll Island Convention Center**  
**JIA Committees and Meeting**

Due to the current Covid-19 pandemic, special remote procedures will be in place for this meeting. These procedures attempt to allow for full Board and public participation using audio only. Anyone with web access should be able to hear the meeting.

**Public Attendance:**

- This meeting will be streamed by AUDIO ONLY to YouTube at:  
<https://www.youtube.com/channel/UCuWsJpfyPMTCr66X0VFLdOA>
- Meeting documents and public comments are available at:  
<https://www.jekyllisland.com/jekyll-island-authority/board-directors/>
- Comments received before Sunday, 7/19/2020 at 5:00 p.m. will be distributed to the board in advance of the meeting posted to the website and become part of the public record.
- Public comments received after the Sunday, 7/19/2020 5:00 p.m. deadline until the day of the meeting at 5:00 p.m., will be distributed after the meeting and will become part of the public record.

**Chairman, Joseph B. Wilkinson, Jr. – Call to Order**

**I. Historic Preservation/Conservation Committee**

Bob Krueger, Chair

A. No Report

**II. Finance Committee**

Bill Gross, Chair

- A. Financial Updates for June – Marjorie Johnson, Chief Accounting Officer and Jones Hooks, Executive Director
- B. The Purchase of Manhole Liners from the Water/Wastewater Reserves – Marjorie Johnson, Chief Accounting Officer and Noel Jensen, Chief Operating Officer
- C. Mistletoe Cottage HVAC System from Reserve Funds - Marjorie Johnson, Chief Accounting Officer

- D. Replacement of Fire Alarm Panels at the Beach Village – Marjorie Johnson, Chief Accounting Officer and Noel Jensen, Chief Operating Officer
- E. Jekyll Island Airport Grant Funding from Georgia Department of Transportation and Local Share Moneys – Noel Jensen, Chief Operating Officer

**III. Human Resources Committee**

Buster Evans, Chair

- A. No Report

**IV. Marketing Committee**

Joy Burch-Meeks, Chair

- A. Report from Marketing Department – Kate Harris, Director of Strategic Partnerships and Alexa Orndoff, Director of Marketing & Communications

**V. Legislative Committee**

Trip Tollison, Chair

- A. Report from Chair – Trip Tollison, Chair of the Legislative Committee

**VI. Committee of the Whole**

Joseph B. Wilkinson, Jr., Chair

- A. New Flood Plain Ratings – Noel Jensen, Chief Operations Officer
- B. Larry’s Giant Subs Lease Agreement – Melissa Cruthirds, General Counsel
- C. Lighthouse Trolleys Lease Agreement – Melissa Cruthirds, General Counsel
- D. Jekyll Island Marina Assignment of Lease and Assignment of Easement – Melissa Cruthirds, General Counsel
- E. Jekyll Island Marina Revised Lease – Melissa Cruthirds, General Counsel
- F. The Moorings at Jekyll Harbor Amendment to Lease – Melissa Cruthirds, General Counsel
- G. Executive Director’s Report– Jones Hooks, Executive Director

**Adjournment**

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**Board Meeting Agenda**

**Chairman, Joseph B. Wilkinson, Jr. – Call to Order**

**Action Items**

1. Minutes of the June 16, 2020 Board Meeting
2. Minutes of the June 30, 2020 Board Meeting
3. The Purchase of Manhole Liners from the Water/Wastewater Reserves
4. Mistletoe Cottage HVAC System from Reserve Funds
5. Replacement of Fire Alarm Panels at the Beach Village

6. Jekyll Island Airport Grant Funding from Georgia Department of Transportation and Local Share Moneys
7. Larry's Giant Subs Lease Agreement
8. Lighthouse Trolleys Lease Agreement
9. Jekyll Island Marina Assignment of Lease and Assignment of Easement
10. Jekyll Island Marina Revised Lease
11. The Moorings at Jekyll Harbor Amendment to Lease

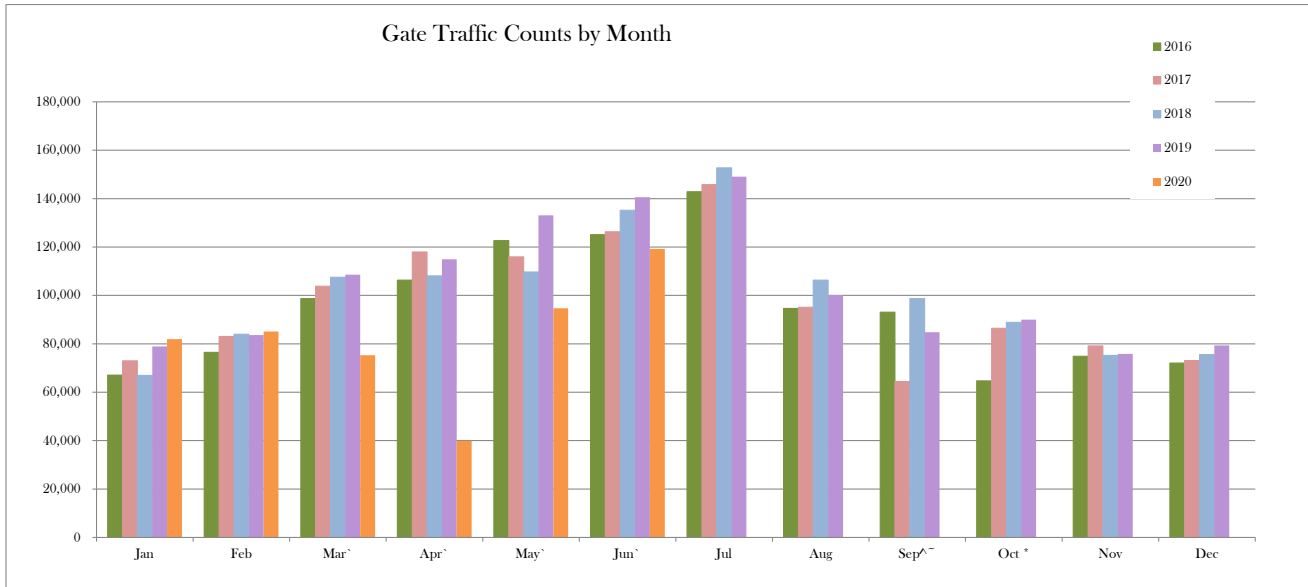
**Adjournment**

## June 2020 Traffic Counts

	2016			2017			2018			2019			2020		
	Daily/Weekly	Annual Passes	Total	Daily/Weekly	Annual Passes	Total	Daily/Weekly	Annual Passes	Total	Daily/Weekly	Annual Passes	Total	Daily/Weekly	Annual Passes	Total
January	24,977	42,084	67,061	26,372	46,562	72,934	21,065	45,842	66,907	28,874	50,037	78,911	29,773	52,159	81,932
February	31,332	45,113	76,445	35,982	47,081	83,063	34,326	49,664	83,990	35,010	48,619	83,629	32,646	52,457	85,103
March	46,104	52,582	98,686	49,605	54,166	103,771	51,052	56,444	107,496	51,682	56,865	108,547	27,012	48,279	75,291
April	57,158	49,140	106,298	66,259	51,718	117,977	55,620	52,474	108,094	61,404	53,529	114,933	12,082	27,810	39,892
May	69,981	52,704	122,685	62,367	53,558	115,925	54,547	55,167	109,714	74,194	58,894	133,088	44,891	49,825	94,716
June	74,618	50,525	125,143	72,234	54,056	126,290	79,575	55,657	135,232	82,105	58,479	140,584	51,147	68,042	119,189
July	90,544	52,276	142,820	90,765	55,010	145,775	95,960	56,773	152,733	89,499	59,595	149,094	0	0	0
August	46,949	47,693	94,642	44,352	50,732	95,084	53,639	52,681	106,320	47,501	52,687	100,188	0	0	0
September	47,555	45,509	93,064	26,578	37,809	64,387	49,032	49,651	98,683	37,317	47,518	84,835	0	0	0
October	26,241	38,461	64,702	35,871	50,566	86,437	38,539	50,366	88,905	39,100	50,923	90,023	0	0	0
November	31,634	43,245	74,879	32,323	46,777	79,100	29,468	45,737	75,205	30,173	45,699	75,872	0	0	0
December	29,947	42,132	72,079	27,891	45,195	73,086	30,104	45,436	75,540	31,871	47,504	79,375	0	0	0
<b>Totals</b>	<b>577,040</b>	<b>561,464</b>	<b>1,138,504</b>	<b>570,599</b>	<b>593,230</b>	<b>1,163,829</b>	<b>592,927</b>	<b>615,892</b>	<b>1,208,819</b>	<b>608,730</b>	<b>630,349</b>	<b>1,239,079</b>	<b>197,551</b>	<b>298,572</b>	<b>496,123</b>

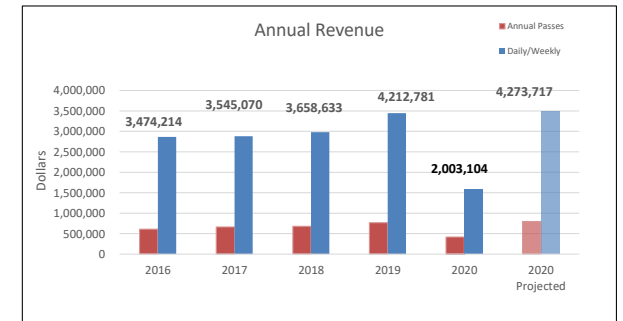
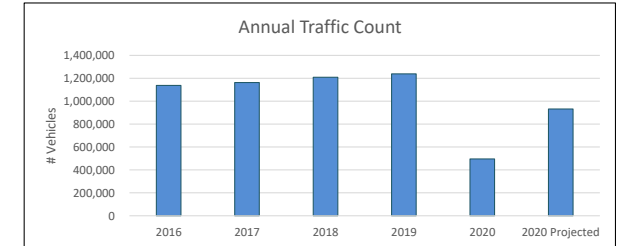
• As of April 2020, traffic count terminology changed due to the new system. Daily/weekly totals are now reflective of daily passes sold at the gate and do not include re-entry counts.  
Annual pass traffic counts include all annual pass entries as well as re-entries and pre-purchased daily passes purchased online.

Year to Date Comparison	2016 YTD	2017 YTD	2018 YTD	2019 YTD	2020 YTD
	596,318	619,960	611,433	659,692	496,123



~Mar - Jun 2020 - COVID-19 outbreak

\* Oct 2016 - Hurricane Matthew  
^Sep 2017 - Hurricane Irma  
~Sept 2019 - Hurricane Dorian



# JEKYLL ISLAND AUTHORITY

## HOTEL OCCUPANCY STATISTICS

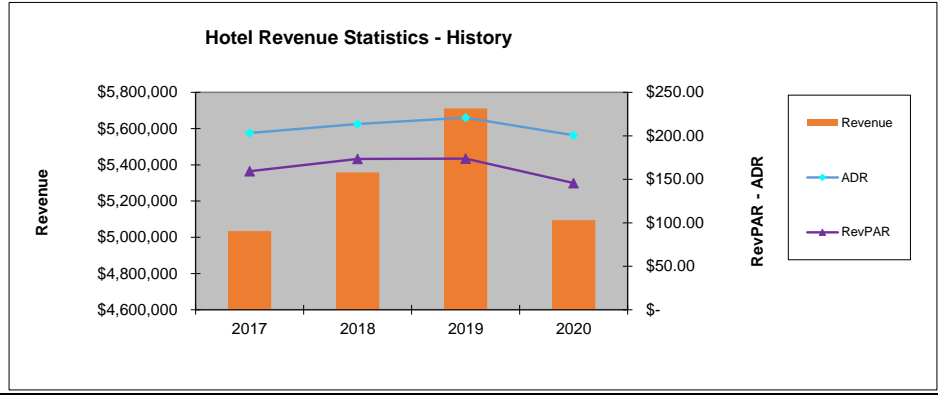
June 2020

### HOTEL STATISTICS AT-A-GLANCE

**Jun-20**  
 Total Revenue \$ 5,094,757  
 Occupancy Rate 72.6%  
 Rev PAR \$ 145.70  
 ADR \$ 200.62

**Jun-19**  
 Total Revenue \$ 5,710,653  
 Occupancy Rate 78.7%  
 RevPAR \$ 173.76  
 ADR \$ 220.91

**Jun-18**  
 Total Revenue \$ 5,358,042  
 Occupancy Rate 81.2%  
 RevPAR \$ 173.51  
 ADR \$ 213.71



### OCCUPANCY REPORT DETAIL

Hotel	# of Rms	Units Availbl	Units Occpd	Percent Occpd	Average Daily Rate	RevPAR	2020 Room Revenue	2019 Room Revenue	Revenue Variance
Beachview Club	38	1,140	663	58.2%	\$ 218.38	\$ 127.01	\$ 144,785.97	\$ 101,627.16	\$ 43,159 42%
Home2Suites	107	2,949	2,414	81.9%	\$ 158.96	\$ 130.12	\$ 383,723.00	\$ -	\$ 383,723 0%
Holiday Inn Resort	157	4,246	3,052	71.9%	\$ 197.91	\$ 142.26	\$ 604,021.25	\$ 780,824.86	\$ (176,804) -23%
Days Inn & Suites	124	3,720	2,725	73.3%	\$ 184.54	\$ 135.18	\$ 502,867.95	\$ 615,405.82	\$ (112,538) -18%
Hampton Inn	138	4,140	2,914	70.4%	\$ 181.48	\$ 127.74	\$ 528,842.00	\$ 747,264.00	\$ (218,422) -29%
Jekyll Island Club Resort	200	6,000	3,851	64.2%	\$ 276.05	\$ 177.18	\$ 1,063,063.00	\$ 1,260,218.00	\$ (197,155) -16%
Seafarer Inn & Suites	73	2,190	1,707	77.9%	\$ 168.23	\$ 131.13	\$ 287,167.77	\$ 267,439.61	\$ 19,728 7%
Villas by the Sea	135	3,592	2,392	66.6%	\$ 189.07	\$ 125.90	\$ 452,246.27	\$ 559,337.99	\$ (107,092) -19%
Villas by the Sea - Jekyll Realty	19	570	362	63.5%	\$ 162.39	\$ 103.13	\$ 58,784.39	\$ 42,463.21	\$ 16,321 38%
Villas by the Sea - Parker Kaufman	14	420	284	67.6%	\$ 136.65	\$ 92.40	\$ 38,807.50	\$ 43,697.15	\$ (4,890) -11%
Westin	200	6,000	5031	83.9%	\$ 204.82	\$ 171.74	\$ 1,030,448.00	\$ 1,292,375	\$ (261,927) -20%
<b>Jun-20 Total</b>	<b>1,205</b>	<b>34,967</b>	<b>25,395</b>	<b>72.6%</b>	<b>\$ 200.62</b>	<b>\$ 145.70</b>	<b>\$ 5,094,757</b>	<b>\$ 5,710,653</b>	<b>\$ (615,896) -10.8%</b>

# JEKYLL ISLAND AUTHORITY

## HOTEL OCCUPANCY STATISTICS

Calendar Year to Date - June 2020

### HOTEL STATISTICS AT-A-GLANCE

#### 2020

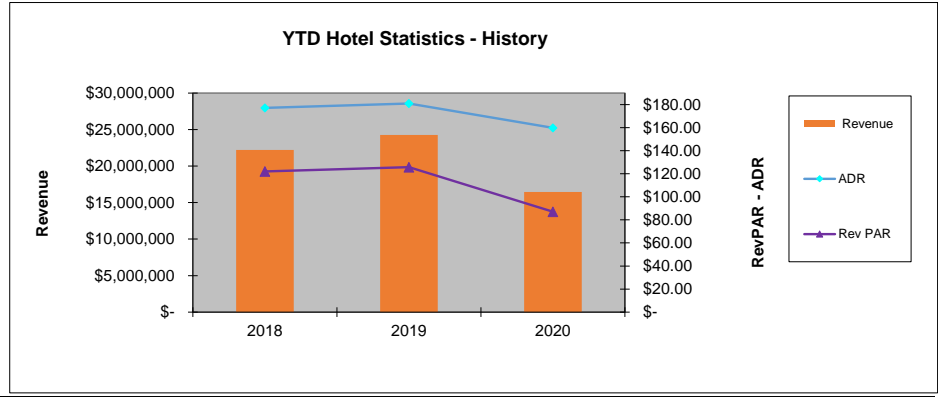
Total Revenue \$ **16,451,858**  
 Occupancy Rate **54.5%**  
 Rev PAR \$ **87.11**  
 ADR \$ **159.86**

#### 2019

Total Revenue \$ **24,254,117**  
 Occupancy Rate **69.5%**  
 RevPAR \$ **125.77**  
 ADR \$ **180.96**

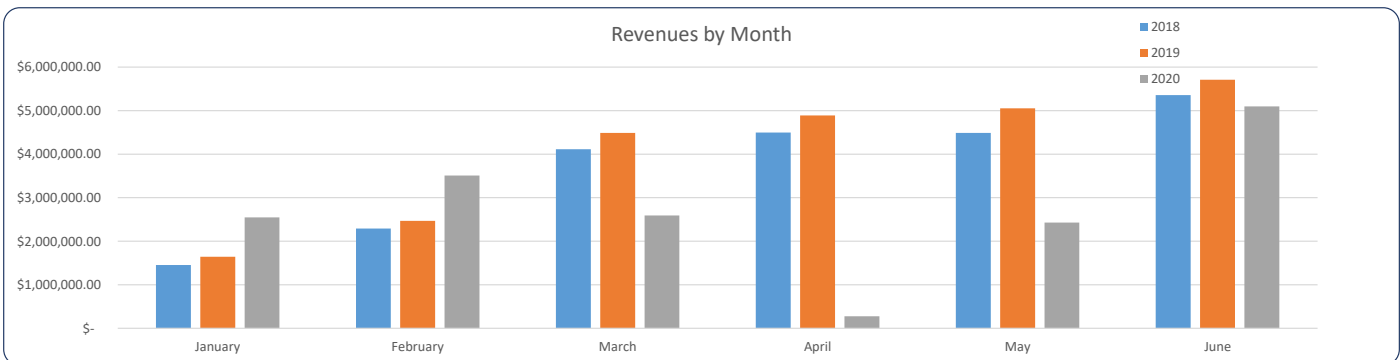
#### 2018

Total Revenue \$ **22,203,563**  
 Occupancy Rate **68.9%**  
 RevPAR \$ **122.01**  
 ADR \$ **177.12**



### OCCUPANCY REPORT DETAIL

Hotel	# of Rms	Units Availbl	Units Occpd	Percent Occpd	Average Daily Rate	RevPAR	2020 Room Revenue	2019 Room Revenue	Revenue Variance	
Beachview Club	38	6,586	2,530	38.4%	\$ 174.77	\$ 67.14	442,172	397,596	\$ 44,576	11%
Home2Suites	107	16,216	9,763	60.2%	\$ 137.73	\$ 82.92	1,344,632	0	\$ 1,344,632	0%
Holiday Inn Resort	157	23,740	12,915	54.4%	\$ 153.80	\$ 83.67	1,986,361	3,335,312	\$ (1,348,951)	-40%
Days Inn & Suites	124	18,848	11,392	60.4%	\$ 130.41	\$ 78.82	1,485,581	2,465,553	\$ (979,971)	-40%
Hampton Inn	138	24,062	12,623	52.5%	\$ 147.72	\$ 77.49	1,864,657	3,283,441	\$ (1,418,784)	-43%
Jekyll Island Club Resort	200	30,400	15,273	50.2%	\$ 220.27	\$ 110.67	3,364,246	5,705,273	\$ (2,341,027)	-41%
Seafarer Inn & Suites	73	12,640	6,903	54.6%	\$ 151.55	\$ 82.76	1,046,126	1,162,764	\$ (116,638)	-10%
Villas by the Sea	135	20,571	10,739	52.2%	\$ 140.56	\$ 73.38	1,509,443	2,176,239	\$ (666,795)	-31%
Villas by the Sea - Jekyll Realty	19	3,237	1,700	52.5%	\$ 105.59	\$ 55.45	179,506	178,749	\$ 757	0%
Villas by the Sea - Parker Kaufman	14	2,172	1,526	70.3%	\$ 91.18	\$ 64.06	139,138	144,236	\$ (5,098)	-4%
Westin	200	30,400	17,553	57.7%	\$ 176.04	\$ 101.64	3,089,996	5,404,954	\$ (2,314,958)	-43%
<b>2020 Total</b>		<b>188,872</b>	<b>102,917</b>	<b>54.5%</b>	<b>\$ 159.86</b>	<b>\$ 87.11</b>	<b>\$ 16,451,858</b>	<b>\$ 24,254,117</b>	<b>\$ (7,802,259)</b>	<b>-32.2%</b>
<b>2019 Total</b>		<b>192,849</b>	<b>134,029</b>	<b>69.5%</b>	<b>\$ 180.96</b>	<b>\$ 125.77</b>	<b>\$ 24,254,117</b>			
<b>2018 Total</b>		<b>181,983</b>	<b>125,358</b>	<b>68.9%</b>	<b>\$ 177.12</b>	<b>\$ 122.01</b>	<b>\$ 22,203,563</b>			



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**MEMORANDUM**

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**TO:** FINANCE COMMITTEE  
**FROM:** MARJORIE JOHNSON, CHIEF ACCOUNTING OFFICER  
NOEL JENSEN, CHIEF OPERATIONS OFFICER  
**SUBJECT:** EMERGENCY REQUEST - MANHOLE LINER  
**DATE:** 7/13/2020

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Our wastewater staff reported experiencing a spike in flow rates north of Lift Station 15, north of Flash Foods. Upon visual inspection it was found that four of the manholes are brick and have deteriorated so that it is possible for stormwater to infiltrate the system. The staff has determined the most cost-effective way to repair the issue is to line the current manholes with preformed fiberglass inserts. JIA water/wastewater staff will perform the preparation and installation, but the cost of the materials will be approximately \$4,000.00.

Staff hereby requests an emergency capital expenditure from water/wastewater reserves of up to \$4,000.00 for parts and materials to line the manholes.

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**MEMORANDUM**

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**TO:** FINANCE COMMITTEE  
**FROM:** MARJORIE JOHNSON, CHIEF ACCOUNTING OFFICER  
**SUBJECT:** REPLACEMENT – MISTLETOE HVAC SYSTEM  
**DATE:** 7/13/2020

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In order to install the elevator at Mistletoe Cottage, the ductwork for the HVAC system had to be moved to make room for the elevator. While our Historic Resources staff was overseeing that project, it was discovered that there were several issues with the HVAC system, and it needed to be replaced. The old systems (7-1/2 ton and 5 ton units) were removed and a new 10-ton system is installed.

Staff hereby requests approval for a capital expenditure from reserves for \$19,500.00 for the replacement of the HVAC system at Mistletoe Cottage.



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**MEMORANDUM**

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**TO:** FINANCE COMMITTEE

**FROM:** MARJORIE JOHNSON, CHIEF ACCOUNTING OFFICER  
NOEL JENSEN, CHIEF OPERATIONS OFFICER

**SUBJECT:** CAPITAL REQUEST – REPLACEMENT OF FIRE ALARM PANELS AT BEACH VILLAGE

**DATE:** 7/15/2020

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The fire alarm panels and associated equipment such as sensors and strobes at the Beach Village shops need to be replaced. The systems are requiring more frequent repairs and replacement parts are getting difficult to locate in a timely fashion. Our current alarm service provider has recommended that the panels be replaced as soon as possible using a common brand with a solid service life record.

The cost of the equipment, installation and a 3-year warranty on three new fire alarm panels and associated equipment is \$40,577.80. We are also requesting an additional \$4,000.00 to cover any costs that may arise during the project that are outside the parameters of the quote provided such as additional circuitry, conduit and wiring.

Staff hereby requests approval of capital funds to be paid from reserves in the amount of \$44,577.80 for replacement of the fire alarm panels in the Beach Village.

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**MEMORANDUM**

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**TO:** FINANCE COMMITTEE  
**FROM:** NOEL JENSEN, CHIEF OPERATIONS OFFICER  
**SUBJECT:** FY 2021 JEKYLL ISLAND AIRPORT GRANT ACCEPTANCE  
**DATE:** 7/15/2020

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On 7/1/2020 JIA staff received an announcement of a tentative allocation of federal funding assistance in the amount of \$343,668.00. The following projects are to be partially funded with this allotment:

1. Rehabilitation of runway 18/36 lighting and displaced threshold markings on runway 36.
2. Design Runway Safety Area improvements.

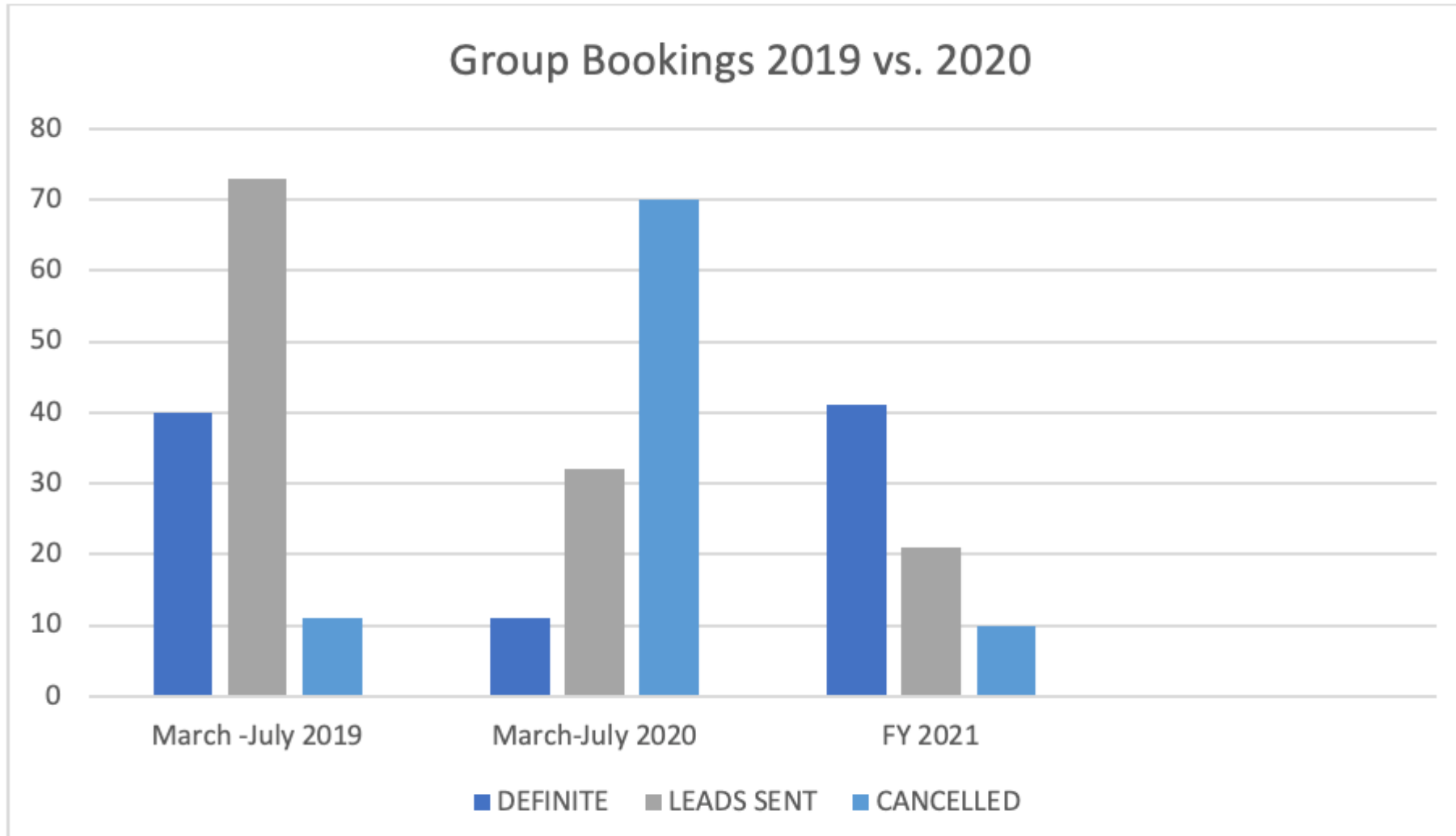
State funding participation is 50% of the eligible nonfederal share of the projects which amounts to \$18,166.00. Due to the CARES Act, matching funds from the JIA are greatly reduced and are estimated in the amount of \$1,500.00.

Staff hereby requests acceptance of this federal funding assistance in the amount of \$343,668.00, GDOT matching funds of \$18,166.00 and the JIA contribution of \$1,500 from reserves for completion of the projects listed above.



# BOOKING CHANGES AND CHALLENGES

## March- July

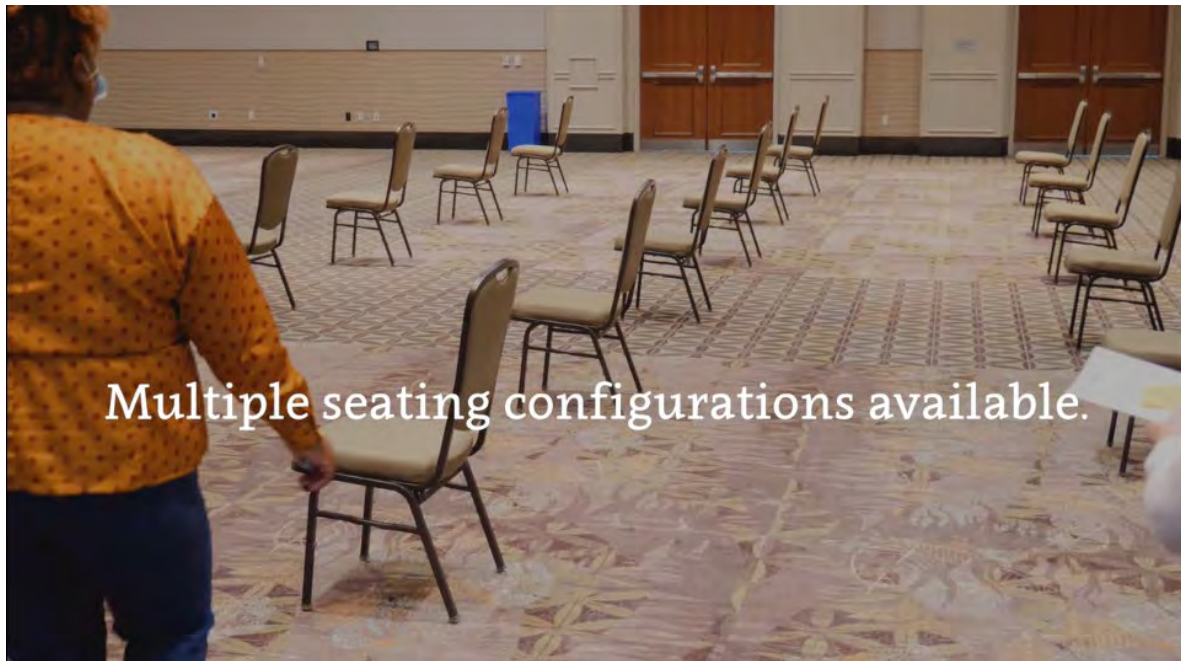


Jekyll Island Convention Center has lost 110 events , resulting in **\$3,497,098** in lost revenue



# "MEET SAFELY"

What do meetings look like now?



Multiple seating configurations available.

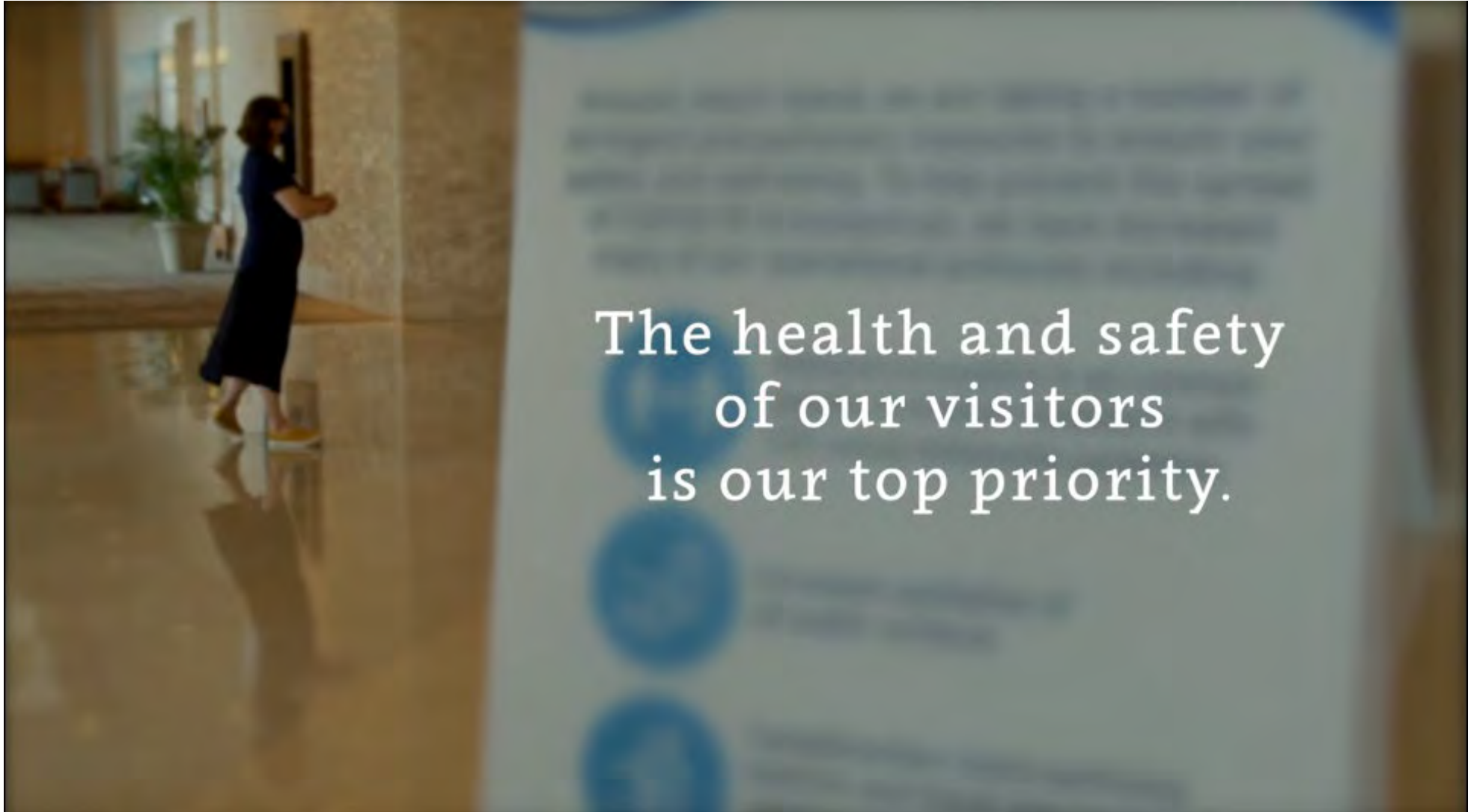


Integrated technology for virtual participants.



# “MEET SAFELY”

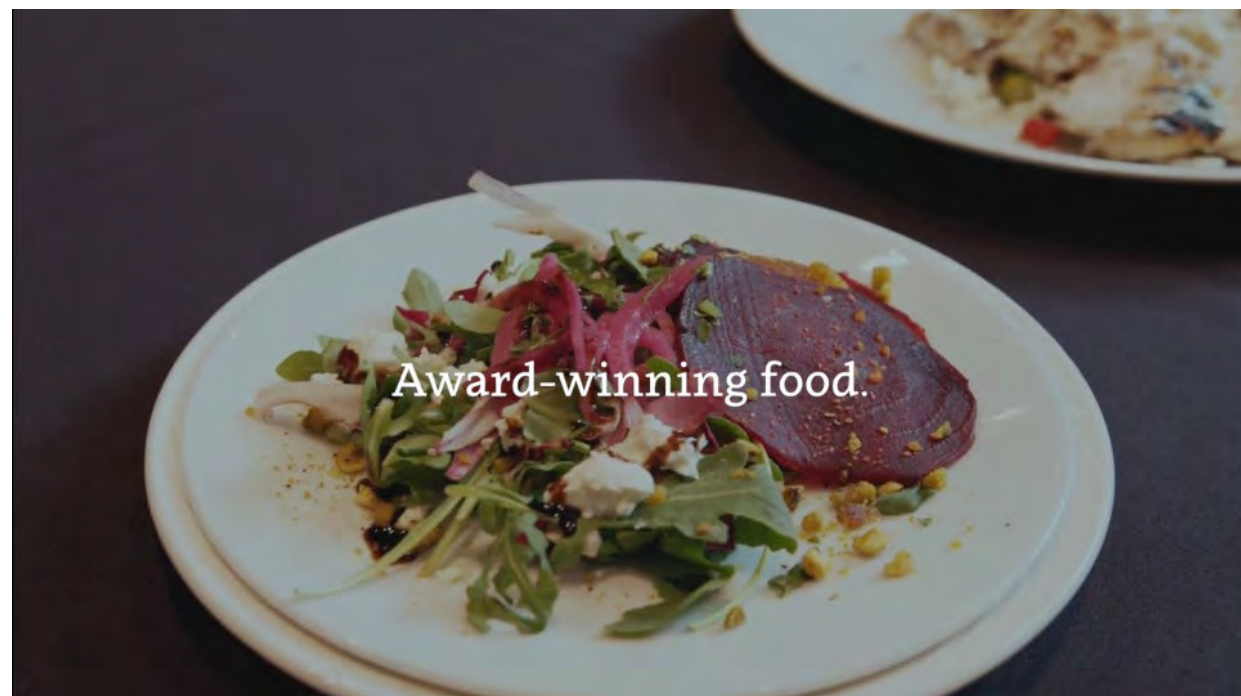
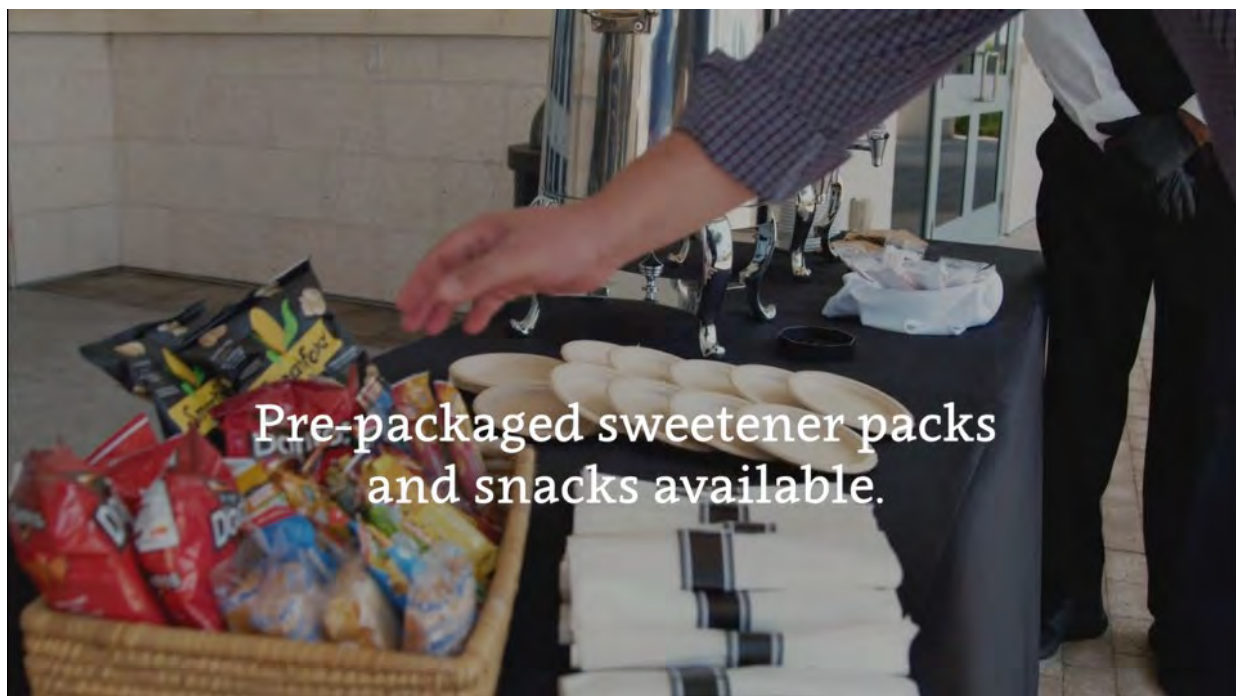
Developed rapidly, shared broadly





# “MEET SAFELY”

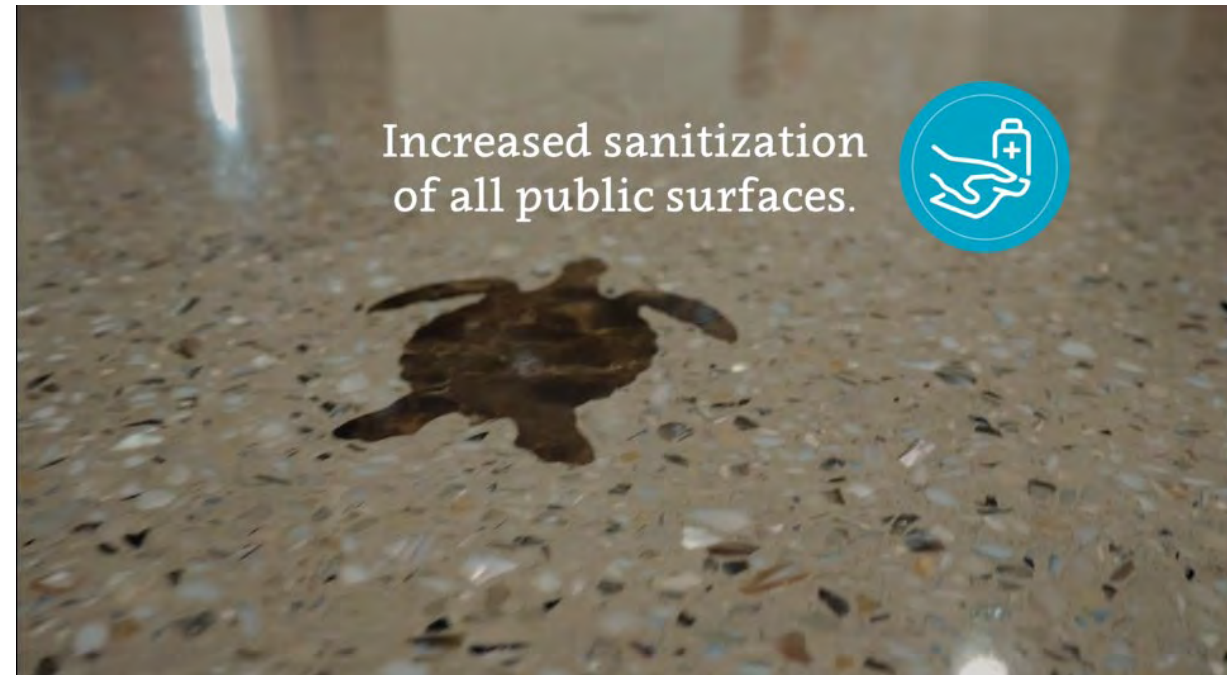
Part of the Experience





# "MEET SAFELY"

Specific Measures





# “MEET SAFELY”

With inspiration

Range of accommodations only minutes away.



Jekyll Ocean Club

**THE WESTIN**  
JEKYLL ISLAND

**HOME 2**  
SUITES BY HILTON



*Jekyll Island*  
Club Resort



*BEACHVIEW*  
CLUB HOTEL



*Villas by the Sea*  
RESORT & CONFERENCE CENTER

*SEAFARER*  
INN & SUITES



<https://vimeo.com/430018894>





# Email and Social Amplification

## Group Sales Targets

- Sent to full database including prospects, hoteliers, and industry contacts.
- 35% open rate
- LinkedIn, Facebook cross-promotion
- Shared by industry organizations including MPI and GSAE
- Link to full resource page <https://jekyllisland.com/meet-safely>

### Meet Safely on Jekyll Island

*It's hard to imagine what meetings will look like in the current environment - but we hope that this new video will make it a bit easier to imagine gathering here on Jekyll Island.*

[Meet Safely on Jekyll Island](#)

Jekyll Island Convention Center (JICC) staff take great pride in being the caretakers and caregivers for the Center that opened May 2012.



*On the following link, you will find additional details and protocols long with the video, making a one-stop resource for information to help you in planning and deciding.*

[Meet Safely on Jekyll Island - Resources](#)

### Welcome Back to Jekyll Island! / June 17, 2020

by JJ Singh

As we continue to rev up the economy safely, Jekyll Island has seen an uptick in visitors. To prepare for further visitors and groups, Jekyll Island has created a whole series of enhanced procedures at its Convention Center, while the hotels on the island have all adopted stringent health standards.


Check out the Welcome Back video put together by the Island's governing authority, which shows all that's being done!



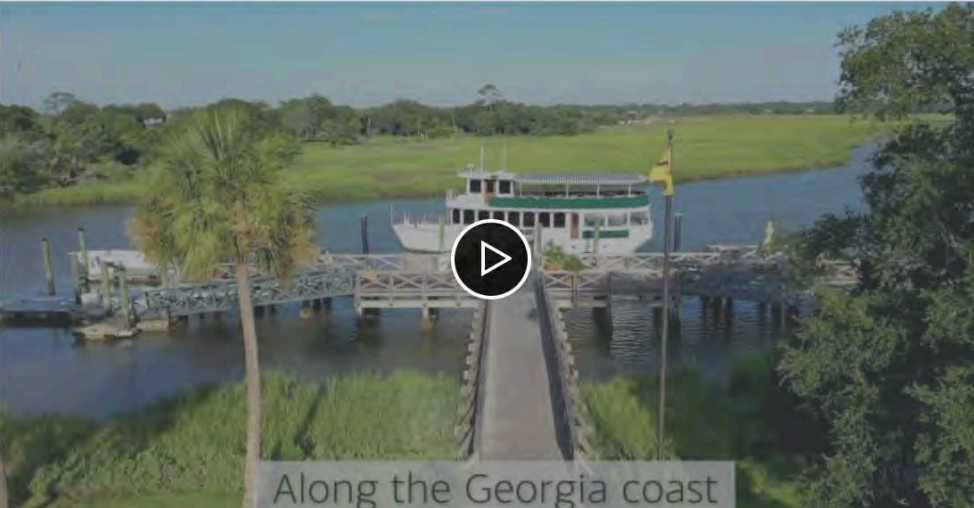


# Email and Social Amplification

## Group Sales Targets

 **Kate Yandoh Harris**  
Director of Strategic Partnerships: Sales Leader, Ambassador, Storyteller  
5d • 🌐

What an honor to top this list! "The four barrier islands draw wildlife fans keen to spot migrating North Atlantic right whales, swim with loggerhead turtles, and enjoy some of the country's best bird-watching...Jekyll Island earns devotees for its enchanting historic area, family-friendly vibe (there's a miniature golf course), and lauded beaches. Wrote one fan, "So much to do and see!" [Travel + Leisure Golden Isles Convention and Visitors Bureau Jekyll Island Authority](#) [#TLWorldsBest](#) [#TLToast](#) [#islands](#)



Along the Georgia coast

 **Jekyll Island Club Resort**  
200 followers  
2d • 🌐

[+ Follow](#) ⋮

Today the Georgia Association of Chamber of Commerce Executives welcomed Georgia's Governor Brian Kemp as their closing keynote speaker for their 2020 Leadership Conference. Welcome Governor Kemp!! [#gacce](#) ...see more



**"I concur with T+L, Jekyll Island offers the best for both business and leisure travel"**  
– Sharon Wilson, The Southern Company



# POSSIBILITIES: KEY SEGMENTS

Corporate | Motorcoach | Weddings | Sports | Family Reunions | Hybrid Meetings | Military | Film and TV Production



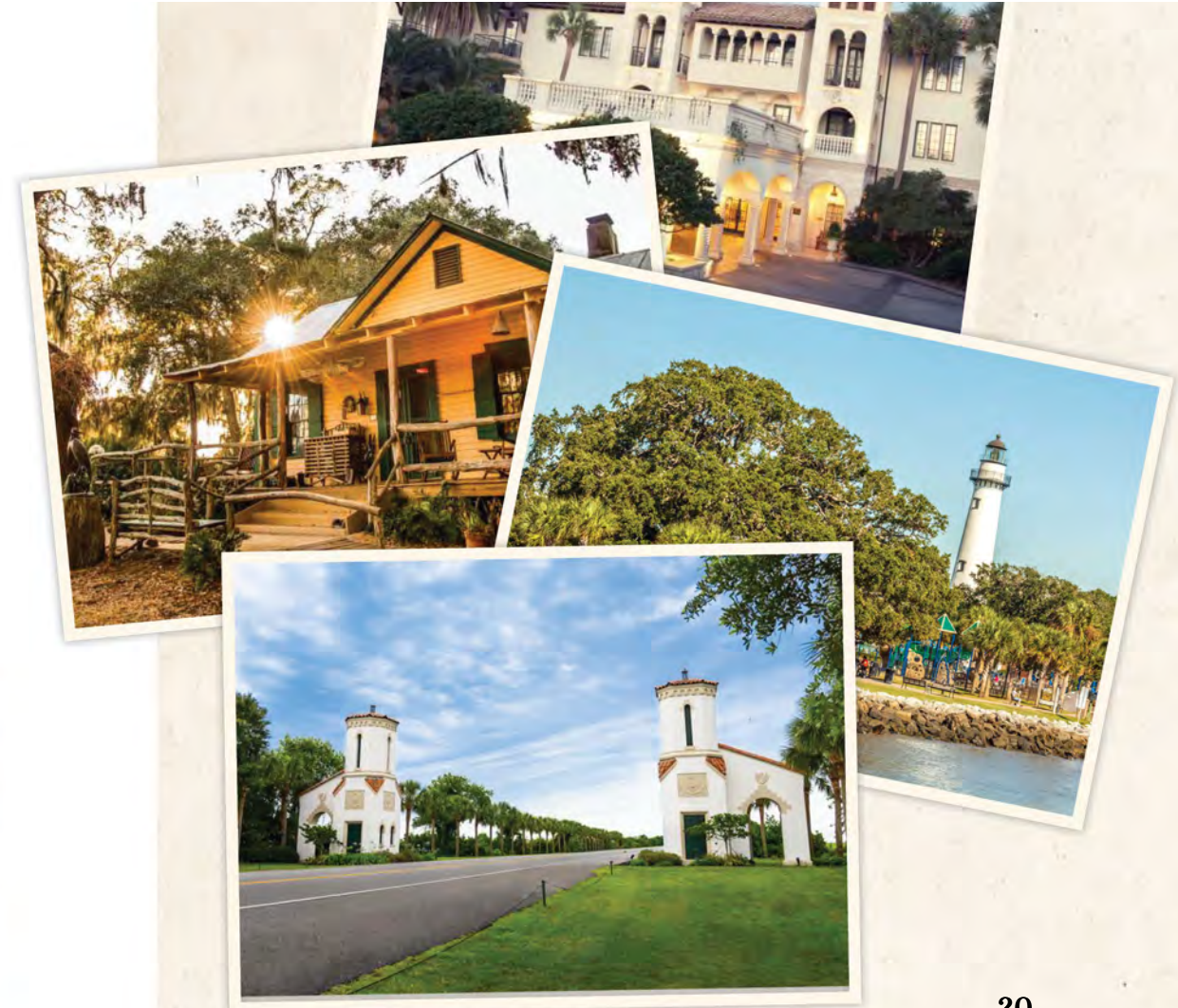


# TRAVEL + LEISURE

GOLDEN ISLES NAMED #1 IN CONTINENTAL U.S.



*Jekyll Island earns devotees for its enchanting historic area, family-friendly vibe (there's a miniature golf course), and lauded beaches. Wrote one fan, "So much to do and see!"*





# TSUNAMI'S JOURNEY

A SEA TURTLE FINDS HER FOREVER HOME



**Broadcast + Print + Online**  
-Louisiana to New York-

7.9M Audience Reach  
\$841K Publicity Value



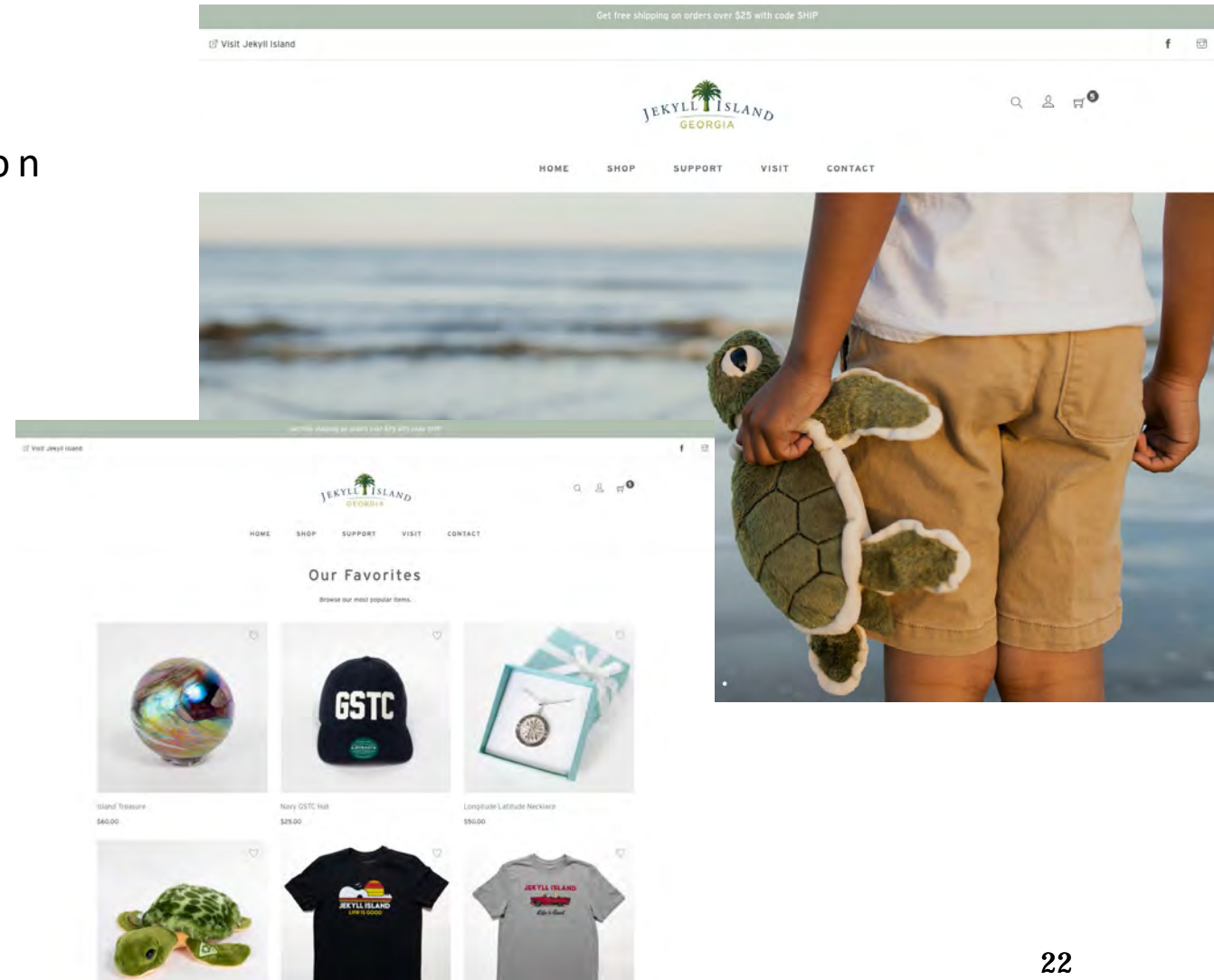


# E-Commerce

## ENHANCED RETAIL SALES

### SHOP.JEKYLLISLAND.COM

- Refreshed online retail shop
- Intuitive design with simplified navigation for purchases
- New functionality to upsell Jekyll Island Foundation donations for GSTC, Historic Preservation & Conservation
- New product categories and specialty merchandise





# E-COMMERCE ENHANCED TICKET SALES

## ONLINE TICKET SALES

- Increased efficiencies for ticket management and upselling
- Forecasting for occupancy and safety needs, as well as marketing initiatives

## BRIDGEBUILDER'S COTTAGE TOURS (Hollybourne):

- 40+ tickets sold in first hour online

## SUMMER WAVES WATER PARK:

- nearly \$20K in first four days online
- Cabanas are sold out almost every day





# MARKETING SNAPSHOT

## POSITIVE ORGANIC GROWTH



### Website Audience

- **+12%** in visitor traffic
- **+45K** to COVID-19 response page
- COVID-19 response page within the **top 5** visited pages

June 2020 vs. June 2019



### E-Newsletter Audience

- **+17K** Subscribers
- **+1.3%** higher open rate than competitors
- **+3%** higher than JIA average

June 2020 vs. May 2020



### Social Audience

- **+33%** total Facebook engagements
- **1.9M** Impressions; up **34%** over May
- **+1K** Instagram followers

June 2020 vs. May 2020





July 9, 2020

**MEMORANDUM**

TO: BOARD OF DIRECTORS  
FROM: MELISSA CRUTHIRDS, GENERAL COUNSEL  
RE: LEASE APPROVAL  
LARRY'S GIANT SUBS – SUMMER WAVES

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Larry's Giant Subs is the main food provider at Summer Waves. This particular franchise is owned and operated by Coastal Waterpark Solutions / Steve Sharpe. Tenant has been a lessee of the Authority at Summer Waves since 2002. This is a renewal of the previous lease.

TERM: May 1, 2020 to December 31, 2024

Two successive 2-year extension terms to December 31, 2028 upon same terms and conditions

RENT: Rent calculation has not changed. It is beneficial to the Authority.

6.5% of Gross Sales up to \$150,000

7% of Gross Sales from \$150,000.01 to \$200,000

8% of Gross Sales from \$200,000.01 to \$250,000

9% of Gross Sales over \$250,000.00

UTILITIES: Water and Sewer Fees included in the Rent. All other utilities billed at a rate of 2% of Gross Sales per month. Trash removal service is at Tenant's expense.



**MAINTENANCE AND REPAIR:**

Tenant is responsible for most fixtures, except for the HVAC system and hot water heater.

JIA is responsible for the Roof, Wall System, Electrical System, Low-Voltage System, Window and Door Glass, and the Plumbing System to the point it reaches the fixtures.

**OTHER:** Prices for Larry's are to be within  $\pm 10\%$  of the Larry's Giant Subs in Brunswick.

Should Mr. Sharpe no longer operate as General Manager of Tenant, JIA has to option to terminate this Agreement.

Personal Guarantee by Mr. Sharpe.

**POSSIBLE BOARD ACTIONS**

1. Deny approval of the lease.
2. Approve the lease.
3. Suggest other alternatives.

**RECOMMENDATION**

Action Number Two is recommended if the Board wishes to approve lease with Larry's Giant Subs at Summer Waves.



July 13, 2020

**MEMORANDUM**

TO: BOARD OF DIRECTORS  
FROM: MELISSA CRUTHIRDS, GENERAL COUNSEL  
RE: RENTAL AGREEMENT APPROVAL  
LIGHTHOUSE TROLLEYS

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**The Fendig Company, LLC d/b/a Lighthouse Trolleys** offers trolley tours on the island. It desires to park one of their trolleys on Authority property and to utilize Authority property to conduct their tours. This contract allows Lighthouse Trolleys to do so.

TERM: Two years

RENEWAL: One additional 2-year term subject to a mutual re-negotiation of Rental terms, including location of trolley parking and rent.

LOCATION: Lighthouse Trolleys will be allowed to be parked in the Morgan Center Parking Lot. Four specific parking spaces have been designated.

RENT: Rent is retroactive to May 11, 2020:

BASE RENT: \$2,660.04/year

PERCENTAGE RENT:

Tours that originate on-island: 3%

Tours that originate off-island, e.g. Passenger loading on SSI: 1%

OTHER: Tenant shall not use the parking spaces to conduct business.

In conducting business elsewhere, Tenant may not block vehicular or pedestrian traffic.



Tenant may not conduct any business at the Mosaic Museum unless specifically authorized by the Authority. Tenant may not use any mark of the Authority.

Tenant must carry insurance.

### **POSSIBLE BOARD ACTIONS**

1. Deny approval of the rental contract.
2. Approve the rental contract.
3. Suggest other alternatives.

### **RECOMMENDATION**

Action Number Two is recommended if the Board wishes to approve the rental contract with The Fendig Company, LLC d/b/a Lighthouse Trolleys.



July 15, 2020

**MEMORANDUM**

TO: BOARD OF DIRECTORS  
FROM: MELISSA CRUTHIRDS, GENERAL COUNSEL  
RE: JEKYLL HARBOR MARINA

ASSIGNMENT OF LEASE

ASSIGNMENT OF JOINT AND RECIPROCAL EASEMENT

APPROVAL OF SECOND REVISED AND RESTATED LEASE

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As previously brought to the attention of the Board of Directors, David Blue and Charles Commander (Jekyll Island Marina, Inc.) are selling the Jekyll Harbor Marina to Zachary and Stephanie Gilbert (Tidelands Marine, Corp.). In April 2020, the Board voted to decline the Authority's right to purchase the Marina for the purchase price of \$3,050,000.00.

Pending approval of the bank loan, the Gilberts have passed the Authority's background check and credit references. On June 15, Mr. Hooks, myself, Maria Humphrey (JIA Leasing Manager), and Mr. Blue met with the Gilberts to discuss their plans for the Marina. The Authority looks forward to the direction the Gilberts plan to move the Marina in.

There are three documents to be considered by this board to effectuate this sale:

- 1) The Assignment of the current lease from Jekyll Island Marina, Inc. to Tidelands Marine, Inc.;
- 2) The Assignment from Jekyll Island Marina, Inc. to Tidelands Marine, Inc. of the Joint and Reciprocal Easement of Harbor Road with The Moorings at Jekyll Harbor; and
- 3) A Second Revised and Restated Lease with Tidelands Marine, Inc.

Pursuant to the current lease, the Authority must approve the assignment of the Lease. We took this opportunity to update the Lease, and all have agreed on the following terms:



LESSEE	Tidelands Marine, Corp.
LOCATION	This will be the same location as the current Marina, with the new smaller lot from the previous partial Assignment to the Moorings at Jekyll Harbor.
LEASE TERM	<p>Until March 31, 2056.</p> <p>RENEWAL OPTION: Two 10-year lease periods subject to mutual renegotiation of terms, including rent and capital improvement requirements.</p>
USE OF PREMISES	<p>Lessee is allowed to use the premises as follows:</p> <ul style="list-style-type: none"> <li>• Marina</li> <li>• Restaurant</li> <li>• Ship's store including fishing supplies</li> <li>• Fuel and oil sales</li> <li>• Boat repair and maintenance</li> <li>• New and used boat rental and sales</li> <li>• Charter and sport fishing boat rentals</li> <li>• For all operations and services incidental thereto</li> </ul> <p>Lessee and Lessor agree that:</p> <ul style="list-style-type: none"> <li>• Lessee will not allow vessels that do not have a sea-worthy hull or are not able to navigate on its own power in open waters to be docked on the Premises. Any such non-sea-worthy vessels docked on the Premises as of the Effective Date must be removed from the Premises by December 31, 2020</li> <li>• Live-Aboard Vessels may not be sublet by the owner thereof for any purpose, including without limitation, any rental activities for profit (i.e. Air BNB or VRBO).</li> </ul>
RENT	Monthly Base Rent: \$1,322.52 Base Rent



	<p style="text-align: center;">+ <u>858.33</u> Flat rent in lieu of percentage rent for fuel sales</p> <p style="text-align: center;"><b>\$2,180.50 Total Monthly Base Rent</b></p> <ul style="list-style-type: none"> <li>• Annual CPI Adjustment to Base Monthly Rent <ul style="list-style-type: none"> <li>○ At least 3% annual increase</li> <li>○ No more than 15% annual increase</li> </ul> </li> </ul>
	<p>Percentage Rent: 3% of total monthly gross income, excluding fuel sales</p>
SECURITY DEPOSIT	<p>1.5 times the annual base rent</p> <p>Provided Lessee has not been late with any rental payments upon the Lessee's installation of an automatic fire sprinkler system, the security deposit will be reduced to an amount equal to the annual base rent.</p>
INSURANCE	<ul style="list-style-type: none"> <li>• Commercial General Liability Insurance</li> <li>• Commercial Business Automobile Liability Insurance</li> <li>• Marine Liability Insurance</li> <li>• Commercial Umbrella Liability Insurance</li> <li>• Workers' Compensation Insurance</li> <li>• Employer's Liability Insurance</li> <li>• Property Insurance</li> <li>• If applicable for renovations and construction: <ul style="list-style-type: none"> <li>○ Builders Risk Insurance</li> <li>○ Professional Liability Insurance</li> <li>○ Workers' Compensation Insurance</li> <li>○ Employer's Liability Insurance</li> </ul> </li> <li>• Lessee's or Subtenant's Insurance</li> </ul>
UTILITIES	<p>Lessee is responsible for all water, gas, light, power, sanitation (sewerage or otherwise), garbage and recycling pick-up and</p>



	disposal, telephone, internet, cable, and other utilities or services required for Lessee's use of the premises.
TAXES	Lessee is responsible for all taxes, assessments, impositions, etc.
CAPITAL EXPENDITURES	<p>Lessee is required to maintain a Capital Expenditure Reserve Account, and grant the Authority a security interest in, and deposit in such a monthly amount equal to 2.5% of the previous month's gross monthly income.</p> <p>Each year, Lessee is required to spend 2.5% of the previous year's gross monthly income on capital expenditures related to major repairs, upgrading, or replacement of original/existing building and site components.</p>
RATES	Lessee's rates shall not exceed those prevailing in comparable options within a 75-mile radius of Jekyll Island.
QUALITY STANDARDS	<p>The facilities must be operated in a first-class manner and kept at all times in a clean, neat and sanitary condition, free of clutter.</p> <p>The Authority may contract with an independent evaluation company to evaluate all aspects of Lessee's operations. Any score of less than 85% must be remedied by Lessee.</p>
CAPITAL IMPROVEMENTS TO BE COMPLETED BY LESSEE	<p>By the 2<sup>nd</sup> anniversary of the Effective Date:</p> <ul style="list-style-type: none"> <li>• Install trash and recycling compactors in a size sufficient to contain all trash and recycling generated on the Premises.</li> <li>• Dry boat storage: <ul style="list-style-type: none"> <li>• Install an approved automatic fire alarm system, with access as required by Lessor's Public Safety Division; and</li> <li>• Install a Knox Box key secure with a key to Lessor's Public Safety Division;</li> </ul> </li> </ul>





	<ul style="list-style-type: none"> <li>• Dock area:             <ul style="list-style-type: none"> <li>• Install additional fire extinguishers and reconfigure existing ones, as approved by the Fire Marshal; and</li> <li>• Repair and improve standpipe systems, as approved by the Fire Marshal.</li> </ul> </li> </ul> <p>By January 31, 2023: Install an approved automatic fire sprinkler system in the dry boat storage.</p>
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**POSSIBLE BOARD ACTIONS**

1. Deny the purchase of the Jekyll Harbor Marina by the Gilberts by not consenting to the Assignment and Assumption of Lease Agreement, which renders action on the other documents moot.
2. Approve the sale of the Jekyll Harbor Marina to Zachary and Stephanie Gilbert by:
  - a. Consenting to the Assignment and Assumption of Lease Agreement and consenting to the Assignment of the Joint and Reciprocal Easement Agreement; and
  - b. Approving the Second Revised and Restated Lease for the Jekyll Island Marina.
3. Suggest other alternatives.

**RECOMMENDATION**

Action Number Two is recommended if the Board wishes to approve the sale of the Jekyll Island Marina to the Gilberts, pending bank approval of loan and closing of sale.



July 14, 2020

**MEMORANDUM**

TO: BOARD OF DIRECTORS

FROM: JONES HOOKS, EXECUTIVE DIRECTOR  
MELISSA CRUTHIRDS, GENERAL COUNSEL

RE: AMENDMENT TO GROUND LEASE  
EXTENSION OF RENT DEFERMENT  
THE MOORINGS AT JEKYLL HARBOR

**BACKGROUND**

On November 21, 2019, the Authority entered into a Ground lease with The Moorings at Jekyll Harbor, LLC. The Commencement Date of the Lease is November 21, 2019. In June, the Board voted to extend the substantial completion dates for project infrastructure from November 20, 2020 to July 20, 2021 and for the Residential Units from May 21, 2022 to January 20, 2023.

Until Residential Units begin selling, the annual base rent for the project is \$13,712.98 per month. In consideration of the expenditures incurred by Lessee before and during the design phase of the project, the first six months, rent is deferred. This six-month deferment expired May 21, 2020. Beginning May 21, 2020 until December 2020, the annual base rent is due. Beginning January 2021 or upon the sale of the first condominium, whichever occurs first, the Developer begins paying back the first six months' rent deferment in addition to the base rent then due and owing in the amount of \$13,712.98 per month until the deferment is recouped by the Authority.

**ISSUE**



Due to the construction being stalled due to COVID-19, the Developer has requested an amendment to the lease to provide for an additional 6 months of rent deferment. This would extend all the rental timelines out by six months.

This would affect the rental deadlines as follows”

- 2.2(a)(i)(A): Rent deferment would be extended from expiring on May 21, 2020 to expiring November 21, 2020.
- 2.2(a)(i)(B): The annual base rent payments would be extended from commencing on May 21, 2020 to commencing on November 21, 2020.
- 2.2.(a)(i)(C): The deferment repayment would be extended from commencing on January 1, 2021 to commencing on July 1, 2021 or upon the sale of the first condominium, whichever occurs first.

## 2.1 Rent.

(a) **Annual Base Rent.** The Annual Base Rent shall be as set forth in this *Section 2.2(a) as follows:*

(i) **Commencement Date through Expiration Date.** Beginning on the Commencement Date to the first day of the sixty-first (61<sup>st</sup>) month after the Commencement Date, the Annual Base Rent shall be One Hundred Sixty Four Thousand Five Hundred Fifty Five and 76/100 Dollars (\$164,555.76), or Thirteen Thousand Seven Hundred Twelve and 98/100 Dollars (\$13,712.98) per month calculated at \$2,333.33 per acre per month multiplied by 5.877 acres (based upon the legal description from the current survey of the Land, more particularly described in **Exhibit B**, provided such description may be amended in accordance with current survey then in effect; however, any such amendment to the survey shall have no effect whatsoever on the calculation and payment of rent as set forth herein) payable in equal monthly installments in advance on the first day of the month. Said Annual Base Rent shall be calculated in this manner from the first day of the month following the Commencement Date to the first day of the sixty-first (61<sup>st</sup>) month after the Commencement Date.

A. In consideration of the expenditures incurred by Lessee before and during the design phase of the Project, from the Commencement Date to the first day of the thirteenth (13<sup>th</sup>) month after the Commencement Date, there shall be no Annual Base Rent payment due by Lessee to Lessor.



B. From the first day of the thirteenth (13<sup>th</sup>) month through the last day of the nineteenth (19<sup>th</sup>) month following the Commencement Date, Lessee shall pay Annual Base Rent as set forth in Section 2.2(a)(i) above subject to any adjustments set forth in Section 2.2(a)(ii).

C. On a monthly basis from the first day of the twentieth (20<sup>th</sup>) month or the sale of the first condominium, whichever occurs first, following the Commencement Date, Lessee shall pay, in addition to the Annual Base Rent as set forth in Section 2.2(a)(i) to Lessor, the sum of Thirteen Thousand Seven Hundred Twelve and 98/100 Dollars (\$13,712.98) per month, as recoupment to Lessor of the rent concessions granted in Section 2.2(a)(i)(A). Beginning on the first day of the thirty-second (32<sup>nd</sup>) month following the Commencement Date or the first day of month following Lessor's recoupment of the full amount of rent concessions granted in Section 2.2(a)(i)(A), Lessee shall pay Lessor Annual Base Rent in the amount set forth in Section 2.2(a)(i) subject to any Annual Base Rent Offset as set forth in Section 2.2(a)(ii).

### **RECOMMENDATION**

The Developer's request is not asking for any rent to be forgiven. The Developer is only asking that he have a longer period of rent deferment due to the delay in construction from COVID-19. The Authority will still receive the monthly rent for the months it was deferred, but at a later date.

Action Number One below is recommended if the Board wishes to extend the project substantial completion dates as outlined.

### **POSSIBLE BOARD ACTIONS**

1. Vote to amend the Ground Lease to extend the rental due dates as set forth above and to allow the Executive Director to sign an Amended Lease as appropriate to effectuate such extension, and as approved by the attorneys for the Lessee and the Authority.
2. Do nothing.
3. Suggest other alternatives.

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The Jekyll Island State Park Authority (JIA) and Committees met in Public Session on Tuesday, June 16, 2020 in a digital meeting via conference call broadcast to the public via YouTube.

Members Present: Joseph B. Wilkinson, Jr., Chairman  
Bob Krueger, Vice Chairman  
Bill Gross, Secretary/Treasurer  
Trip Tollison  
Joy Burch-Meeks (left meeting early)  
Dr. Buster Evans  
Glen Willard  
Dale Atkinson  
Commissioner Mark Williams (intermittent participation)

Key Staff Present: Jones Hooks, Executive Director  
Marjorie Johnson, Chief Accounting Officer  
Jenna Johnson, Human Resources Director  
Kate Harris, Marketing Director  
Melissa Cruthirds, General Counsel  
Benjamin Carswell, Director of Conservation  
Noel Jensen, Chief Operations Officer  
Michelle Webb, Executive Assistant

Various members of the public, JIA staff, and press listened live via broadcast on YouTube.

After a small technical delay, the meeting began at 9:37 a.m. Michelle Webb, Executive Assistant, acted as moderator for the digital meeting and read the meeting introduction for Board Members and public. The roll was called, and all members were present. The record should note Commissioner Mark Williams' participation was intermittent and Ms. Joy Birch-Meeks left the meeting early. Chairman Wilkinson called the committee sessions to order after a quorum was established.

### **I. Historic Preservation/Conservation Committee**

There was no report.

### **II. Finance Committee**

Finance Committee Chair Bill Gross opened the committee.

A. Mr. Bill Gross summarized the May financials as presented in the published packet. The May reports showed continued revenue losses due to the Covid-19 crisis including the continued closure of the Convention Center and reduced capacity at amenities. Expense cutting measures and employee furloughs continued. Traffic counts continued to be down, but were less depressed than the month before.

B. Mr. Hooks introduced (on behalf of Mr. Jensen) Resolution #R-2020-3, Corona Virus Aid, Relief, and Economic Security (CARES) Act Funding for the Jekyll Island Airport. The grant was for \$1,000 to purchase fuel, which would be re-sold at the new dispenser at the Jekyll Airport. Staff recommended the grant be accepted. Mr. Krueger moved to adopt Resolution #R-2020-3, Corona Virus Aid, Relief, and Economic Security

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(CARES) Act Funding for the Jekyll Island Airport. The motion was seconded by Mr. Willard. There was no discussion and the motion was unanimously approved.

C. Ms. Marjorie Johnson introduced the replacement of a Fire Department truck radio from the Fire Equipment Fund. Per the memo included in the packet, the failed radio was over ten years old and repairs were no longer supported by the manufacturer. Dr. Evans made the motion to approve the replacement of the Fire Department truck radio from the Fire Equipment Fund. The motion was seconded by Mr. Tollison. The motion was unanimously approved.

D. The consideration of the fiscal year 2021/2022 proposed budget was announced by Mr. Gross. He reminded the public and members of the Board this item was for discussion and recommendation from the Finance Committee, but would not be passed today. Mr. Gross introduced several statistics outlining the financial constraints JIA faced in the proposed budget. The Governor's request to cut all state budgets by 11% was met by this budget.

Ms. Marjorie Johnson stated revenues for May were significantly better than had been projected. Expenses had been reduced as well, primarily due to significant employee furloughs. The budget surplus from the first half of the year had been utilized. Funds remained in surplus for mitigating losses if required.

Mr. Gross stated the budget had only a single fee increase for the Winter Campground rate of an additional dollar a night. Additionally, no personnel pay increases were in the budget this year to further control expenses. Mr. Gross stated that if the recovery is stronger than anticipated, budget revisions can be brought before the board later in the fiscal year.

Mr. Hooks further reviewed the budget with the Board. He pointed out that while the proposed budget had shrunk to 2017 levels, JIA's facilities responsibilities and footprint had significantly increased over time. Furthermore, additional sanitization costs will be incurred this year. He spoke about the importance of preserving financial reserves during hurricane season. However, JIA employee furloughs of 43% (at the peak), postponement of water sewer service fee increases, and several projects being delayed were all financial sacrifices in the current reduced budget. Although, a constant 1.1% CPI factor increase for waste management was executed. Additionally, several departments have taken the opportunity to reorganize, eliminating nine positions and adding two new positions. Finally, Mr. Hooks outlined the cancellation of events such as the Fourth of July fireworks and the Shrimp and Grits Festival.

Mr. Gross complimented the staff on the triaged priorities. Mr. Hooks then listed some of the projects which were selected to move forward in the proposed budget. These included the Golf Master Plan, the Holly Jolly season, a website redesign, tennis court resurfacing, golf cart path paving, and convention center sales efforts, and more.

Next, Mr. Hooks discussed that the allocation of funds from parking fees would completely fund the Conservation, Landscaping, as well as the Roads and Grounds Departments in this year's proposed budget. Partial funding would also be given to the Water and Sewer and Public Safety from the parking fees.

Finally, the Personnel Incentive Plans were reviewed, required annually by the state.

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Mr. Krueger moved to for the Finance Committee to approve the Fiscal Year 2021/2022 as presented. The motion was seconded by Mr. Willard.

During discussion, Mr. Krueger also stated it was important to note the proposed budget could be revisited in January.

Mr. Hooks reminded the Board if the proposed budget was approved by the Finance Committee during the meeting, the Proposed Budget would then be posted to the website for public comment. The Board would then meet for a special called meeting on June 30, 2020 at 9:30 a.m. to consider adoption.

The motion for the Finance Committee to adopt and recommend the Fiscal Year 2021/2022 Budget was unanimous.

The Chairman reminded members of the public to submit public comments online.

### **III. Human Resources Committee**

A. Dr. Evans introduced Jenna Johnson who presented the proposed Loss Prevention Policy. She stated this policy formalizes and communicates the expectations of the authority regarding loss, damage, fraud, theft, misuse, and abuse. This policy puts the JIA in line with the State of Georgia Department of Administrative Services, which provides JIA with insurance. Staff recommended adoption. The motion to approve the policy as presented was made by Dr. Evans. Mr. Atkins seconded the motion. There was no discussion. The motion was unanimously approved.

B. Ms. Jenna Johnson then presented the COVID 19 Employment Update. She stated that 43% of employees had been impacted by full or partial furlough. As amenities started to re-open and visitors returned to the island the number of both full time and part time employees effected by furlough had decreased. She reported there had been no significant issues recalling furloughed employees. It was the goal for all furloughed employees to be back to work by the week ending July 9<sup>th</sup>. There were no questions from the Board. Dr. Evans and Chairman Wilkinson complimented the staff for their work and sacrifices during this difficult time.

The Chairman reminded the public listening to submit any comments online.

### **IV. Marketing Committee**

A. Kate Harris presented the Marketing report. Jekyll Island hotels had been open since the third week in May and had been using additional safety and sanitation protocols. Booking numbers had been good, facing a pent-up demand from leisure travelers. Outdoor activities have been popular, and Marketing has been working with hotel partners to push the Mosaic and the Sea Turtle Center as safe indoor options. The previous weekend average occupancy rate of approximately 90% which had helped hotel partners mitigate the big impact of lack of Convention Center business. The Convention Center has been working with Marketing and scheduled groups to show how the new safety procedures and spacing will work, including a new video and website update. Ms. Harris then spoke about leisure travel and the resurgence of road trips, and noted the Marketing Department is adapting their promotional efforts to address.

In discussion, Mr. Willard complimented the Marketing Department how up to date and professional the material looked.

The Chairman reminded the public listening to submit any comments online.

## **V. Legislative Committee**

A. Mr. Tollison provided a short update report regarding the interrupted legislative session. The main items now being discussed were the State budget, hate crimes legislation, and Corona Virus business protections as the session finished.

The Chairman commented on the peaceful protests at the capital and reminded the listening public comments were to be submitted online.

## **VI. Committee of the Whole**

A. Mr. Hooks introduced the consideration of revised construction timeframe for the Moorings at Jekyll Harbor. A letter received from the Moorings developer, Mr. Gary Wadsten dated June 8, 2020 outlined concerns about the current building schedule due to the COVID-19 crisis. Ms. Cruthirds explained the substantial completion date and vertical completion date could be extended due to force majeure issues. It was staff's recommendation to extend the infrastructure substantial completion date to July 20, 2021 and the vertical substantial completion until January 20, 2023. The motion to extend the revised construction timeframe as recommended by staff was made by Mr. Krueger and seconded by Mr. Willard. There was no discussion and the motion was unanimously approved.

B. Mr. Hooks stated in the Executive Director's Report that it is not unusual for there to be pending litigation. However, due to the nature of several of the current cases, Mr. Hooks introduced Ms. Cruthirds to provide an update to the Board.

a. Ms. Cruthirds outlined the pending litigation as provided in the meeting materials. This included updates on on-going discussions with: the disputed "Official Website of Jekyll Island", the Jekyll Island Package Store, and an alleged injury on JIA property of a Canadian resident.

b. Mr. Hooks reviewed the Villas by the Sea update materials also provided in the packet. A \$7 million-dollar renovation project of the Villas by the Sea property is planned. Villas was originally established as a Sheraton Hotel in the 1970s. This renovation will replace roofs, vinyl siding, balcony railings, landscaping, and more. This renovation will be phased and is scheduled to begin in September 2020.

The committee meetings were adjourned by Chairman Wilkinson.

The Board moved directly into the Board Meeting Agenda.

### **The Jekyll Island State Park Authority (JIA) Board Meeting** June 16, 2020

1. Mr. Willard moved to approve the minutes of the May 19, 2020 Board Meeting as presented. The motion was seconded by Mr. Gross. There was no discussion and motion was approved without objection.



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2. Resolution #R-2020-3, Corona Virus Aid, Relief, and Economic Security (CARES) Act Funding for the Jekyll Island Airport recommendation from the Finance Committee was adopted unanimously without discussion.
  3. Replacement of Fire Department Truck Radio from the Fire Equipment Fund recommended by the Finance Committee was approved without objection. There was no discussion.
  4. The Loss Prevention Policy recommendation from the Human Resources Committee was adopted unanimously without discussion.
  5. The Revised Construction Timeframe for the Moorings at Jekyll Harbor recommendation from the Committee of the Whole was adopted unanimously without discussion.

Chairman Wilkinson reminded the public that the adoption of the Fiscal Year 2021/2022 Budget would be considered at a special called digital meeting on June 30, 2020 at 9:30 a.m. Public comments about this meeting and the budget could be submitted to the JIA Board of Directors website.

The motion to adjourn was made by Mr. Krueger and there was no objection. The meeting adjourned at 11:03 a.m.

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The Jekyll Island State Park Authority (JIA) met in a special called meeting in public session on Tuesday, June 30, 2020 in a digital meeting via conference call broadcast to the public via YouTube.

Members Present: Joseph B. Wilkinson, Jr., Chairman  
Bob Krueger, Vice Chairman  
Bill Gross, Secretary/Treasurer  
Commissioner Mark Williams  
Trip Tollison  
Dr. Buster Evans  
Glen Willard  
Dale Atkinson

Members Absent: Joy Burch-Meeks

Key Staff Present: Jones Hooks, Executive Director  
Marjorie Johnson, Chief Accounting Officer  
Jenna Johnson, Human Resources Director  
Michelle Webb, Executive Assistant

Various members of the public, JIA staff, and press listened live via broadcast on YouTube.

The meeting began at 9:35 a.m. Michelle Webb, Executive Assistant acted as moderator for the digital meeting and read the introduction the meeting for Board Members and public. The roll was called, and a quorum was established. Chairman Wilkinson called the meeting to order.

Chairman Wilkinson spoke briefly in memory of Johnny Paulk at the beginning of the meeting.

The Jekyll Island State Park Authority (JIA) Board Meeting  
June 30, 2020

1. Mr. Hooks began the discussion of the Fiscal Year 2021/2022 Proposed Budget. He stated the details of the budget had been discussed in length at the June 16, 2020 Board Meeting. Additionally, there had been no further public comments since the previous meeting. Therefore, Mr. Hooks stated if there was no objection, he would simply summarize the previously presented information and the documents in the packet for this meeting. There was no objection from the Board.

First, the proposed budget would meet the Governor's requested 10-11% cut, although the JIA did not receive operational funding from the state. Next, Mr. Hooks related 43 % of the staff had been furloughed due to the COVID-19 Pandemic, but stated the administration planned to have all furloughed staff back by the end of July. Also, the JIA was grateful to have a \$300,000 financial cushion from a better than budget first half of the calendar year to offset the significant losses since March. Additionally, June had preformed better than projected, so there was a hope that JIA could continue to utilize this cushion and not dip into the Authority's financial reserves. Fee increases were not anticipated, except for a small 1.1% CPI increase for water management. There are no salary increases in the proposed budget. The annual Shrimp and Grits festival has been cancelled for the fall. Also, the Historic Resource and the Marketing Department have both reorganized.

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Mr. Hooks also updated the Board the Georgia Association of Education Leaders, the first convention group set to come back to the Jekyll Island Convention Center since the beginning of the outbreak has decided not to attend after all due to COVID-19.

In summary, Mr. Hooks stated the proposed budget was for a total of \$27,545,741 which would decrease the budget to approximately FY 2017 levels.

Mr. Gross moved to adopt the Fiscal Year 2021/2022 Budget as recommended by the Finance Committee. Mr. Krueger seconded the motion. The motion was unanimously approved by those present on the call.

a. Ms. Jenna Johnson presented the Incentive Plans. She stated to the Board the JIA Incentive Plans are required by the State of Georgia Department of Administrative Services to be presented yearly with the Budget for approval, whether the incentive plans are utilized or not.

Mr. Kruger moved to approve the Incentive Plans as recommended by the Finance Committee. Dr. Evans seconded the motion. The motion was unanimously approved by those present on the call.

The motion to adjourn was made by Mr. Krueger and was seconded by Mr. Willard. There was no objection. The meeting adjourned at 9:51 a.m.

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**MEMORANDUM**

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**TO:** COMMITTEE OF THE WHOLE  
**FROM:** NOEL JENSEN, CHIEF OPERATIONS OFFICER  
**SUBJECT:** OPERATIONS MONTHLY REPORT – JUNE 2020  
**DATE:** 7/8/2020

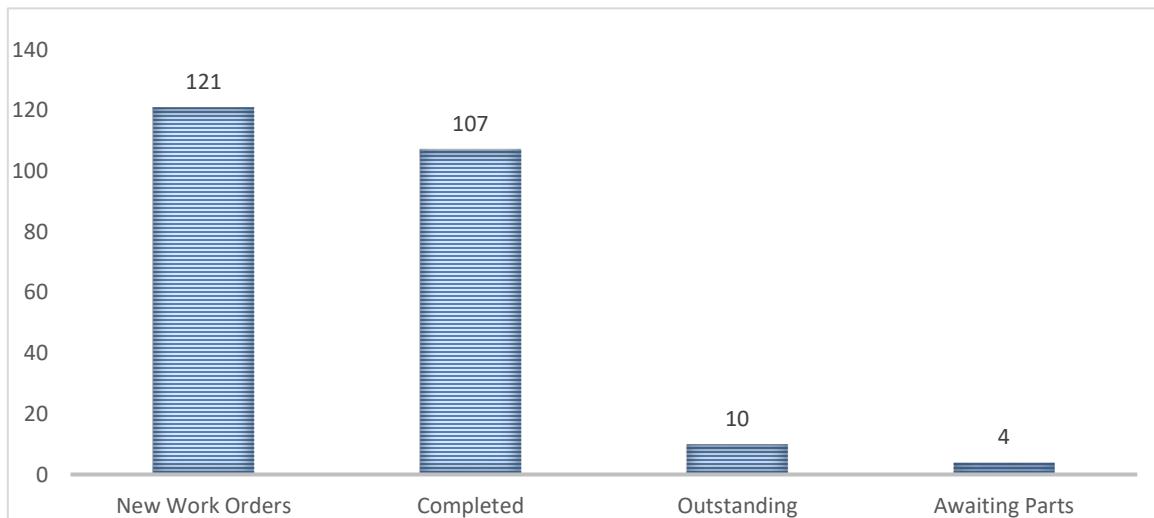
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**PUBLIC SERVICES**

**June Highlights:**

- Jekyll Island Airport (09J) self-serve aviation fuel (100LL) was opened for business and sold 1,114 gallons of 100LL aviation fuel totaling \$4,342.89 in sales for the month of June.
- Beach crossover construction continues with the opening of Albright and Porter Lanes. Ellis Lane is currently under construction.
- All golf courses are back online and operational. Carts are only available for checkout until 3:00PM due to COVID staffing levels.
- Summer Waves staff continues to take all precautions as detailed in Gov. Kemp's Executive Order due to COVID-19.
- All shipments of new slide complex purchased from Pooler have been received and engineering/geotechnical design has begun in advance of offseason assembly latter FY2021.
- Operations departments completed review of hurricane planning and prepared according to individual departmental plans.

**Operations Department Work Orders**

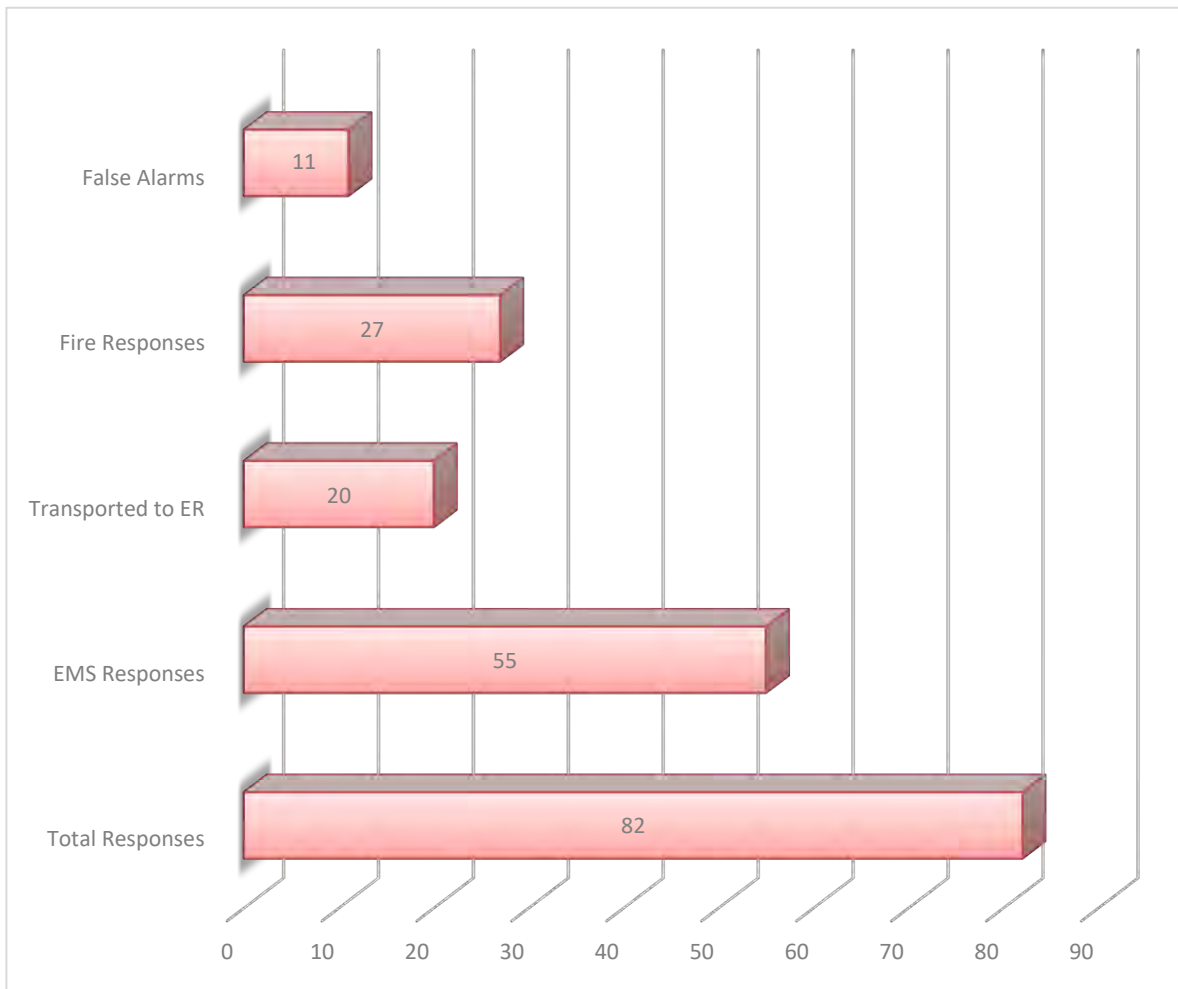


**PUBLIC SAFETY – Fire & EMS**

**June Highlights:**

- Total responses were largely up month to month due to increased visitation, mainly on weekends.
- Six water responses with JIA FD Jet Ski performing two rescue events for a total of five persons.
- Completed 301 hours in staff training for the month.
- Fire Marshall performed seven fire commercial inspections.
- Performed standby duties for Glynn County EMS four times via mutual aid MOU.
- Virtual LEPC meeting at Glynn County EOC.
- Six permits were issued, and seven complaints were investigated by Code Enforcement.

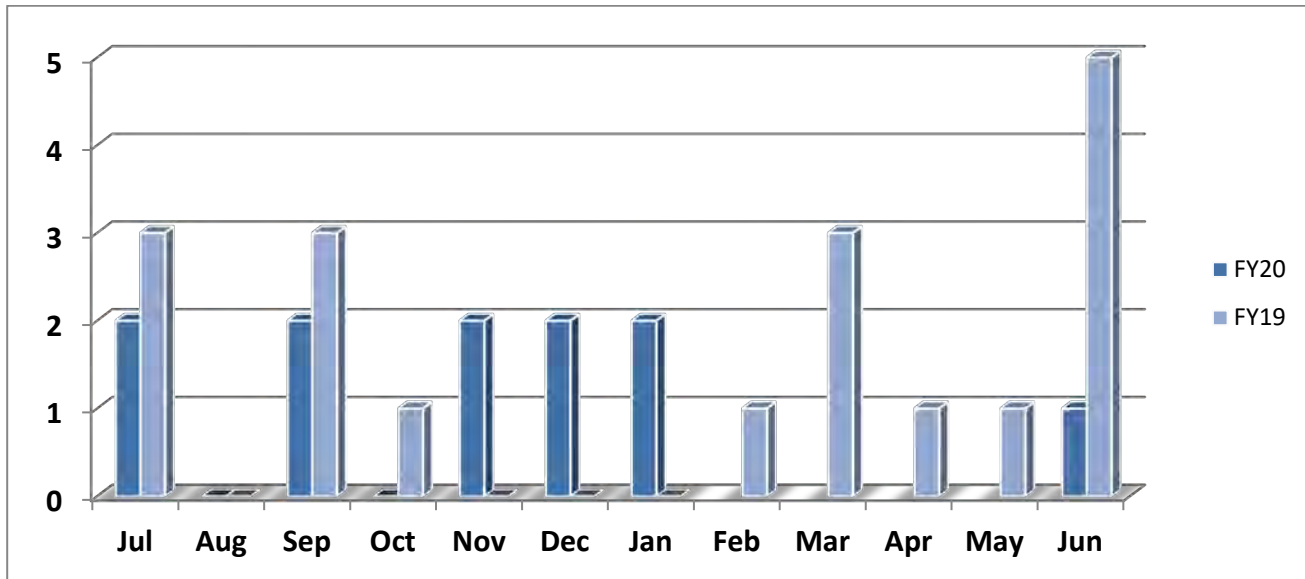
**Jekyll Island Fire & EMS Responses**



MEMORANDUM

**TO:** HUMAN RESOURCES COMMITTEE  
**FROM:** JENNA JOHNSON, HR DIRECTOR  
**SUBJECT:** HUMAN RESOURCES COMMITTEE REPORT  
**DATE:** 7/14/2020

**JIA Workers Compensation Claims:** (Target goal for FY20 = 9).



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
<b>FY20</b>	2	0	2	0	2	2	2	0	0	0	0	1	11
<b>FY19</b>	3	0	3	1	0	0	0	1	3	1	1	6	19

**JIA Employee Census:** 428

Month	Full time	Part Time	Seasonal	Interns	Total Employees
May	160	127	119	22	428

- **Retirements:**
  - None

## **Recognition:**

### ○ **Meet our July Featured Employee: Lani Stradtman**



Calling Brunswick home, Lani Stradtman is celebrating 1 year of employment with the Jekyll Island Authority! Lani works at the Campground where she is responsible for making reservations, providing guest services and helping to make each guest(s) stay here the is best possible experience.

Lani says that what she likes most about working for the JIA is meeting all the different campground hosts and getting to know them. They come from all over the country. "I really enjoy working here at the JIA, and all the friendships I have made!" she said. In her spare time, Lani enjoys spending time with her friends and family and baking. "I love making people smile and helping others,"she added.

When she is not creating a great customer service experience for the Campground guests, Lani is also working for her parents' company part-time and will be starting the Nursing program in August at CCGA. Best of luck to you Lani and we look forward too many more years of customer service from you here at the JIA!

Thank you for your service, Lani!! We appreciate all you do!

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MEMORANDUM

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**TO:** HISTORIC PRESERVATION/CONSERVATION COMMITTEE  
**FROM:** BEN CARSWELL, DIRECTOR OF CONSERVATION  
**SUBJECT:** CONSERVATION UPDATE  
**DATE:** 7/14/2020

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### **Research and Monitoring**

- Wilson's plover nesting is over. GSTC night patrol has consistently seen chicks during patrols and have started collecting information about times and locations to help us understand how chicks move at night. Up to this point, we believe that 5 chicks have fledged and there are an additional 5-7 chicks still active on the beach.
- Jekyll's unique wild hybrid rattlesnake (Canebrake / Eastern Diamondback cross) had a successful transmitter implantation surgery to replace the smaller transmitter it initially received. This will allow us to track her movements for another 30-44 months.
- We collected the first round of water samples for the Cycle 22 Coastal Incentive Grant project to begin the restoration of Fortson Pond. We are still navigating the permitting process with GADNR and USACE for the construction component of the project.

### **Management and Planning**

- The Conservation Plan update is on track for an initial presentation to the Board in August or September, to be followed by a period of open public comment on the draft.
- Conservation staff have been working with Georgia Power in developing a plan to be funded and implemented by GA Power to restore much of the strip of land on the south side of the causeway underneath the newly installed power lines. They will prepare the site by applying herbicide this month, then again in September to reduce competition for a native grass and wildflower mixture that will be planted in the Fall/Winter. This project will re-stabilize the slope of the causeway while providing ideal habitat for numerous pollinators, birds, and mammals, and reducing ongoing vegetation maintenance.
- Conservation staff identified and flagged the best route through a wooded area off of Crane road for the Operations team to access a sewer manhole that requires maintenance in the middle of the wooded area.

### **Outreach and Leadership**

- Conservation AmeriCorps Member, Sergi Picas, has reached out to Park Rangers at Crooked River State Park in Camden County to assist them with identification and collection of Cuban Tree Frogs.
- Director Ben Carswell gave a video interview in support of a University of Georgia Warnell School of Forestry and Natural Resources summer course, providing advice for students considering careers in conservation.

### **Personnel and Professional development**

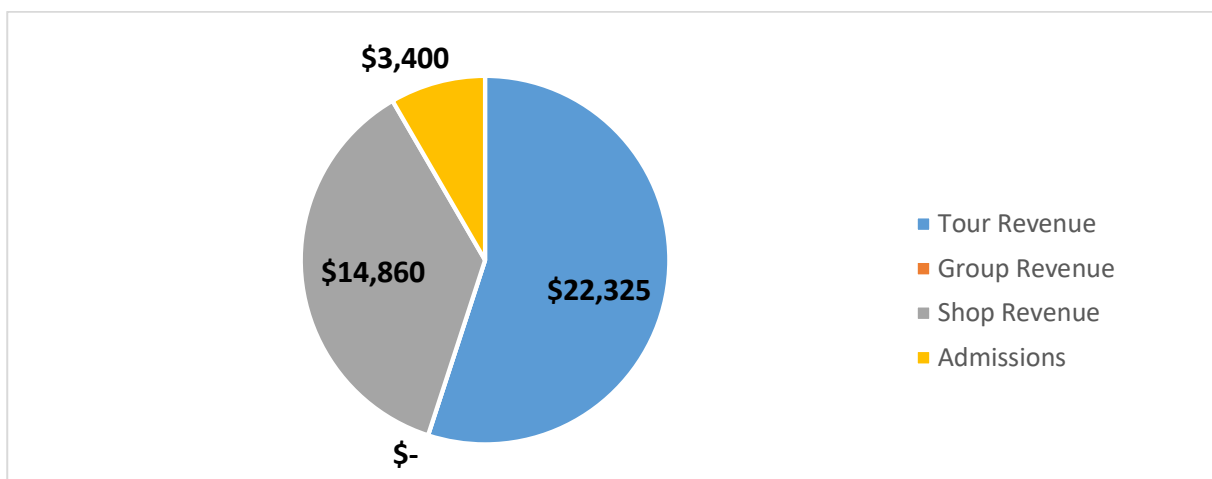
- Davide Zailo, who has served JIA in several positions with GSTC and Conservation over the past nine years has accepted a new job with The Landings Association at Skidaway Island where he will be the Environmental Manager.



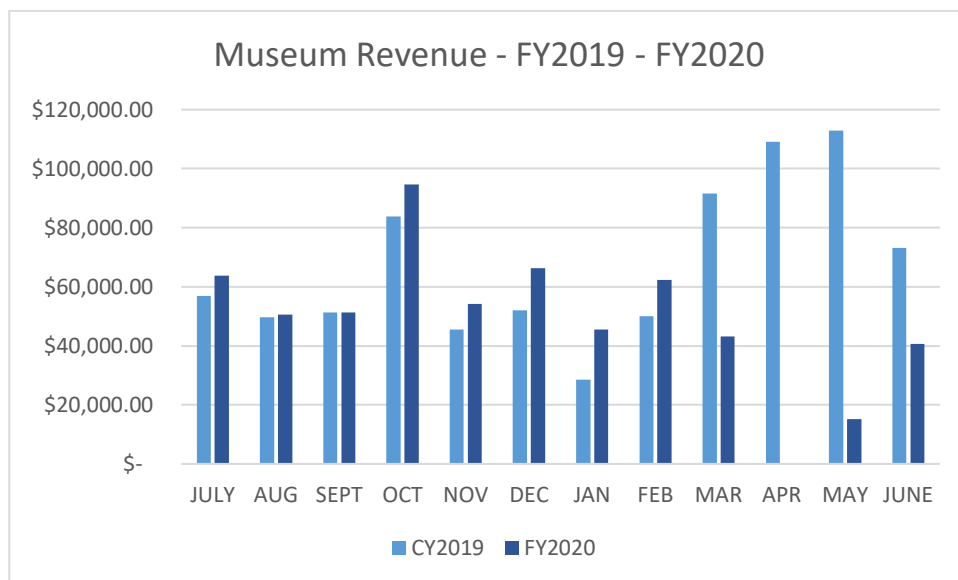
**MEMORANDUM**

**TO:** COMMITTEE OF THE WHOLE  
**FROM:** ANDREA MARROQUIN, CURATOR  
**SUBJECT:** HISTORIC RESOURCES UPDATE  
**DATE:** 7/8/2020

<b>Jekyll Island Museum</b>	Paid Tours:	Public:	1,649	Admissions:	2,150
		Group:	<u>0</u>		
		Tour Total:	1,649	Total Visitation:	3,809



In June, the Mosaic continued to recover from economic impacts relating to the COVID-19 public health emergency. The museum offered basic tour and gallery experiences at a limited capacity, increasing the prior month's earnings more than 250%. Nevertheless, the museum's Total Revenue was the lowest for the month of June since 2012.



## Special Events

- **COVID-19 Response** – Offered additional daily tours of the historic district to meet demand for tour experiences while continuing to operate at a limited capacity with social distancing.
- **Historic District Property Rentals – 20 Attended** - In June, the Jekyll Island Museum provided a meeting space at Villa Ospo for a partner agency for 30 days, and hosted fashion photo shoots at several outdoor locations within the historic district, for a total value of \$7,700.

## Curatorial/Research

- **Tiffany Window** – Obtained estimates for a condition assessment and appraisal, conservation treatment, and protective window covering for Faith Chapel's Tiffany Window.
- **Marketing**– Worked with marketing department to prepare additional signage as part of reopening for Faith Chapel, Indian Mound, and Hollybourne. Met to discuss needs for additional tour advertising, at the Beach Village and through direct mail and social media.
- **Membership Program** – Connected museum to reciprocal membership program. Working with marketing department to develop membership program materials. Communicated plans for upcoming membership program with both museum and gift shop staff.
- **Housekeeping** – Developed a cleaning plan and checklist of expectations for cleaning cottages. Outlined housekeeping procedures and specialized cleaning instructions for use in the museum gallery and historic spaces. Faith Chapel, Indian Mound Cottage, and Hollybourne Cottage prepared for reopening beginning on July 1.
- **Collection Management** – Reviewing manuscript for possible donation. Continued cleanup of museum records in accordance with the Georgia Museum Property Act. Continued cataloging collections.

## Historic District/Preservation

- **Bond Fund Project** – Began pouring tabby pavement and adding an ADA access ramp at Chichota Ruins.
- **Mistletoe Cottage** – Stabilized original broken plaster ceiling, and prepped material for ceiling and molding repair in the sunroom and stairwell at Mistletoe Cottage
- **Historic District Gates** – Pitched in to review and correct problems with gate safety.
- **Window Treatments** – met with contractor to get estimate for window shades in Moss Cottage and Indian Mound.

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MEMORANDUM

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**TO:** COMMITTEE OF THE WHOLE  
**FROM:** TERRY M. NORTON, GSTC DIRECTOR AND VETERINARIAN, ROB MAHON, GSTC GENERAL MANAGER  
**SUBJECT:** GEORGIA SEA TURTLE CENTER UPDATE – JUNE 2020  
**DATE:** 7/13/2020

“This is a really great place to learn about sea turtles and how they live. This place is essentially a sea turtle hospital, and not only do they treat turtles, they educate the public about the affects of garbage pollution, and light pollution. You get to see several species of turtles and watch them swim and eat. The staff are extremely knowledgeable and love talking to kids about the turtles.” (Trip Advisor Review, June 2020)

### **Admissions Comparison with Prior Year (June 2020 vs. June 2019)**

The GSTC was open during the month of June under limited visitation capacity due to COVID-19. The June admission count totaled 10,162, which was 4,371 less than the admission count for June 2019.

### **Revenue Categories\***

- June concessions \$138,967.64 was \$11,515.53 (8%) less than budgeted
- June admissions \$90,656.45 was \$26,643.55 (23%) less than budgeted
- Adoption (Sea Turtle) 71 | \$4,100    Donations (general) 174 | \$3,086.87
- Memberships 20 | \$1,562.20    Behind the Scenes 0 participants | \$00.00
- Daily Programs 153

Sub-Total Education Reservations: 113 Clients | Revenues \$1,935.01

*\*some online payments are received later*

### **Marketing/PR/Events/Grants/Pubs**

**Social Media, Website and Communications Updates:** Trip Advisor: 2,151 reviews, ranking GSTC #4 out of #18 Jekyll attractions; FB: 49,615 likes | 50,707 following; Instagram: 19.2k followers

- Sea Turtle Week was in June, and we participated by posting each day on Facebook about the seven different species.

Most popular Facebook posts this month include:

- Loggerhead Nesting Update June 2: 320+ reactions, 51 shares, 13 comments
- Loggerhead Nest Stakes: 416 reactions, 48 shares, 22 comments
- Sea Turtle Week, Kemp’s Ridley’s and fish hooks: 279 reactions, 54 shares, 7 comments

Most popular Instagram posts this month include:

- Photo of WaveRunner’s surgery: 835 likes, 25 shares, 26 comments. We also featured this surgery on our Instagram Story throughout the day, and many people asked questions via messages and were very engaged.
- Photo of great horned owl: 1,000+ likes, 28 shares, 21 comments
- New terrapin hatchlings photo: 950+ likes, 64 shares, 23 comments

### **Education**

- Ruck, a juvenile Kemp’s Ridley sea turtle, was put up for adoption on June 19. Ruck has been a popular adoptable patient so far – in the 12 days he was adoptable in June, he gained 44 new parents from adoption purchases, and a handful of parents through the membership program. Ruck’s first adoption update will be emailed in mid-July
- The 2020 Diamondback Terrapin Hatchlings were put up for adoption as soon as they were placed on exhibit on June 26. In the first few days they were up for adoption, 5 people adopted them. Their first adoption update will be emailed in mid-July.
- Adopt-a-Nest has performed well this season despite the lower capacity of Turtle Walks (in the past several TW guests adopted nests they saw laid on the program). In 2019, we launched the program in June and had a total of 29 nest adoptions. In 2020, we launched in May and have 32 nest adoptions (22 from June alone). This success is likely helped by the addition of “Adopt-a-Nest” information cards attached to all sea turtle nest stakes on the beach.

### **Rehabilitation**

	Sea Turtle	Other Patients
<b>New Patients</b>	<b>5</b>	<b>20</b>
<b>Current Patients</b>	<b>19</b>	<b>55</b>
<b>Released Patients</b>	<b>5</b>	<b>4</b>
<b>Transferred Patients</b>	<b>1</b>	<b>5</b>
<b>Total Since 2007</b>	<b>894</b>	<b>1,823</b>

### **Research & Patrol**

- We are continuing our long-term efforts to understand the ecology and conservation of turtles on and around Jekyll Island. All 16 radio-telemetered Box Turtles continue to be tracked once per week on the golf courses and near residential homes. We processed **two** new Florida Softshell turtles, **three** new Pond Sliders, **three** previously captured Pond Sliders, **one** new Eastern Box Turtle, **two** previously captured Eastern Box Turtles, and **one** new Eastern Mud Turtle as part of the ongoing mark-recapture study. One of the previously captured Pond Sliders was a rehabilitation patient admitted to the GSTC in 2018 and released back into the wild in 2019 – finding her again allowed us to confirm survival following release. Incidental nesting observations and systematic x-rays of captured turtles continue to yield reproductive activity and clutch size information.
- The Loggerhead Sea Turtle nesting continues and was diversified by a sighting of a Green Sea Turtle whose emergence did not result in a nest. In the past month, we documented **88** sea turtle encounters, **60** nests, and **103** crawls that did not result in a nest. Our encounters required the application of **49** new flipper tags. In the course of our patrols, we interacted and educated **367** and **1,251** people in dawn and night patrol, respectively. We found over **613** people on the beach in violation of the Jekyll Island Lighting Ordinance. After receiving information about sea turtle nesting, **303** people (49%) voluntarily turned off their white lights and **310** additional people (51%) were given red filters for white lights they wished to keep on.
- Efforts to mitigate the impacts of marine debris on Jekyll Island continue with the help of scientific geospatial data collected by members of the community in addition to the GSTC research team. During the past month alone, a total of **2,612** pieces of marine debris were collected from the beaches of Jekyll Island, which includes **197** pieces collected during in the route of routine morning and overnight patrols related to sea turtle research.

### **AmeriCorps Program, Volunteer Program, and Marine Debris Initiative**

Service Hours			
	Monthly Total	YTD Date Total <i>(see YTD period definitions)</i>	Cumulative Total
AmeriCorps Service Hours**	4,061	29,804.17	385,551.92
Volunteer Hours**	90.5	3,798.17	74,533.76
Marine Debris Hours*	57	813	9,842.58
MDI & Volunteer Program			
MDI Clean Ups	0	4	72
MDI Items Collected	2,609	10,219	363,399
New Volunteers Oriented	0	33	242
Volunteer Shadow Shifts	0	34	242
Volunteer Advancements	0	0	265

\*YTD Based off fiscal year (July 1, 2019-June 30, 2020) | \*\*YTD Based off of AmeriCorps Program Year (September 1, 2019-August 31, 2020)

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**MEMORANDUM**

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**TO:** COMMITTEE OF THE WHOLE  
**FROM:** DION DAVIS, E.D.  
**SUBJECT:** JEKYLL ISLAND FOUNDATION UPDATE  
**DATE:** 7/14/20

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**Nominating Committee (NC) Meeting:** The NC will hold a scheduled meeting on Wednesday, July 22, 2020 via teleconference. Agenda items included: expiring board terms and review of board nominees.

**Finance (FC)/Executive Committee (EC) and 1Q Board Meeting:** The FC/EC will hold its regularly scheduled meeting on August 13, 2020, with the FY21 1Q board meeting to follow on August 27, 2020. The agenda has not yet been set. Both meetings will be held virtually.