

The Jekyll Island State Park Authority (JIA) and Committees met in Public Session on Tuesday, July 21, 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  
Commissioner Mark Williams  
Buster Evans  
Glen Willard  
Dale Atkinson

Key Staff Present: Jones Hooks, Executive Director  
Marjorie Johnson, Chief Accounting Officer  
Noel Jensen, Chief Operations Officer  
Kate Harris, Director of Strategic Partnerships  
Alexa Orndoff, Director of Marketing and Communications  
Melissa Cruthirds, General Counsel  
Michelle Webb, Executive Assistant

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

The meeting began at 9:33 a.m. Michelle Webb, Executive Assistant, acted as moderator for the digital meeting and read the introduction for Board Members and members of the public. The roll was called, and all members were present except Mr. Dale Atkins. Mr. Atkins joined several minutes into the meeting due to a technical issue. Chairman Wilkinson called the committee sessions to order and a quorum was established.

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

There was no report.

### **II. Finance Committee**

A. Mr. Bill Gross introduced Marjorie Johnson and Jones Hooks who presented the financial update for June. Ms. Johnson reported it appeared that the Authority would not have to tap into Financial Reserves due to the COVID-19 crisis as amenities were tracking above the revised COVID-19 budgeted amounts. She then reviewed the traffic reports as included in the packet materials. Mr. Hooks commented on the traffic reports and related the 15%-22% daily decrease in traffic over last year. He suspected this decrease was related to the lack of convention center business, tour bus traffic, and the limited capacity of Summer Waves. Ms. Johnson also reviewed the hotel statistics from the published materials. While hotels rooms were technically available, some hotels were internally choosing to restrict occupancy due to COVID-19.

B. Ms. Johnson then discussed the purchase of manhole liners from the Water/Wastewater Reserves. Wastewater staff discover through a spike in flow rate the manholes for Lift Station 15 had deteriorated. The most cost-effective solution was fiberglass liner inserts at a cost of approximately \$4,000. The purchase was recommended by staff. Mr. Krueger moved to approve the emergency capital expenditure from the

Water/ Wastewater Reserves of up to \$4,000 for parts and materials to line the manholes. The motion was seconded by Mr. Tollison and there was no discussion. The motion was unanimously approved.

C. Marjorie Johnson then reviewed the purchase of Mistletoe Cottage's HVAC System from Reserve Funds. In order to install the elevator in Mistletoe Cottage, the HVAC system needed to be replaced. Noel Jensen explained that the old HVAC systems had reached the end of its life and this was an emergency replacement. Dr. Evans moved to ratify the approval of the capital expenditure from reserves of \$19,500 for the replacement of the HVAC system at Mistletoe Cottage. The motion was seconded by Mr. Krueger. There was no discussion and the motion was unanimously approved.

D. Marjorie Johnson then introduced the replacement of fire alarm panels at the Beach Village. The panels, sensors, and strobes were in need of replacement due to frequent issues coupled with the scarcity of their replacement parts. The service provider recommended replacements estimated a price of \$44,577.80. Mr. Krueger moved for approve the capital project in the amount of \$44,577.80. The motion was seconded by Mr. Willard. During discussion, Mr. Krueger asked how old the system was. Mr. Jensen answered the systems were seven or eight years old. Mr. Jensen suspected this equipment was dated when it was installed. Mr. Gross asked which company was performing the work. Ms. Johnson answered Brewer Technology Solutions and clarified she believed the original installation company had gone out of business. Mr. Gross confirmed similar issues with his own business dealings regarding fire alarm panels. Mr. Hooks stated this was probably an example of value engineering during construction that saved money initially, but not long term. The motion was unanimously approved.

E. Noel Jensen then reported on Jekyll Island Airport grant funding from the Georgia Department of Transportation and local share requirement. JIA received notice of financial assistance on 7/1/2020 for \$343,668.00 to partially fund rehabilitation of runway 18, lighting displays for runway 36, threshold markings on runway 36, and design of runway safety area improvements. Georgia Department of Transportation provided 50% of the eligible non-federal share which amounted to \$18,166.00. CARES Act Funding reduced the amount of Jekyll Island Authority matching funds to \$1,500.00. Mr. Jensen elaborated these projects were part of the ongoing capital improvement program at the airport. Mr. Hooks stated this was a spectacular investment of \$1,500.00 for \$343,668.00 of grant funding. Mr. Willard moved to accept the federal grant funding for the airport with the Georgia Department of Transportation and the local shares, as presented by staff. The motion was seconded by Dr. Evans. The motion was unanimously approved.

Due to the nature of the digital meeting, the public was asked to submit any comments to the Jekyll Island Authority Board of Directors website.

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

A. No Report

### **IV. Marketing Committee**

A. Committee Chair Ms. Joy Burch-Meeks introduced Kate Harris for the Marketing report. Before Ms. Harris presented, Mr. Hooks announced the re-alignment of the

Marketing Department. Ms. Harris had become the new Director of Strategic Partnerships, and Ms. Alexa Orndoff would serve as Director of Marketing and Communications.

Ms. Harris briefly presented items included in the packet materials: the loss of convention center bookings resulting in \$3 million in lost revenue, the JIA's efforts and new video to "Meet Safely", social media amplification of group sales targets, and possible key sales segments.

Ms. Orndoff presented her report from the board materials which included: Travel + Leisure's award of the Golden Isles named #1 in the continental U.S., the media coverage of Tsunami the Sea Turtle, enhanced E-Commerce offerings, and the positive organic growth of Marketing for the JIA.

Chairman Wilkinson spoke about his work with Callaway Gardens that echoed the sentiments expressed by Travel + Leisure about Jekyll Island.

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

#### **V. Legislative Committee**

A. Mr. Tollison provided a short update about the legislative session, which had ended on June 26. The budget, the hate crimes bill, and safe harbor legislation were all passed. There were some tax and economic incentives, as well as short term rental regulation, that did not pass. Heritage Preserve property legislation, a matter of importance to Mr. Tollison was not passed either. Finally, Mr. Tollison informed the Chairman and the State of Georgia Division of Historic Preservation had been moved to the Department of Community Affairs.

Chairman Wilkinson stated for the record that public comments may be submitted online.

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

A. Mr. Noel Jensen presented information to the Board on Jekyll's flood plain ratings. Mr. Jensen explained this was a voluntary program which recognized and encouraged community flood plain management. In turn the program would reduce premium rates in participating communities. Jekyll Island had recently received an improved class rating as a class five. Mr. Jensen stated the class five rating would result in a 25% discount to a flood insurance policy to customers. The Jekyll Island team would continue to work towards an even better class four rating. Mr. Jensen praised Yank Moore of the Conservation Department and Reid Trawick of the Public Safety Department for their work on the flood rating program.

B. Ms. Melissa Cruthirds briefed the Board on the Larry's Giant Subs lease/rental agreement. Larry's had been a concession provider at the Summer Waves Water Park since 2002. Changes in the proposed contract included an increase in the tenant's maintenance and repair responsibilities and the requirement for the pricing of items to be within 10% of other Larry's Giant Sub locations. Additionally, in the proposed agreement the Authority had an option to terminate the agreement if there was a change in General Managers. Mr. Gross moved to recommend approval of the Larry's Giant Subs rental agreement as recommended by staff. Mr. Krueger seconded the motion. There was no discussion and the motion was unanimously approved.

It was noted for the record Commissioner Williams had to leave the meeting to attend a Georgia Department of National Resources Foundation meeting.

C. Ms. Cruthirds then spoke to the Board about the proposed Lighthouse Trolleys Lease Agreement. Lighthouse Trolleys acted as a private business conducting various tours and pick-ups around the island and elsewhere in St. Simons/Brunswick area. The proposed contract agreed to set aside four parking spaces in the lot behind the Morgan Center for Lighthouse Trolleys parking use for one to two trolleys for the next two years. Rent would be retroactive to May 11th, when negotiations began. Base rent was stated at \$2,660.04 a year in addition to a percentage rate of 3% of tours originating on Jekyll Island, and 1% for tours originating off island. The agreement stated they cannot conduct business at the parking spots, at the Mosaic museum, or use JIA branding. Mr. Hooks stated this agreement was significant as the discussion of how to collect revenue for tours on Jekyll Island, while not using Jekyll facilities or space, had been ongoing for some time. Mr. Hooks was recommended of this agreement and would like it to become a model for other tour operators. Mr. Gross moved to approve of the Lighthouse Trolleys rental agreement as recommended by staff. Mr. Atkins seconded the motion. There was no discussion, and the motion was unanimously approved.

D. Ms. Cruthirds also brought forward the Jekyll Island Marina Assignment of Lease and Assignment of Easement for consideration. In April of 2020 the Jekyll Island Authority Board declined the right of first refusal to purchase the Jekyll Island Marina from the current owner. Pending the approval of bank financing, the proposed new owners, the Gilberts doing business as Tidelands Marine Inc., were moving forward with their purchase. After a recent meeting with all parties, the next steps were before the Board. First action was the Jekyll Island Marina Assignment of Lease from Jekyll Island Marina Inc. to Tidelands Marine Inc. Then, the assignment from Jekyll Island Marina to Tidelands Marine of the joint and reciprocal easement of Harbor Road with the Moorings. Of note and as listed in the packet, the proposed new owners would no longer allow ships with non-seaworthy hulls or subletting live aboard vessels. The contract also included the return of six months of security deposit upon the installation and approval of an automatic fire sprinkler system in the dry boat storage area. Other proposed differences were outlined in Ms. Cruthirds memo in the published Board documents. Mr. Krueger moved to recommend approval of the Jekyll Island Marina Assignment of Lease and the Assignment of Joint and Reciprocal Easement, pending loan approval and the closing of the sale as recommended by staff. Mr. Gross seconded the motion. The motion was unanimously approved.

E. Finally, Ms. Cruthirds clarified the Board needed to take action also on the Second Revised and Restated Jekyll Island Marina Revised Lease with Tidelands Marines. Dr. Evans moved to approve of the Jekyll Island Marina Second Revised and Restated Lease pending loan approval and the closing of the sale as recommended by a staff. The motion was seconded by Mr. Willard. The motion was unanimously approved.

F. Finally, Ms. Cruthirds presented The Moorings at Jekyll Harbor Lease Amendment. The developer had requested from the Board an extension of the rent due dates. Last months, due to the pandemic, the board extended construction deadlines for the Moorings. This proposed amendment would extend all rent deadlines six months as outlined in the memo. Mr. Hooks explained no rent forgiveness was being requested, just deferment. Additionally, this proposed action would also include ability of the Executive Director to sign the amended lease as appropriate to effectuate the proposed extensions. An error in the published Board memo was acknowledged by Ms. Cruthirds. On page 3 of the memo,

under recommendations, in the second paragraph “extend the project substantial completion dates” should have read “extend the rental due dates”. Mr. Krueger moved to approve the Mornings at Jekyll Harbor Lease Amendment as recommended by staff. The motion was seconded by Mr. Willard. The motion was unanimously approved.

G. The Executive Director’s Report was presented by Mr. Hooks. First, Mr. Hooks reiterated for the Board members that all JIA employees have been given face masks and instructed to wear them when working with the public, indoors or outdoors, as well as any JIA facilities including all common areas, halls, and meeting rooms. JIA amenities were still working under a 50% capacity. This included not only facilities like Summer Waves Water Park, but also in the historic district and included efforts to enforce social distancing. While all JIA amenities were operational, some programs and activities had been cancelled or reformatted due to COVID-19. Mr. Hooks was please to note that some additional programing, such as daily tours of Hollybourne Cottage had been added.

Next, Mr. Hooks spoke to the new entrance gate system, which had been successfully operating for several weeks. He was happy to report the system was working well and there had been very few complaints. Despite the system’s effectiveness, Saturday during peak hours the sheer volume of cars had caused some backups. During weekend peak hours the gates were fully staffed to expedite processing.

The Golf Master Plan was in progress and the JIA had begun working with the Bleakly Advisory Group to create an economic feasibility analysis. Another public meeting was hoped for in the month of August with a final presentation to the Board tentatively in September.

Mr. Hooks announced that the Marriot/Courtyard Residence Inn had been topped out.

Finally, Mr. Hooks was negotiations financial relief with ASM Global, the management company for Jekyll Island Convention Center. Mr. Hooks highlighted ASM’s work to make sure facilities such as Jekyll’s are top of mind when meetings return.

There were no questions from the Board

The Board moved directly into the Board Meeting Agenda.

The Jekyll Island State Park Authority (JIA) Board Meeting  
July 21, 2020

1. Mr. Krueger moved to approve the minutes of the June 16, 2020 Board Meeting as presented. The motion was seconded by Mr. Gross. There was no discussion and motion was approved without objection.
2. Mr. Tollison moved to approve the minutes of the June 30, 2020 Board Meeting as presented. The motion was seconded by Mr. Atkins. There was no discussion and motion was approved without objection.
3. The purchase of manhole liners from the Water/Wastewater Reserves, a recommendation from the Finance Committee, was adopted unanimously.
4. The ratification of the purchase of Mistletoe Cottage HVAC System from Reserve Funds, a recommendation from the Finance Committee, was adopted unanimously.

5. The replacement of fire alarm panels at the Beach Village, a recommendation from the Finance Committee, was adopted unanimously.
  6. Jekyll Island Airport grant funding from Georgia Department of Transportation and local share moneys, a recommendation from the Finance Committee, was adopted unanimously.
  7. Larry's Giant Subs Rental Agreement, a recommendation from the Committee of the Whole was adopted unanimously.
- During discussion it was noted that Mr. Gross needed to leave the meeting. Also of note, Dr. Evans dropped the call due to technological issues during this time. A quorum was remained present.
8. Lighthouse Trolleys Lease Agreement, a recommendation from the Committee of the Whole, was adopted unanimously.
  9. Jekyll Island Marina Assignment of Lease and Assignment of Joint and Reciprocal Easement pending loan approval and the closing of the sale, a recommendation from the Committee of the Whole, was adopted unanimously.
  10. Jekyll Island Marina Revised and Restated Lease pending loan approval and the closing of the sale, a recommendation from the Committee of the Whole, was adopted unanimously.
  11. The Moorings at Jekyll Harbor Amendment to Lease, a recommendation from the Committee of the Whole, was adopted unanimously.

The motion to adjourn was made by Mr. Atkins; Mr. Willard seconded. There was no objection to the motion, and the meeting adjourned at 11:09 a.m.