



Agenda
Tuesday, January 19, 2021
9:30 a.m.
The Convention Center
JIA Committees and Meeting

Due to the current COVID-19 pandemic, special remote procedures will be in place for this meeting.

Public Remote Attendance:

- This meeting will be streamed to YouTube at:
<https://www.youtube.com/channel/UCuWsJpfyPMTCr66XOVFLdOA>
- Meeting documents and public comments are available at:
<https://www.jekyllisland.com/jekyll-island-authority/board-directors/>

Remote Public Comment

Written public comments can be submitted online till 12:00 noon on Monday, January 18th at the JIA Board of Directors website (above). The name of the person and the topic of the comment will be read into the record. The full public comment will become part of the permanent record.

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

I. Historic Preservation/Conservation Committee

Bob Krueger, Chair

- A. Jekyll Island Conservation Plan Final Presentation and Board Consideration - Ben Carswell, Director of Conservation
- B. Jekyll Island Authority Ranger Program – Ben Carswell, Director of Conservation and Ray Emerson, Park Ranger

II. Finance Committee

Bill Gross, Chair

- A. November and December Financials – Bill Gross, Chair
- B. Firewise Grant Funds Request – Noel Jensen, Chief Operations Officer
- C. Request for ASM Fee Deferral for the Jekyll Island Convention Center - Jones Hooks, Executive Director

III. Human Resources Committee

Buster Evans, Chair

- A. No Report

IV. Marketing Committee

Joy Burch-Meeks, Chair

- A. Report from Marketing Department - Group Sales Update: New Business and Outlook for 2021 – Kate Harris, Director of Strategic Partnerships

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. Golf Master Plan Next Steps: Overview of Maintenance Issues – Aaron Saunders, Director of Golf Operations
 - a. Golf Master Plan Work Sessions – Jones Hooks, Executive Director
- B. O-2021-1 First Reading - An Amendment to the False Alarm Ordinance – Melissa Cruthirds, General Counsel
- C. Jekyll Island Foundation Update – Dion Davis, Executive Director
- D. Jekyll Island Tennis Update – Stewart Atkins, Director of Tennis and Noel Jensen, Chief Operations Officer
- E. Executive Director's Report – Jones Hooks, Executive Director
- F. Chairman's Comments – Joseph B. Wilkinson, Jr., Chairman

If Needed - 5 Minute Break

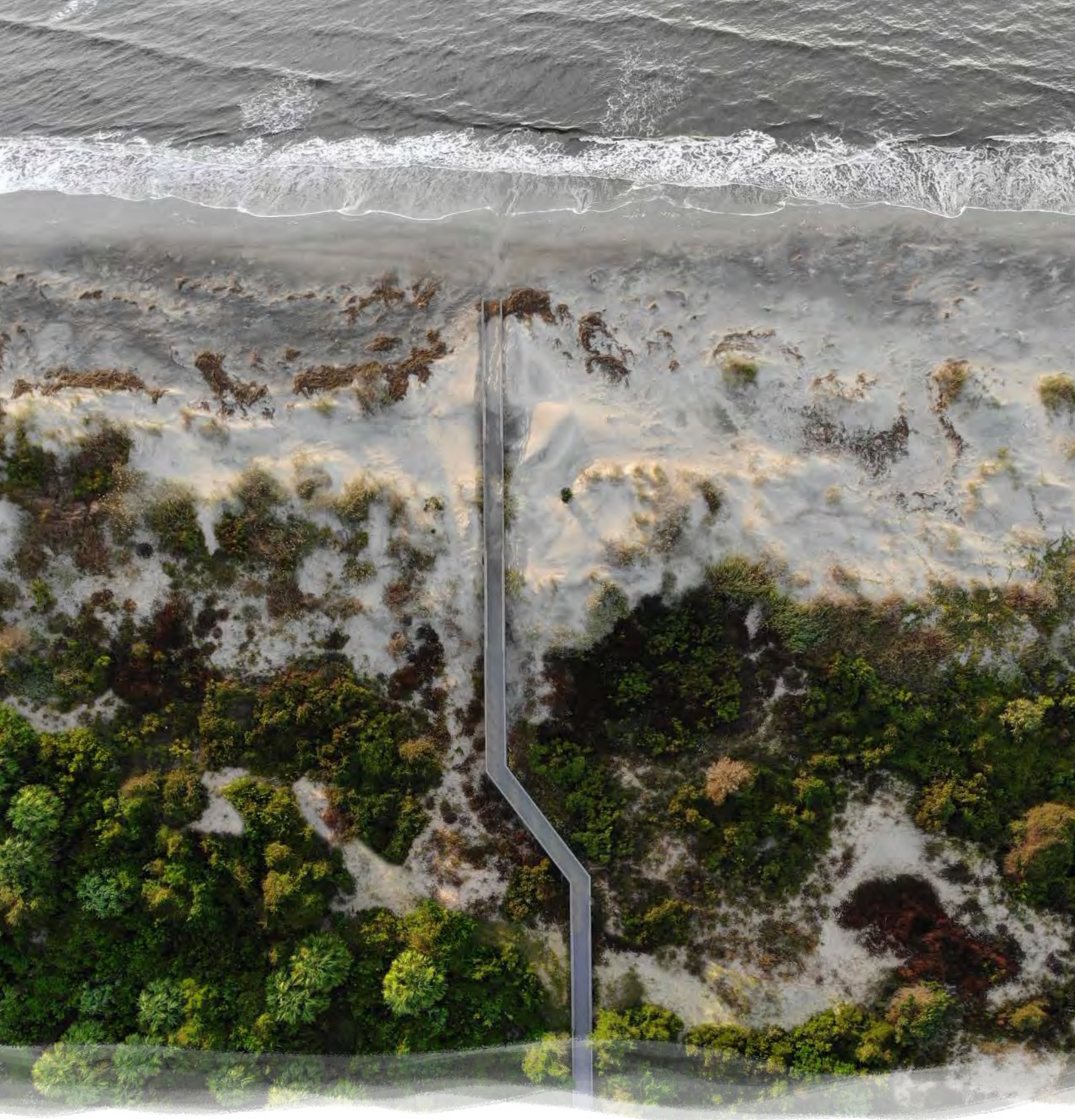
Board Meeting Agenda

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

Action Item

1. Minutes of the December 8, 2020 Board Meeting
2. Jekyll Island Conservation Plan
3. Firewise Grant Funds Request
4. ASM Fee Deferral for the Jekyll Island Convention Center

Adjournment



JEKYLL ISLAND

STEWARDS OF A DELICATE BALANCE
CONSERVATION PLAN 2020

Final Executive Summary for 1/19/2021

EXECUTIVE SUMMARY

1.0- EXECUTIVE SUMMARY

For most of its history as a state property, Jekyll Island was operated without staff wholly dedicated to advancing the conservation and preservation of the Island's natural communities and wildlife. Even in the absence of a dedicated program, staff recognized the opportunity and responsibility to care for the Island's natural assets. For example, a former Materials and Purchasing Manager for the Jekyll Island Authority (JIA), Jan Caton, led the Jekyll Island Sea Turtle Project, which was instrumental in positioning the JIA to create and operate the Georgia Sea Turtle Center (GSTC). Following the establishment of the GSTC in 2007, the JIA Board of Directors approved a comprehensive Conservation Plan in 2011, which serves as the foundation of this 2020 update. By instituting a dedicated conservation mission and hiring a Conservation Director to join the JIA's executive leadership staff, the Board affirmed the priority of natural resource conservation with respect to all substantive decisions made across the organization. Along with the Jekyll Island Master Plan and the Jekyll Island Design Guidelines, the Conservation Plan is essential to JIA's dedication to maintain the delicate balance between nature and humankind in Jekyll Island State Park.

Following this summary and the introduction, Chapter 3 (Environmental Setting) and Chapter 4 (Wildlife & Habitats) are more descriptive than prescriptive. Most action items pertaining to the resources described in these chapters appear in Chapter 5 (Management). Chapter 4 has been revised in this update to put more emphasis on wildlife. Since the 2011 Plan, JIA has prioritized wildlife monitoring and research. New wildlife goals are listed that draw on the substantial base of experience and knowledge that has been built over the past decade. This chapter of the Plan Update revises the Wildlife and Plant Priority Species lists, better defines the criteria for inclusion on those lists, and articulates the implications of a Priority Species listing.

The 2011 Jekyll Island Conservation Plan was bold and aspirational in the scope of management strategies listed in Chapter 4. In updating this pivotal document in 2020, staff and stakeholders alike sought to refresh rather than moderate this challenge. Elements of the 2011 Plan remain to be accomplished, but with more resources in play and new challenges on the horizon, this update sets the bar higher. The approach of this Plan is akin to a football playbook: not every strategic play will be able to be made in the period between plan updates. JIA's conservation and executive leadership, guided by the Plan, must prioritize plays according to their potential value and expense as opportunities are identified or created.

In terms of conservation land management, this Plan, like its predecessor, endorses an active management approach, including measures such as wetland restoration, invasive plant control, native grassland management, and controlled burning. Passive conservation management can be more appropriate when natural areas are minimally impacted by historic legacies and ongoing threats and stresses associated with human uses and development. Conversely, many of the habitats within Jekyll Island State Park have been impacted in ways that have reduced their ecological potential and through biodiversity and productivity for wildlife can be enhanced with an active, yet careful, managerial hand.



Throughout the Plan, content has been added to recognize the significant, escalating threat to natural resources posed by climate change as well as dynamics affecting conservation and development that will be imposed by rising sea level. A new, dedicated park-wide management objective has been added in this regard to Chapter 5, complementing the six other overarching objectives that were also included in the 2011 Plan. Addition of this material is consistent with Georgia's State Wildlife Action Plan and with the guidance of federal natural resources agencies.

Chapter 6 focuses on catalyzing a new arena for growth that will require structured, concerted effort. Titled "Institutional Sustainability", it charges the JIA with evaluating its environmental footprint in terms of carbon emissions, material waste, and water use. It identifies actions that will be essential milestones in positioning the JIA to consider establishing targeted goals and timelines for reducing its footprint.

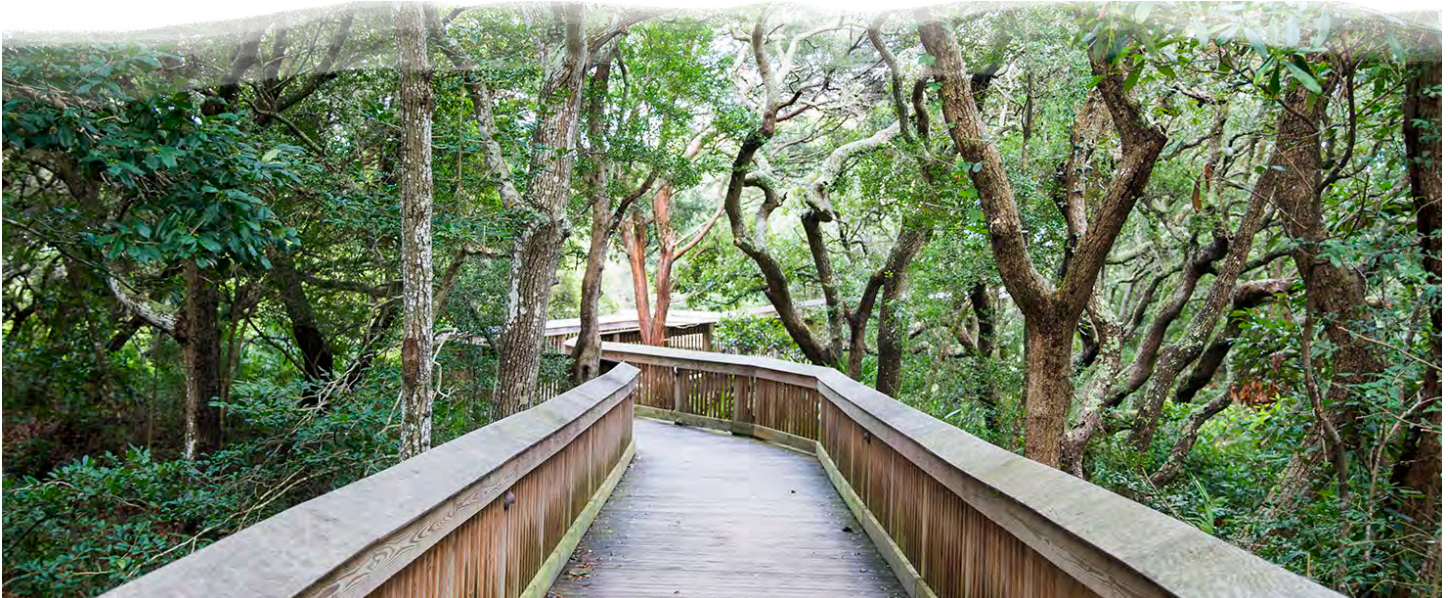
Chapter 7 describes the process and intent of the Environmental Assessment Procedure, or EAP. This is a JIA-mandated environmental review process that was first implemented in 2012 for projects with the potential to degrade the natural resources of the Park. The process draws on the perspectives and expertise of external stakeholders as well as key JIA staff. Lessons learned and adjustments made over the intervening years of implementing the EAP for 19 projects have been incorporated in this Plan update. Special Protection Areas (SPAs) are also identified in this chapter. New areas have been classified as SPAs and the mandate established by SPA classification has been more clearly defined, stipulating that sanctioned activities in SPAs and associated buffers must not significantly impose upon the viewshed of a nature-dominated landscape, degrade the ecological integrity of the natural system or its habitat value for Priority Species, or reduce the erosion/flood protection afforded by natural features.

This Plan update was informed and improved by extensive technical and stakeholder input. Reviewers largely affirmed the treatment of material related to climate change, sea-level rise, and sustainability. Responsive to public feedback, the Environmental Assessment Procedure has been modified to provide for increased transparency and opportunity for public comment.

The provision of nature-based education and outdoor recreation opportunities remains an explicit charge in the JIA Conservation Mission, to which Chapter 8 is now dedicated. Few of the objectives listed in the Environmental Education chapter in the 2011 Plan still align with current priorities. Environmental Education "Gaps and opportunities", identified in the 2011 Plan, were responsive largely to the limited marketing and communications bandwidth that existed within the JIA at that time, resulting in a perception that the JIA did not sufficiently promote existing opportunities. JIA's marketing strategies have since evolved with a heightened emphasis on telling the conservation story and highlighting Jekyll's unique assets as an ideal destination for families to learn and play in outdoor spaces. Accordingly, Chapter 8 is all-new material that aims to distill the landscape of nature-based education and outdoor recreation at Jekyll Island as it exists today.

In the broadest sense, this Conservation plan, like its predecessor, establishes a set of conservation values and outlines a playbook for pursuing and prioritizing those values. As the Authority has evolved, so have its values as an institution. This Plan Update seeks to account for that evolution. Jekyll Island is a place like none other. The natural resources, public and private assets and administrative structures that make up this unique state park endow it with a resistance to overdevelopment, but not an immunity. By reaffirming its commitment to this Plan, the JIA demonstrates its abiding faith in a simple but profound idea that is foundational to the existence of this place that is loved by so many: Jekyll Island's ecological vitality and economic vitality are inextricably linked and the preservation of its character depends upon actively holding these two otherwise opposing values in a careful balance that must be mutually empowering.

Full Report available on the Jekyll Island Authority website at: <https://www.jekyllisland.com/jekyll-island-authority/jekyll-island-conservation-plan/>

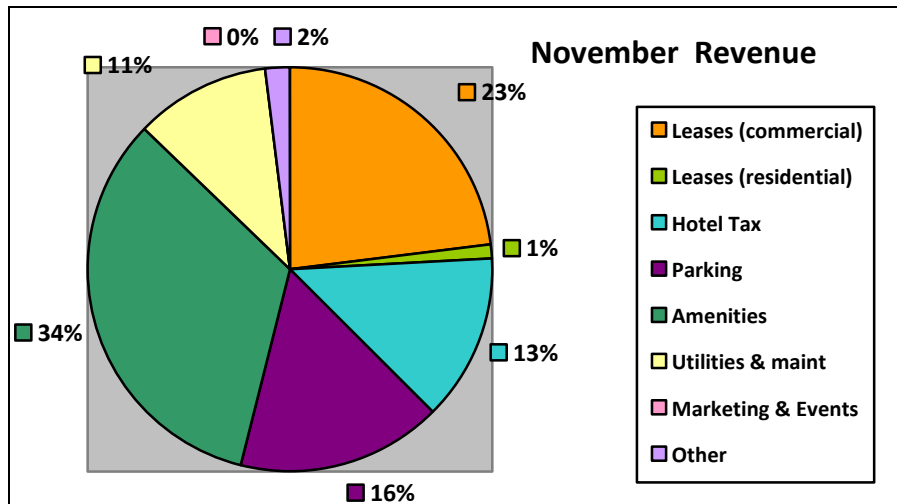


MEMORANDUM

TO: FINANCE COMMITTEE
FROM: MARJORIE JOHNSON
SUBJECT: NOVEMBER FINANCIAL STATEMENTS
DATE: 12/17/2020

Revenues

Revenues for November were \$1,613,466 which reflects an unfavorable \$175K (10%) variance from budget. Revenues reflect a favorable \$1.4M (13%) variance from year to date budget and an unfavorable \$1.6M variance from the prior year to date revenues.



The largest variances for the month were:

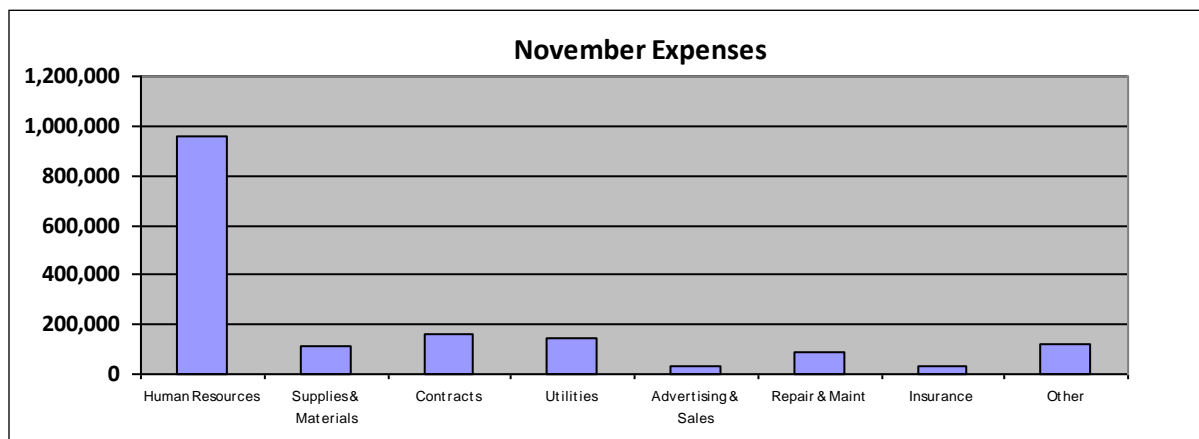
- Hotel/Motel Taxes (+\$51K) – Taxes we receive in November are based on the hotel revenues from October, which better than we anticipated.
- Convention Center (-\$108K) – While all the budgeted groups cancelled, the staff was able to pick up \$44K in revenue from smaller group business during the month, including 3 small weddings, a Thanksgiving dinner sale and two Christmas events.
- Golf (-\$44K) – This variance is due to tournaments – the Paulk Cup tournament was downsized and all the other tournaments for the month were cancelled due to COVID.

Expenses

Expenses were \$1,647,830 for November and reflected a favorable budget variance of \$201K (11%) for the month. Expenses also reflect a favorable \$1.5M (14%) variance from year to date budget and a favorable \$2M variance from Prior Year to Date expenses.

The largest budget variances for the month were:

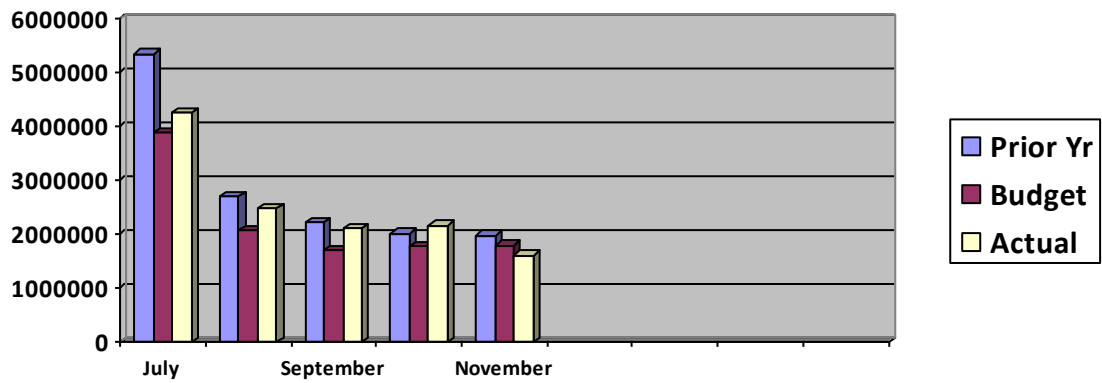
- Human Resources (-\$110K)
- Contracts (-\$77K)
- Utilities (-\$29K)
- Advertising expenses (-\$24K)



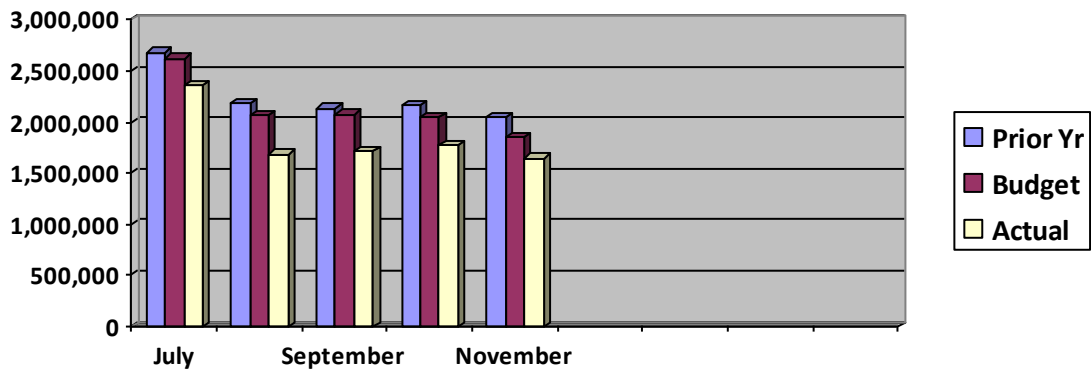
Net Operating Cash

The Net Operating Cash Loss for the month is \$34,364, which is a \$27K favorable variance from the budgeted net operating cash loss of \$60,923. Net Operating Cash Income reflects a favorable \$2.9M (508%) variance from year to date budget and a favorable \$388K variance from prior year to date income.

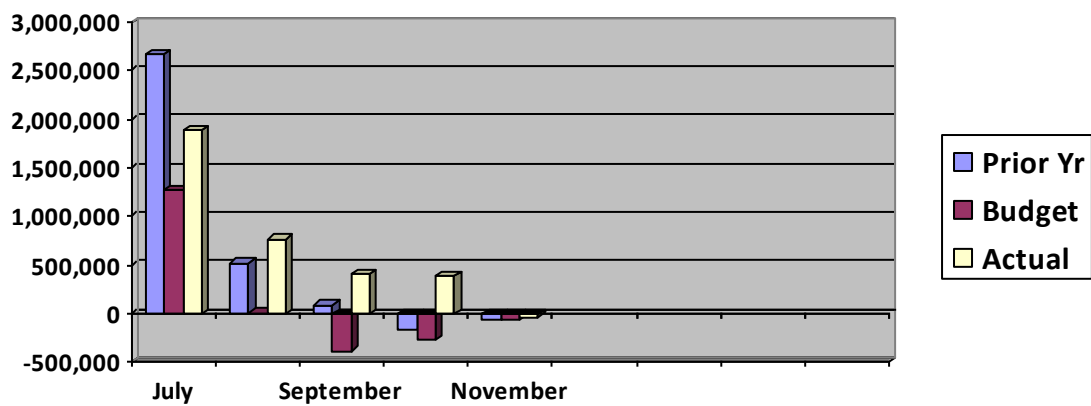
FY2020 Revenues



FY2020 Expenses



Net Operating Cash



Jekyll Island Authority
CONSOLIDATED BUDGET COMPARISON
For the Five Months Ending November 30, 2020

	MONTH ACTUAL	MONTH BUDGET	BUDGET VARIANCE		YTD ACTUAL	YTD BUDGET	BUDGET VARIANCE		PRIOR YEAR ACTUAL	VARIANCE	
			(000's)	%			(000's)	%		(000's)	%
Revenues											
Administration											
Business Leases	372,548	407,875	(35)	-9%	2,055,563	2,071,250	(16)	-1%	2,062,472	(7)	0%
Hotel Tax	151,514	115,764	36	31%	903,331	708,162	195	28%	838,004	65	8%
Tourism Development Fund	64,934	49,613	15	31%	387,142	303,498	84	28%	359,145	28	8%
Parking	261,974	267,603	(6)	-2%	2,121,577	1,536,762	585	38%	1,959,608	162	8%
Interest	412	700	(0)	-41%	2,172	3,900	(2)	-44%	4,651	(2)	-53%
Lot Rentals	16,863	2,000	15	743%	133,256	10,000	123	1233%	120,626	13	10%
Foundation	435	654	(0)	-34%	3,290	4,045	(1)	-19%	3,522	(0)	-7%
Airport	1,780	2,334	(1)	-24%	9,257	11,668	(2)	-21%	-	9	0%
Administration revenue	16,257	20,926	(5)	-22%	156,429	65,747	91	138%	44,958	111	248%
Beach Village	-	-	-	0%	1,507	1,507	-	0%	7,533	(6)	-80%
Intern Housing	3,350	3,350	-	0%	19,625	19,475	0	1%	19,475	0	1%
Total Administration	890,067	870,818	19	2%	5,793,149	4,736,013	1,057	22%	5,419,995	373	7%
Enterprises											
Golf	165,393	209,442	(44)	-21%	826,179	749,681	76	10%	779,153	47	6%
Convention Center	43,767	151,594	(108)	-71%	144,260	568,793	(425)	-75%	1,936,302	(1,792)	-93%
McCormick's Grill	9,749	23,176	(13)	-58%	80,865	94,024	(13)	-14%	141,034	(60)	-43%
Summer Waves	(95)	250	(0)	-138%	1,068,609	835,499	233	28%	1,200,602	(132)	-11%
Campground	165,443	149,829	16	10%	880,973	669,633	211	32%	651,090	230	35%
Life is Good	15,032	8,980	6	67%	106,264	67,333	39	58%	70,946	35	50%
Museum	34,036	41,019	(7)	-17%	226,522	212,808	14	6%	319,486	(93)	-29%
Georgia Sea Turtle Center	65,551	100,861	(35)	-35%	823,497	694,062	129	19%	947,242	(124)	-13%
Conservation	931	-	1	0%	3,535	604	3	486%	4,234	(1)	-17%
Miniature Golf & Bikes	24,950	18,548	6	35%	167,436	117,364	50	43%	144,511	23	16%
Water/Wastewater	122,942	135,043	(12)	-9%	763,615	728,594	35	5%	729,973	34	5%
Sanitation	47,638	46,606	1	2%	236,301	237,944	(2)	-1%	236,639	(0)	0%
Fire Department	3,909	5,055	(1)	-23%	1,272,241	1,250,261	22	2%	1,201,899	70	6%
Tennis	5,330	8,798	(3)	-39%	53,677	48,686	5	10%	48,462	5	11%
Destination Mktg & Special Events	152	(0)	0	0%	48,554	98,417	(50)	-51%	310,605	(262)	-84%
Guest Information Center	8,544	6,519	2	31%	70,860	45,268	26	57%	67,369	3	5%
Camp Jekyll & Soccer Fields	9,428	11,127	(2)	-15%	54,448	65,079	(11)	-16%	68,374	(14)	-20%
Landscaping, Roads & Trails	0	500	(1)	-100%	3,899	3,950	(0)	-1%	3,433	0	14%
Vehicle & Equipment Maintenance	699	-	1	0%	699	-	1	0%	552	0	27%

	MONTH ACTUAL	MONTH BUDGET	BUDGET VARIANCE		YTD ACTUAL	YTD BUDGET	BUDGET VARIANCE		YEAR ACTUAL	VARIANCE	
			(000's)	%			(000's)	%		(000's)	%
Facility Maintenance	-	-	-	0%	1,500	-	2	0%	-	2	0%
Golf Course Maintenance	-	-	-	0%	4	-	0	0%	-	0	0%
Total Enterprises	723,399	917,346	(194)	-21%	6,833,936	6,487,999	346	5%	8,861,905	(2,028)	-23%
Total Revenues	1,613,466	1,788,165	(175)	-10%	12,627,084	11,224,012	1,403	13%	14,281,900	(1,655)	-12%

Expenses

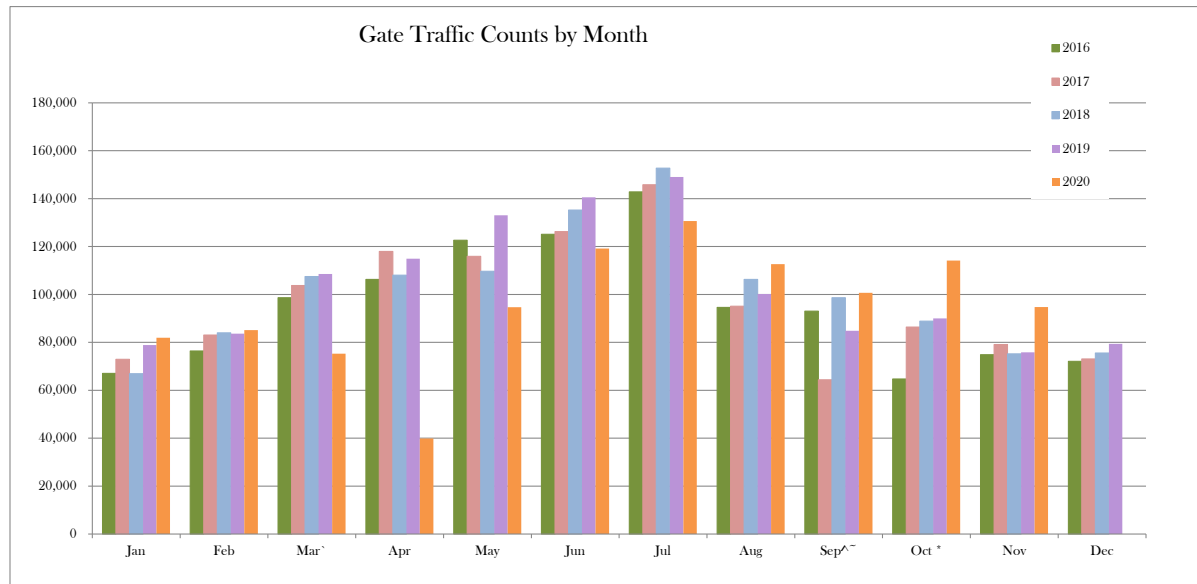
Human Resources	961,578	1,071,366	(110)	-10%	5,193,968	5,579,895	(386)	-7%	5,516,060	(322)	-6%
Supplies & Materials	110,162	96,503	14	14%	476,230	643,231	(167)	-26%	717,654	(241)	-34%
Advertising & Sales	30,058	53,580	(24)	-44%	113,295	311,006	(198)	-64%	265,102	(152)	-57%
Repairs - Facilities & Grounds	79,105	71,833	7	10%	445,820	589,941	(144)	-24%	720,079	(274)	-38%
Utilities	135,191	164,507	(29)	-18%	837,420	898,091	(61)	-7%	921,565	(84)	-9%
Insurance	29,079	16,026	13	81%	622,327	620,034	2	0%	619,100	3	1%
Contracts	159,679	237,129	(77)	-33%	772,427	1,243,124	(471)	-38%	1,362,128	(590)	-43%
Rentals	51,048	54,807	(4)	-7%	236,295	254,014	(18)	-7%	418,383	(182)	-44%
Printing	7,604	6,463	1	18%	36,818	23,947	13	54%	81,263	(44)	-55%
Motor Vehicle	11,450	13,272	(2)	-14%	76,188	126,476	(50)	-40%	145,177	(69)	-48%
Telephone	9,518	10,371	(1)	-8%	50,060	51,178	(1)	-2%	50,442	(0)	-1%
Equipment Purchase <\$1K	2,337	1,200	1	95%	25,905	18,551	7	40%	51,222	(25)	-49%
Equipment Purchase \$1K to \$5K	1,436	-	1	0%	9,271	13,629	(4)	-32%	35,454	(26)	-74%
Travel	2,361	1,875	0	26%	6,248	14,885	(9)	-58%	43,311	(37)	-86%
Dues	27,987	27,673	0	1%	108,746	128,139	(19)	-15%	116,238	(7)	-6%
Credit Card Fees	29,231	22,447	7	30%	166,915	140,395	27	19%	156,790	10	6%
Bank Fees	7	35	(0)	-80%	7	140	(0)	-95%	505	(0)	-99%
Total Expenditures	1,647,830	1,849,087	(201)	-11%	9,177,939	10,656,674	(1,479)	-14%	11,220,473	(2,043)	-18%
Net Operating Cash Income **	(34,364)	(60,923)	27	-44%	3,449,145	567,339	2,882	508%	3,061,427	388	13%

** Does not include depreciation or capital projects

November 2020 Traffic Counts

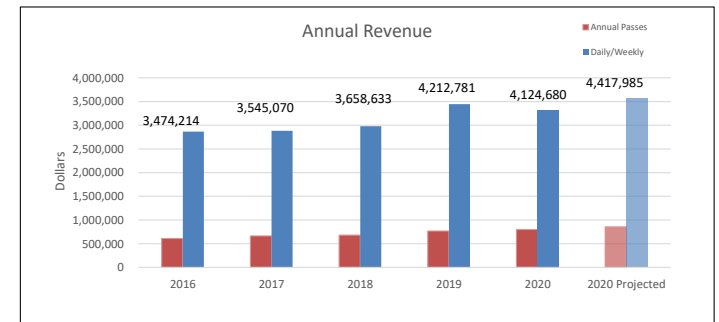
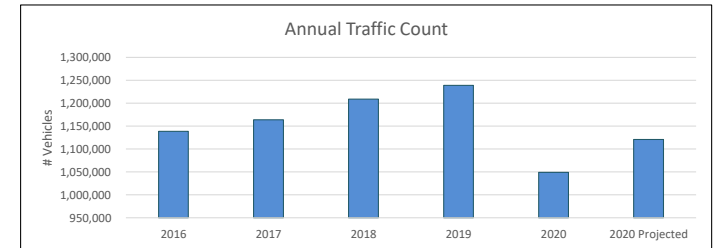
	2016			2017			2018			2019			2020		
	Daily/Weekly	Annual Passes	Total	Daily/Weekly	Annual Passes	Total	Daily/Weekly	Annual Passes	Total	Daily/Weekly	Annual Passes	Total	Daily/Weekly	Annual Passes	Total
January	24,977	42,084	67,061	26,372	46,562	72,934	21,065	45,842	66,907	28,874	50,037	78,911	29,773	52,159	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	56,441	74,236	130,677
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	39,096	73,585	112,681
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	34,055	66,662	100,717
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	33,851	80,276	114,127
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	22,914	71,876	94,790
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
Totals	577,040	561,464	1,138,504	570,599	593,230	1,163,829	592,927	615,892	1,208,819	608,730	630,349	1,239,079	383,908	665,207	1,049,115

Year to Date	2016 YTD	2017 YTD	2018 YTD	2019 YTD	2020 YTD
Comparison	1,066,425	1,090,743	1,133,279	1,159,704	1,049,115



~Mar 2020 - COVID-19 outbreak

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



December 10, 2020
 Jekyll Island Convention Center
 JIA Sales and SMG combined
 November Financial Review

NOVEMBER	FY2021	FY 2020	FY2019	FY2018	FY2017	FY2016	FY2015	FY2014	FY2013
Number of Events	11	20	13	21	21	12	10	5	8
Event Days	14	28	20	39	25	14	20	12	11
Attendance	941	8585	8593	13316	6848	4010	8304	7996	6223
Revenue	\$50,562 act \$166,669 bud	\$298,741	\$210,564	\$484,334	\$304,342	\$62,330	\$197,721	\$105,698	\$103,676
Square Feet Use	113,920	432,390	407,576						

\$50K is not much revenue but – it is some. We had 3 weddings this month all small – socially distanced. We also sold 70 Thanksgiving dinners that seem to have been very well received. We made \$1400 on the first two Santa events but they were very small – the future bookings are selling out and it seems with great revenues.

FUTURE CONTRACTS ISSUED - 4– Estimated revenues \$133,500

Conventions –3– Anticipated rev of \$118,500
 Meetings –0 –Anticipated revenue
 Banquet –0 – Anticipated revenue
 Weddings –0 – Anticipated revenue
 Public Show – 1 – Anticipated revenue 15,000

PROPOSALS

CVB – 8
 Westin – 0
 Cvent- 3

Combined sites and planning meetings with all staff - 11

JEKYLL ISLAND AUTHORITY

HOTEL OCCUPANCY STATISTICS

November 2020

HOTEL STATISTICS AT-A-GLANCE

Nov-20

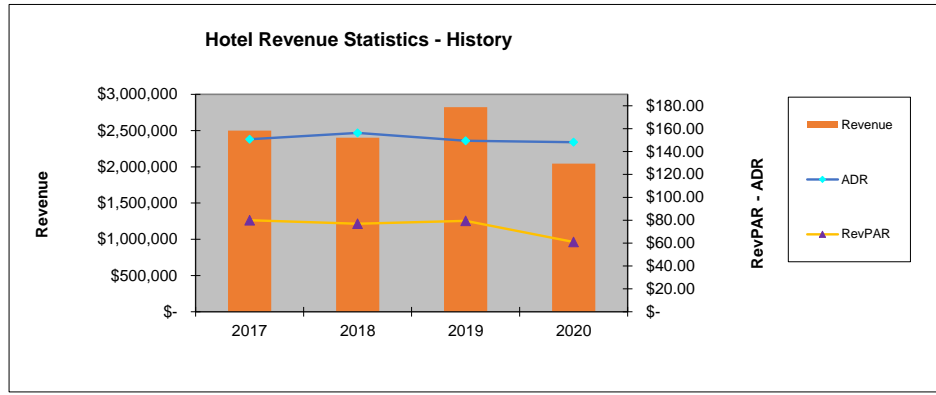
Total Revenue	\$	2,043,125
Occupancy Rate		41.1%
Rev PAR	\$	60.97
ADR	\$	148.17

Nov-19

Total Revenue	\$	2,821,818
Occupancy Rate		53.2%
RevPAR	\$	79.42
ADR	\$	149.43

Nov-18

Total Revenue	\$	2,401,908
Occupancy Rate		49.2%
RevPAR	\$	76.92
ADR	\$	156.30



OCCUPANCY REPORT DETAIL

Hotel	# of Rms	Units Avail	Units Occpd	Percent Occpd	Average Daily Rate	RevPAR	2020 Room Revenue	2019 Room Revenue	Revenue Variance
Beachview Club	38	907	127	14.0%	\$ 148.40	\$ 20.78	\$ 18,846.51	\$ 27,276.95	\$ (8,430) -31%
Home2Suites	107	3,040	1,470	48.4%	\$ 114.22	\$ 55.23	\$ 167,910.25	\$ 251,488.44	\$ (83,578) -33%
Holiday Inn Resort	157	3,548	1,222	34.4%	\$ 125.42	\$ 43.20	\$ 153,263.52	\$ 269,075.00	\$ (115,811) -43%
Days Inn & Suites	124	3,720	1,955	52.6%	\$ 106.87	\$ 56.17	\$ 208,940.00	\$ 209,524.41	\$ (584) 0%
Hampton Inn	138	4,119	1,494	36.3%	\$ 107.82	\$ 39.11	\$ 161,089.00	\$ 326,347.00	\$ (165,258) -51%
Jekyll Island Club Resort	200	6,000	2,160	36.0%	\$ 269.52	\$ 97.03	\$ 582,163.00	\$ 795,802.00	\$ (213,639) -27%
Seafarer Inn & Suites	73	2,190	792	36.2%	\$ 98.38	\$ 35.58	\$ 77,913.03	\$ 124,421.17	\$ (46,508) -37%
Villas by the Sea	131	2,936	1,022	34.8%	\$ 143.60	\$ 49.99	\$ 146,758.55	\$ 183,478.12	\$ (36,720) -20%
Villas by the Sea - Jekyll Realty	19	570	153	26.8%	\$ 97.52	\$ 26.18	\$ 14,921.00	\$ 14,881.31	\$ 40 0%
Villas by the Sea - Parker Kaufman	16	480	287	59.8%	\$ 41.34	\$ 24.72	\$ 11,865.36	\$ 9,155.00	\$ 2,710 30%
Westin	200	6,000	3107	51.8%	\$ 160.75	\$ 83.24	\$ 499,455.00	\$ 610,369	\$ (110,914) -18%
Nov-20 Total	1,203	33,510	13,789	41.1%	\$ 148.17	\$ 60.97	\$ 2,043,125	\$ 2,821,818	\$ (778,693) -27.6%

JEKYLL ISLAND AUTHORITY

HOTEL OCCUPANCY STATISTICS

Calendar Year to Date - November 2020

HOTEL STATISTICS AT-A-GLANCE

2020

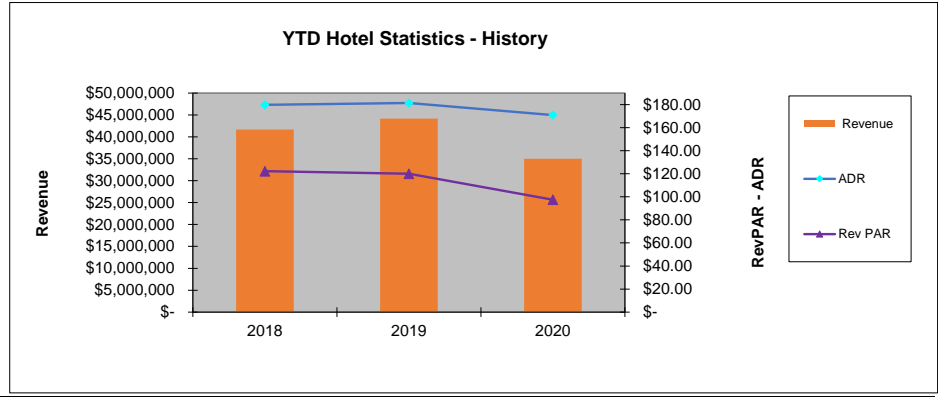
Total Revenue \$ 34,995,922
Occupancy Rate 57.0%
Rev PAR \$ 97.50
ADR \$ 170.92

2019

Total Revenue \$ 44,156,009
Occupancy Rate 66.1%
RevPAR \$ 119.96
ADR \$ 181.41

2018

Total Revenue \$ 41,668,061
Occupancy Rate 68.0%
RevPAR \$ 122.27
ADR \$ 179.83



OCCUPANCY REPORT DETAIL

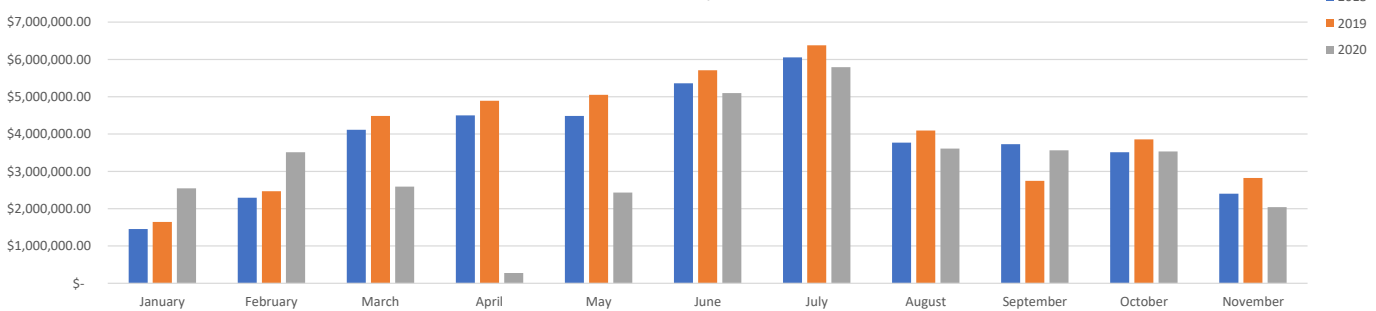
Hotel	# of Rms	Units Avail	Units Occpd	Percent Occpd	Average Daily Rate	RevPAR	2020 Room Revenue	2019 Room Revenue	Revenue Variance
Beachview Club	38	12,001	4,821	40.2%	\$ 195.02	\$ 78.34	940,185	709,492	\$ 230,693 33%
Home2Suites	107	31,615	19,633	62.1%	\$ 143.52	\$ 89.13	2,817,751	686,446	\$ 2,131,305 310%
Holiday Inn Resort	157	43,802	25,387	58.0%	\$ 165.92	\$ 96.16	4,212,162	5,970,680	\$ (1,758,519) -29%
Days Inn & Suites	124	37,696	24,226	64.3%	\$ 140.85	\$ 90.52	3,412,346	4,282,070	\$ (869,724) -20%
Hampton Inn	138	45,155	24,175	53.5%	\$ 153.60	\$ 82.23	3,713,252	5,570,153	\$ (1,856,901) -33%
Jekyll Island Club Resort	200	61,000	31,312	51.3%	\$ 248.14	\$ 127.37	7,769,752	10,420,273	\$ (2,650,521) -25%
Seafarer Inn & Suites	73	23,799	13,153	55.3%	\$ 148.12	\$ 81.86	1,948,257	2,181,275	\$ (233,018) -11%
Villas by the Sea	131	36,751	20,667	56.2%	\$ 149.10	\$ 83.85	3,081,479	3,851,218	\$ (769,739) -20%
Villas by the Sea - Jekyll Realty	19	6,144	3,067	49.9%	\$ 131.06	\$ 65.42	401,951	337,603	\$ 64,347 19%
Villas by the Sea - Parker Kaufman	16	4,313	3,066	71.1%	\$ 91.10	\$ 64.76	279,307	242,397	\$ 36,909 15%
Westin	200	56,670	35,240	62.2%	\$ 182.16	\$ 113.28	6,419,481	9,904,401	\$ (3,484,920) -35%

2020 Total 358,946 204,747 57.0% \$ 170.92 \$ 97.50 \$ 34,995,922 \$ 44,156,009 \$ (9,160,087) -20.7%

2019 Total 368,093 243,408 66.1% \$ 181.41 \$ 119.96 \$ 44,156,009

2018 Total 340,783 231,709 68.0% \$ 179.83 \$ 122.27 \$ 41,668,061

Revenues by Month

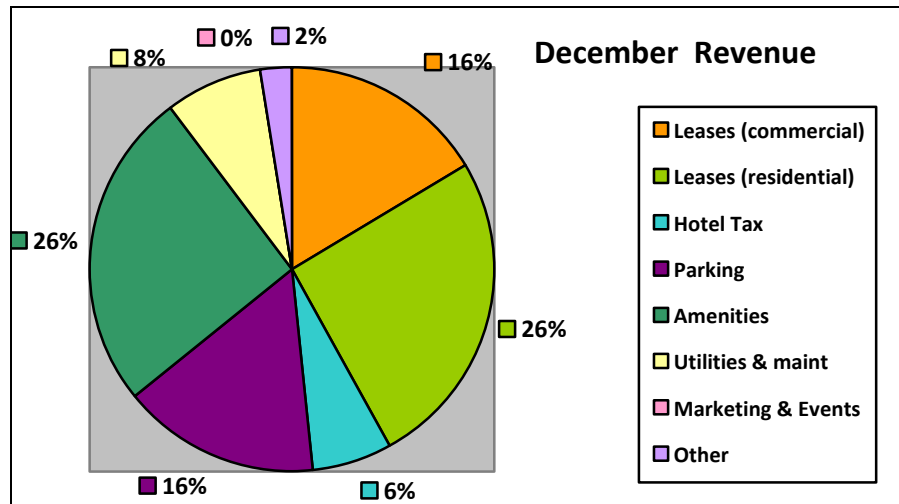


MEMORANDUM

TO: FINANCE COMMITTEE
FROM: MARJORIE JOHNSON
SUBJECT: DECEMBER FINANCIAL STATEMENTS
DATE: 1/10/2021

Revenues

Revenues for December were \$2,083,942 which reflects a favorable \$123K (6%) variance from budget. Revenues reflect a favorable \$1.5M (12%) variance from year to date budget and an unfavorable \$1.7M variance from the prior year to date revenues.



The largest variances for the month were:

- Lot Leases (+\$87K) – Residential leases for calendar year 2021 were billed this month. This is the first year without the discount for homestead exemptions, so lot lease income was higher than prior year. Variance also includes \$17K in transfer fees for properties that were sold or transferred.
- Convention Center (-\$71K) – The center had \$18K in revenue for the month, but most of the budgeted groups cancelled due to COVID.
- Parking (+\$51K) – Revenues from annual pass sales (+\$15K) and daily parking fees (+\$36K) were both higher than anticipated for the month. Part of this increase was due to the Christmas light tours and self-guided light tours that were offered and were very popular.

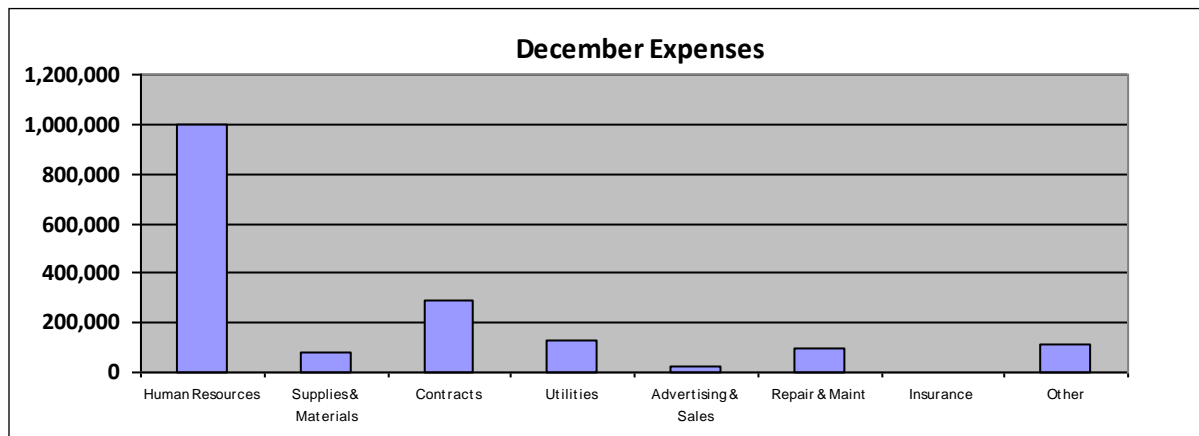
- Campground (+\$46K) – Site rentals and concession sales are both better than budget for the month. Campground revenues have been up consistently for the past year, reflecting a \$281K favorable variance from prior year to date revenues.

Expenses

Expenses were \$1,736,948 for December and reflected a favorable budget variance of \$232K (12%) for the month. Expenses also reflect a favorable \$1.7M (14%) variance from year to date budget and a favorable \$2.1M variance from Prior Year to Date expenses.

The largest budget variances for the month were:

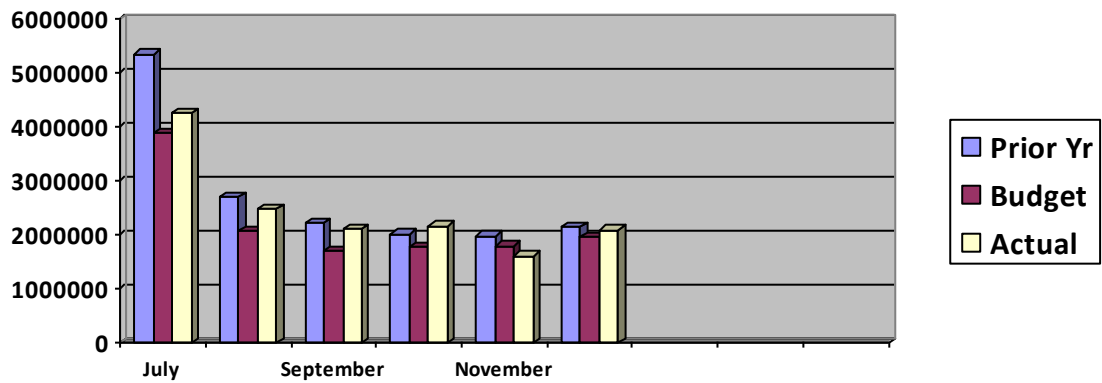
- Human Resources (-\$77K)
- Repairs & Maintenance (-\$50K)
- Advertising expenses (-\$48K)
- Contracts (-\$30K)



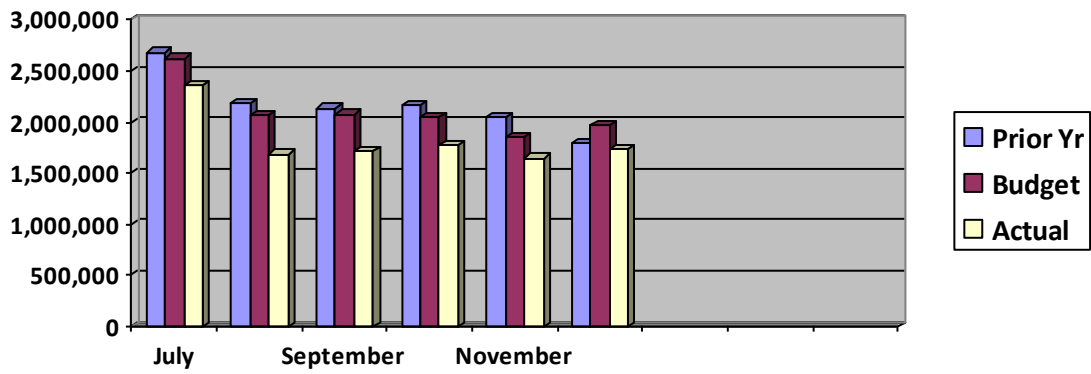
Net Operating Cash

The Net Operating Cash Income for the month is \$346,994, which is a \$355K favorable variance from the budgeted net operating cash loss of \$8,418. Net Operating Cash Income reflects a favorable \$3.2M (579%) variance from year to date budget and a favorable \$379K variance from prior year to date income.

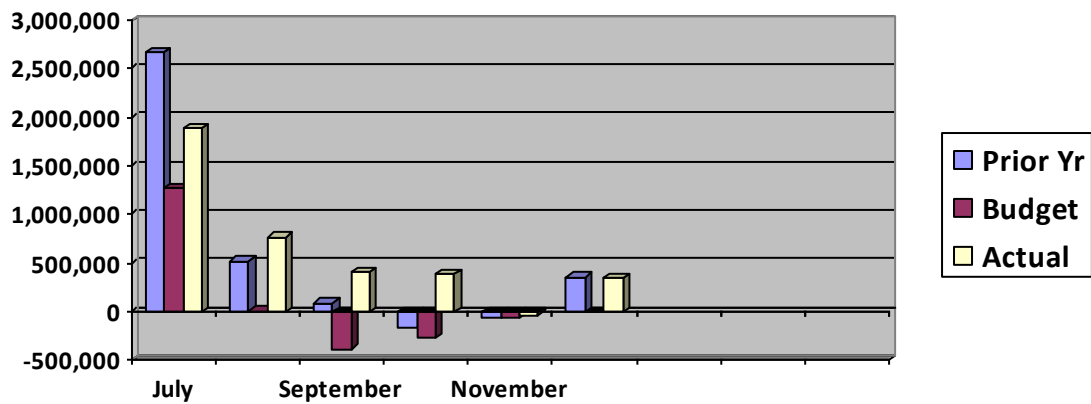
FY2020 Revenues



FY2020 Expenses



Net Operating Cash



Jekyll Island Authority
CONSOLIDATED BUDGET COMPARISON
For the Six Months Ending December 31, 2020

	MONTH ACTUAL	MONTH BUDGET	BUDGET VARIANCE		YTD ACTUAL	YTD BUDGET	BUDGET VARIANCE		PRIOR YEAR ACTUAL	VARIANCE	
			(000's)	%			(000's)	%		(000's)	%
Revenues											
Administration											
Business Leases	342,350	374,930	(33)	-9%	2,397,913	2,446,179	(48)	-2%	2,424,606	(27)	-1%
Hotel Tax	91,417	91,766	(0)	0%	994,748	799,928	195	24%	931,360	63	7%
Tourism Development Fund	39,179	39,328	(0)	0%	426,321	342,826	83	24%	399,154	27	7%
Parking	330,388	279,668	51	18%	2,451,965	1,816,430	636	35%	2,239,276	213	9%
Interest	421	700	(0)	-40%	2,593	4,600	(2)	-44%	5,378	(3)	-52%
Lot Rentals	532,304	445,700	87	19%	665,560	455,700	210	46%	635,339	30	5%
Foundation	502	441	0	14%	3,792	4,486	(1)	-15%	4,472	(1)	-15%
Airport	1,710	2,334	(1)	-27%	10,967	14,001	(3)	-22%	-	11	0%
Administration revenue	44,395	39,652	5	12%	200,823	105,400	95	91%	85,139	116	136%
Beach Village	-	-	-	0%	1,507	1,507	-	0%	9,039	(8)	-83%
Intern Housing	3,350	3,450	(0)	-3%	22,975	22,925	0	0%	22,925	0	0%
Total Administration	1,386,014	1,277,969	108	8%	7,179,163	6,013,982	1,165	19%	6,756,687	422	6%
Enterprises											
Golf	127,301	91,327	36	39%	953,480	841,009	112	13%	881,146	72	8%
Convention Center	18,179	88,981	(71)	-80%	162,439	657,774	(495)	-75%	2,096,129	(1,934)	-92%
McCormick's Grill	9,172	9,509	(0)	-4%	90,037	103,533	(13)	-13%	151,001	(61)	-40%
Summer Waves	1,580	1,750	(0)	-10%	1,070,189	837,249	233	28%	1,204,783	(135)	-11%
Campground	157,929	111,749	46	41%	1,038,902	781,382	258	33%	758,226	281	37%
Life is Good	13,126	10,140	3	29%	119,390	77,473	42	54%	79,355	40	50%
Museum	58,037	49,263	9	18%	284,559	262,071	22	9%	381,194	(97)	-25%
Georgia Sea Turtle Center	98,029	103,145	(5)	-5%	921,526	797,207	124	16%	1,076,815	(155)	-14%
Conservation	461	122	0	278%	3,996	726	3	451%	5,186	(1)	-23%
Miniature Golf & Bikes	36,494	17,377	19	110%	203,929	134,741	69	51%	175,771	28	16%
Water/Wastewater	97,664	117,811	(20)	-17%	861,279	846,405	15	2%	848,462	13	2%
Sanitation	48,478	46,393	2	4%	284,780	284,337	0	0%	282,771	2	1%
Fire Department	3,124	5,160	(2)	-39%	1,275,365	1,255,421	20	2%	1,208,642	67	6%
Tennis	6,498	4,542	2	43%	60,175	53,227	7	13%	52,463	8	15%
Destination Mktg & Special Events	152	0	0	0%	48,706	98,417	(50)	-51%	310,606	(262)	-84%
Guest Information Center	7,563	8,591	(1)	-12%	78,422	53,859	25	46%	75,838	3	3%
Camp Jekyll & Soccer Fields	9,736	13,839	(4)	-30%	64,184	78,917	(15)	-19%	78,620	(14)	-18%
Landscaping, Roads & Trails	4,405	3,000	1	47%	8,304	6,950	1	19%	8,530	(0)	-3%
Vehicle & Equipment Maintenance	-	250	(0)	-100%	699	250	0	179%	552	0	27%

	MONTH ACTUAL	MONTH BUDGET	BUDGET VARIANCE		YTD ACTUAL	YTD BUDGET	BUDGET VARIANCE		YEAR ACTUAL	VARIANCE	
			(000's)	%			(000's)	%		(000's)	%
Facility Maintenance	-	-	-	0%	1,500	-	2	0%	-	2	0%
Golf Course Maintenance	-	-	-	0%	4	-	0	0%	-	0	0%
Total Enterprises	697,928	682,947	15	2%	7,531,863	7,170,946	361	5%	9,676,089	(2,144)	-22%
Total Revenues	2,083,942	1,960,916	123	6%	14,711,026	13,184,929	1,526	12%	16,432,776	(1,722)	-10%

Expenses

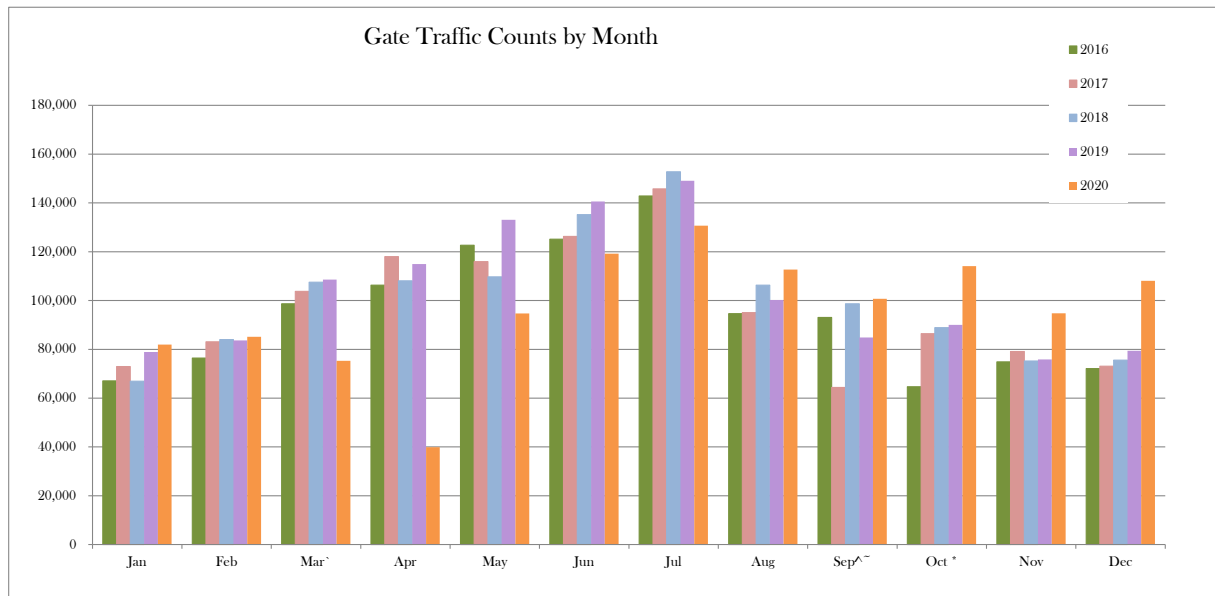
Human Resources	1,001,092	1,077,707	(77)	-7%	6,195,059	6,657,602	(463)	-7%	6,589,954	(395)	-6%
Supplies & Materials	80,703	76,383	4	6%	556,933	719,614	(163)	-23%	817,627	(261)	-32%
Advertising & Sales	21,213	68,839	(48)	-69%	134,508	379,845	(245)	-65%	334,259	(200)	-60%
Repairs - Facilities & Grounds	82,475	132,315	(50)	-38%	528,294	722,256	(194)	-27%	777,214	(249)	-32%
Utilities	122,915	134,950	(12)	-9%	960,335	1,033,041	(73)	-7%	1,050,360	(90)	-9%
Insurance	3,008	6,488	(3)	-54%	625,335	626,522	(1)	0%	622,759	3	0%
Contracts	293,078	322,829	(30)	-9%	1,065,505	1,565,953	(500)	-32%	1,587,155	(522)	-33%
Rentals	54,045	54,167	(0)	0%	290,340	308,181	(18)	-6%	456,735	(166)	-36%
Printing	211	18,577	(18)	-99%	37,028	42,524	(5)	-13%	90,631	(54)	-59%
Motor Vehicle	12,404	18,021	(6)	-31%	88,592	144,497	(56)	-39%	161,534	(73)	-45%
Telephone	9,839	10,239	(0)	-4%	59,899	61,417	(2)	-2%	60,579	(1)	-1%
Equipment Purchase <\$1K	10,962	7,088	4	55%	36,868	25,639	11	44%	53,766	(17)	-31%
Equipment Purchase \$1K to \$5K	3,844	2,450	1	57%	13,115	16,079	(3)	-18%	38,214	(25)	-66%
Travel	1,014	2,475	(1)	-59%	7,262	17,360	(10)	-58%	51,736	(44)	-86%
Dues	14,713	16,939	(2)	-13%	123,458	145,078	(22)	-15%	143,203	(20)	-14%
Credit Card Fees	25,433	19,866	6	28%	192,349	160,261	32	20%	176,496	16	9%
Bank Fees	-	-	-	0%	7	140	(0)	-95%	505	(0)	-99%
Total Expenditures	1,736,948	1,969,334	(232)	-12%	10,914,887	12,626,008	(1,711)	-14%	13,012,726	(2,098)	-16%
Net Operating Cash Income **	346,994	(8,418)	355	-4222%	3,796,139	558,921	3,237	579%	3,420,050	376	11%

** Does not include depreciation or capital projects

December 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	56,441	74,236	130,677
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	39,096	73,585	112,681
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	34,055	66,662	100,717
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	33,851	80,276	114,127
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	22,914	71,876	94,790
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	29,842	78,215	108,057
Totals	577,040	561,464	1,138,504	570,599	593,230	1,163,829	592,927	615,892	1,208,819	608,730	630,349	1,239,079	413,750	743,422	1,157,172

Year to Date Comparison	2016 YTD	2017 YTD	2018 YTD	2019 YTD	2020 YTD
	1,138,504	1,163,829	1,208,819	1,239,079	1,157,172

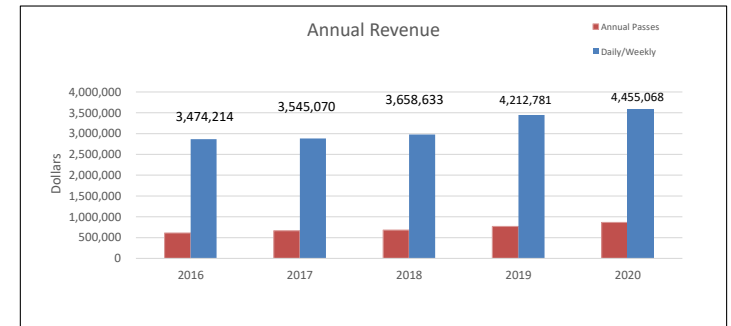
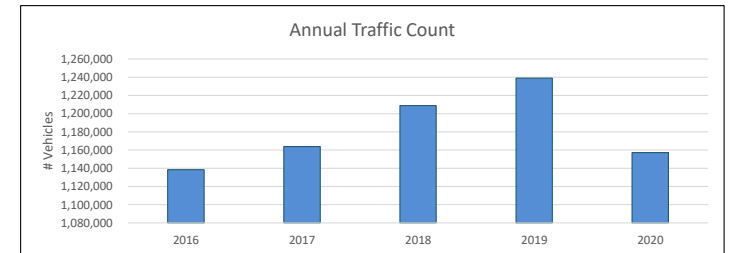


Mar 2020 - COVID-19 outbreak

* Oct 2016 - Hurricane Matthew

^Sep 2017 - Hurricane Irma

~Sept 2019 - Hurricane Dorian



January 7, 2021
 December 2021 Financial Review
 Jekyll Island Convention Center
 JIA Sales and ASM combined

DECEMBER	FY2021	FY2020	FY2019	FY2018	FY2017	FY2016	FY2015	FY2014	FY2013
Number of Events	7	12	8	7	6	3	5	8	9
Event Days	11	24	16	15	13	7	12	14	16
Attendance	1190	9722	9,625	10750	17,431	10270	10776	7523	9822
Revenue	\$20,661act \$96Kbud	\$170,591act \$155,062bud	\$181,806	\$91,214	\$158,300	\$157,456	\$95,229	\$119,051	\$214,537
Sqr. feet used	139,360	548,660	546,380						

December was small events. The Chamber had us host the Grits and Issues since Epworth is closed. This breakfast event added \$6K that we did not have. Joining Holly Jolly this year we added 5 Santa events. After a slow start the events were sold out and we increased ticket sales to meet demand. The Christmas Concert hosted by Caroline and Don Naysmith had smaller attendance as expected – about 150. We hosted College of Coastal Georgia – an abbreviated version but 125 “walked”.

FUTURE CONTRACTS ISSUED - 1 – Estimated revenues \$27,000

Conventions –1– Anticipated rev. of \$27,000
 Meetings –0– Anticipated revenue
 Banquet –0– Anticipated revenue
 Weddings –0– Anticipated revenue
 Public Event – 0 – Anticipated revenue

PROPOSALS

CVB – 7
 Westin – 0
 Cvent- 3
 SMG Sitepass -0

Combined sites and planning meetings with all staff – 9

JEKYLL ISLAND AUTHORITY

HOTEL OCCUPANCY STATISTICS

December 2020

HOTEL STATISTICS AT-A-GLANCE

Dec-20

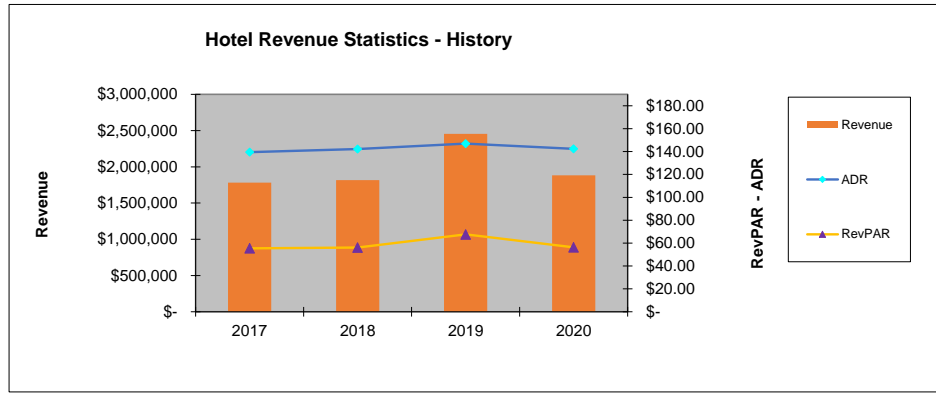
Total Revenue	\$	1,882,500
Occupancy Rate		39.5%
Rev PAR	\$	56.24
ADR	\$	142.32

Dec-19

Total Revenue	\$	2,454,309
Occupancy Rate		46.0%
RevPAR	\$	67.62
ADR	\$	146.96

Dec-18

Total Revenue	\$	1,814,960
Occupancy Rate		39.4%
RevPAR	\$	56.06
ADR	\$	142.19



OCCUPANCY REPORT DETAIL

Hotel	# of Rms	Units Avail	Units Occpd	Percent Occpd	Average Daily Rate	RevPAR	2020 Room Revenue	2019 Room Revenue	Revenue Variance	
Beachview Club	38	1,017	203	20.0%	\$ 143.03	\$ 28.55	\$ 29,036.08	\$ 25,480.16	\$ 3,556	14%
Home2Suites	107	3,188	1,313	41.2%	\$ 114.23	\$ 47.05	\$ 149,987.25	\$ 165,709.00	\$ (15,722)	-9%
Holiday Inn Resort	157	3,616	1,162	32.1%	\$ 125.98	\$ 40.48	\$ 146,388.96	\$ 256,281.88	\$ (109,893)	-43%
Days Inn & Suites	124	3,844	1,524	39.6%	\$ 94.16	\$ 37.33	\$ 143,493.67	\$ 162,922.71	\$ (19,429)	-12%
Hampton Inn	138	4,278	1,433	33.5%	\$ 101.09	\$ 33.86	\$ 144,867.09	\$ 220,901.00	\$ (76,034)	-34%
Jekyll Island Club Resort	200	6,200	2,968	47.9%	\$ 225.20	\$ 107.81	\$ 668,402.00	\$ 771,783.00	\$ (103,381)	-13%
Seafarer Inn & Suites	73	2,263	994	43.9%	\$ 84.56	\$ 37.14	\$ 84,056.00	\$ 192,501.70	\$ (108,446)	-56%
Villas by the Sea	131	2,120	921	43.4%	\$ 134.29	\$ 58.34	\$ 123,679.63	\$ 151,284.25	\$ (27,605)	-18%
Villas by the Sea - Jekyll Realty	19	310	26	8.4%	\$ 171.88	\$ 14.42	\$ 4,468.80	\$ 6,029.70	\$ (1,561)	-26%
Villas by the Sea - Parker Kaufman	17	434	285	65.7%	\$ 19.44	\$ 12.76	\$ 5,540.00	\$ 17,409.50	\$ (11,870)	-68%
Westin	200	6,200	2398	38.7%	\$ 159.54	\$ 61.71	\$ 382,581.00	\$ 484,006	\$ (101,425)	-21%
Dec-20 Total	1,204	33,470	13,227	39.5%	\$ 142.32	\$ 56.24	\$ 1,882,500	\$ 2,454,309	\$ (571,808)	-23.3%

JEKYLL ISLAND AUTHORITY

HOTEL OCCUPANCY STATISTICS

Calendar Year to Date - December 2020

HOTEL STATISTICS AT-A-GLANCE

2020

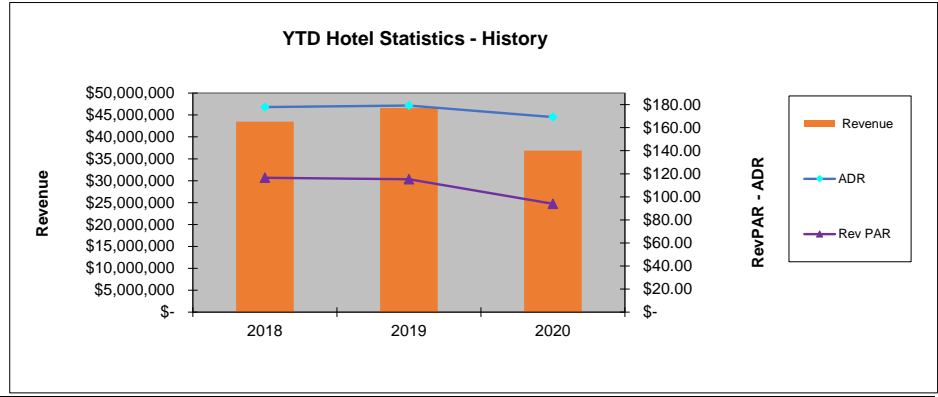
Total Revenue	\$	36,878,423
Occupancy Rate		55.5%
Rev PAR	\$	93.98
ADR	\$	169.19

2019

Total Revenue	\$	46,610,318
Occupancy Rate		64.3%
RevPAR	\$	115.26
ADR	\$	179.20

2018

Total Revenue	\$	43,483,021
Occupancy Rate		65.5%
RevPAR	\$	116.53
ADR	\$	177.86



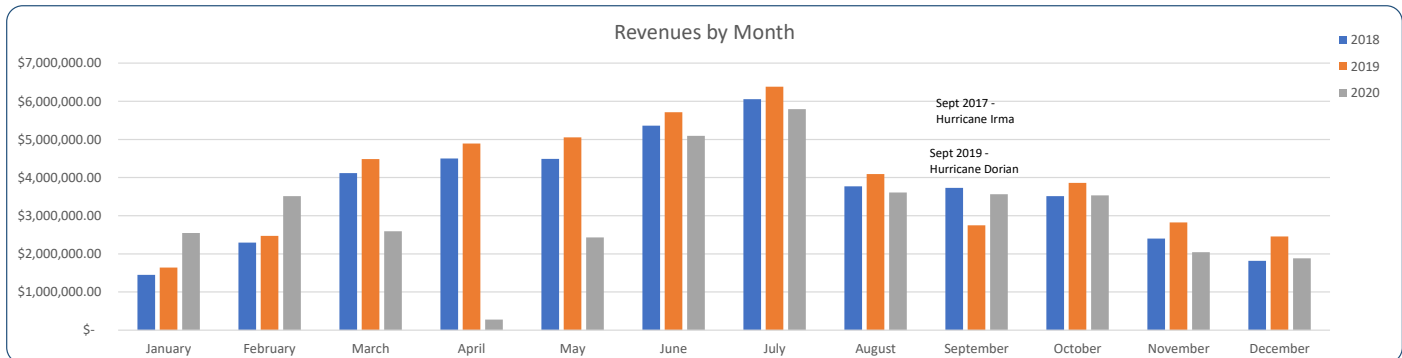
OCCUPANCY REPORT DETAIL

Hotel	# of Rms	Units Availbl	Units Occpd	Percent Occpd	Average Daily Rate	RevPAR	2020 Room Revenue	2019 Room Revenue	Revenue Variance	
Beachview Club	38	13,018	5,024	38.6%	\$ 192.92	\$ 74.45	969,221	734,972	\$ 234,249	32%
Home2Suites	107	34,803	20,946	60.2%	\$ 141.69	\$ 85.27	2,967,739	852,155	\$ 2,115,584	248%
Holiday Inn Resort	157	47,418	26,549	56.0%	\$ 164.17	\$ 91.92	4,358,550	6,226,962	\$ (1,868,412)	-30%
Days Inn & Suites	124	41,540	25,750	62.0%	\$ 138.09	\$ 85.60	3,555,839	4,444,992	\$ (889,153)	-20%
Hampton Inn	138	49,433	25,608	51.8%	\$ 150.66	\$ 78.05	3,858,119	5,791,054	\$ (1,932,935)	-33%
Jekyll Island Club Resort	200	67,200	34,280	51.0%	\$ 246.15	\$ 125.57	8,438,154	11,192,056	\$ (2,753,902)	-25%
Seafarer Inn & Suites	73	26,062	14,147	54.3%	\$ 143.66	\$ 77.98	2,032,313	2,373,777	\$ (341,464)	-14%
Villas by the Sea	131	38,871	21,588	55.5%	\$ 148.47	\$ 82.46	3,205,159	4,002,503	\$ (797,344)	-20%
Villas by the Sea - Jekyll Realty	19	6,454	3,093	47.9%	\$ 131.40	\$ 62.97	406,420	343,633	\$ 62,786	18%
Villas by the Sea - Parker Kaufman	17	4,747	3,351	70.6%	\$ 85.00	\$ 60.01	284,847	259,807	\$ 25,040	10%
Westin	200	62,870	37,638	59.9%	\$ 180.72	\$ 108.19	6,802,062	10,388,407	\$ (3,586,345)	-35%

2020	Total	392,416	217,974	55.5%	\$ 169.19	\$ 93.98	\$ 36,878,423	\$ 46,610,318	\$ (9,731,895)	-20.9%
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2019	Total	404,391	260,108	64.3%	\$ 179.20	\$ 115.26	\$ 46,610,318			
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2018	Total	373,160	244,473	65.5%	\$ 177.86	\$ 116.53	\$ 43,483,021			
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March 2020 - current = COVID impact (largest impact was March - June)

MEMORANDUM

TO: FINANCE COMMITTEE
FROM: NOEL JENSEN, CHIEF OPERATIONS OFFICER
SUBJECT: CAPITAL REQUEST – FIREWISE GRANT FUNDS REQUEST
DATE: 1/12/2021

The Georgia Firewise Mitigation Grant is available this calendar year for up to \$5,000. Due to the comprehensive wildland fire planning the Conservation department has done, we stand an exceptionally good chance of being selected again this year.

Last year we received this grant (\$5,000) and applied it toward purchasing replacement “teeth” for our brush mulching mower. Using the brush mulcher was a key part to prepare the wooded areas for prescribed burning that needs to occur.

For the 2021 grant, staff is requesting Board permission to accept, if awarded, the \$5,000 grant to go toward purchasing an Enforcer 30 Firefighting SKID. This unit retails for \$11,800 leaving the JIA with a \$6,800 co-funding responsibility. The unit is light, compact and portable. It would be mounted on our off-road vehicles to be used to extinguish fires that are out of the reach of our fire trucks.

Uses include the following:

- Lighting strike fires on the golf course. JIA has recently invested \$651,379.50 of FEMA and JIA funding into the golf course cart path system and this unit would eliminate driving heavy fire trucks on the cart paths and the chance of breaking them.
- Deploy for our festivals/events where foot traffic prohibits a fire truck response.
- Off-road conditions where the machinery or brush can catch fire and spread to the surrounding woods or beaches.
- Use during the Conservation Department’s controlled burns to assist in controlling prescribed fires.

The grant award should be announced by January 31, 2021.

Staff recommends accepting Firewise Grant Award of \$5,000 if offered and requests \$6,800 from the Fire Department Reserves to cover the balance of the Enforcer 30 Firefighting SKID purchase, greatly enhancing firefighting capabilities on Jekyll Island.

MEMORANDUM

TO: FINANCE COMMITTEE
FROM: JONES HOOKS, EXECUTIVE DIRECTOR
SUBJECT: FOURTH AMENDMENT TO THE QUALIFIED MANAGEMENT AGREEMENT FOR JEKYLL ISLAND CONVENTION CENTER
DATE: 1/12/2021

During 2020, the Convention Center staff did an excellent job of cutting expenses and making personal financial sacrifices to achieve a savings of \$528,282. Unfortunately, the lack of convention/group business resulted in Actual Year to Date Net Operating Income for the Jekyll Center of (\$538,716). The Convention Center on Jekyll has been the cornerstone of our revitalization success, and these losses have been felt throughout the Authority.

In response to a request from the JIA, ASM Global granted a six-month Fee Deferral of Fixed Operator Fees for the Convention Center. The agreement, Third Amendment to the Qualified Management Agreement for the Jekyll Island Convention Center ran from August 1, 2020 through January 31, 2021. This agreement extended the term of the contract with AMS Global to June 30, 2023.

Realizing that business challenges are likely to continue well into 2021, I have requested the term of our deferral agreement with ASM Global be extended until July 31, 2021, and the initial response from ASM Global has been favorable. Based on outstanding performance and cooperation, my recommendation is that the JIA Board grant an extension of the management agreement with ASM Global through June 30, 2024, should ASM Global agree to this latest deferral request ASM Global shall credit to the Facility and waive the right to receive payment of the Fixed Operator Fee for an additional period of February 1, 2021 to August 31, 2021 in addition to the waiver in the Third Agreement from August 1, 2020 to January 21, 2021 ("Waived Fees"). Commencing on September 1, 2021, the payment by Owner of the Fixed Operator Fee shall recommence.

Operator shall credit to the Facility and waive the right to receive payment of the full Incentive Reward for Fiscal Year 2021 (July 2020 through June 2021) as set forth in the Management Agreement ("Waived Fees"). In the event of the expiration or termination of this Agreement for any reason, other than an Event of Default as set forth under Article 10 of the Original Agreement, prior to June 30, 2024, Owner (JIA) shall pay, or cause any successor management company to pay, to Operator unconditionally and without set-off these Waived Fees existing as of such expiration or termination. The payment of any such Waived Fees amounts shall be made to Operator no later than thirty (30) days.

Board Approval, subject to final legal review, is recommended.



January 11, 2021

MEMORANDUM

TO: BOARD OF DIRECTORS
FROM: MELISSA CRUTHIRDS, GENERAL COUNSEL
RE: FIRST READING, O-2021-1
CHAPTER 12, ARTICLE II – FALSE ALARMS

BACKGROUND

On September 15, 2020, this Board of Directors adopted a False Alarm Ordinance to impose requirements and penalties on those persons responsible for false fire, burglar, car alarms, etc. One provision of the adopted ordinance, Section 12-27(c), states that the owner of the building bears the responsibility of the ordinance.

SUMMARY

State law, and JIA code, requires that ordinance violations be served upon the violator personally. As many owners are not local, staff seeks to amend the ordinance to make clear that a citation for violation of this ordinance may be served upon the owner's representative.

POSTING AND PUBLIC COMMENT

This proposed ordinance will be posted on the JIA website for review and comment before the second reading.

NO BOARD ACTION REQUIRED FOR THIS FIRST READING

JEKYLL ISLAND AUTHORITY BOARD OF DIRECTORS

JEKYLL ISLAND, GEORGIA

Ordinance #O-2021-1

Adoption: _____

At the regular meeting of the Jekyll Island-State Authority Board, held at the _____ on Jekyll Island, Georgia, there were present:

Joseph B. Wilkinson, Jr., Chairperson, Glynn County

Robert W. Krueger, Vice Chairperson, Pulaski County

William H. Gross, Camden County

Joy Burch-Meeks, Wayne County

Dr. L.C. Evans, Monroe County

Glen Willard, Bryan County

Dale Atkins, Appling County

Mark Williams, Commissioner of Department of Natural Resources

After a first reading held on January 19, 2021; and after allowing time thereafter for public comment and public comments having been received and considered; and after a second reading and motion to adopt, which carried unanimously on _____, the following Ordinance was adopted:

AN AMENDMENT TO THE FALSE ALARM ORDINANCE, ARTICLE II, CHAPTER 12, SECTION 12-27 OF THE CODE OF ORDINANCES, JEKYLL ISLAND, GEORGIA, TO DELETE SECTION 12-27(C) RELATED TO RESPONSIBILITY; TO AMEND SECTION 12-27(A)(7) RELATED TO DEFINITION OF PERSON; AND FOR OTHER PURPOSES.

SECTION 1. BE IT ORDAINED, by the Jekyll Island Board of Directors, this _____, 2021, that Article II, Chapter 12, Section 12-27(c) of the Code of Ordinances, Jekyll Island-State Park Authority of Georgia, is hereby deleted, and subsections 12-27(d), -(e), -(f), and -(g) are renumbered as subsections 12-27(c), -(d), -(e), and -(f), respectively.

SECTION 2. BE IT ORDAINED, by the Jekyll Island Board of Directors, this
_____, 2021, that Article II, Chapter 12, Section 12-27(a)(7) of the
Code of Ordinances, Jekyll Island-State Park Authority of Georgia, is hereby amended to
be read as follows.

FALSE ALARMS

Sec. 12-27. False Alarms.

(a) The following definitions shall apply in the interpretation and enforcement of this
section, unless otherwise specifically stated.

(7) *Person* shall mean any individual, association, partnership, firm or corporation, or
any combination of one or more of them, and includes any officer, employee,
department, agency or instrumentality of the state. *Person* shall also include any
representative or agent of an individual, association, partnership, firm or
corporation.

SECTION 3. If any portion of the ordinance is held invalid, the remaining
provisions continue in full force and effect.

SECTION 4. This Amendment shall become effective immediately upon adoption.

**BOARD OF DIRECTORS,
JEKYLL ISLAND-STATE PARK AUTHORITY**

JOSEPH B. WILKINSON, JR., CHAIRPERSON

ATTEST:

William H. Gross, Secretary/Treasurer

EXPLANATION OF CHANGES

Sec. 12-27. False Alarms.

(a) The following definitions shall apply in the interpretation and enforcement of this section, unless otherwise specifically stated.

(1) *Alarm contractor* shall mean any person who installs, maintains, repairs, alters, monitors or services alarm systems for compensation.

(2) *Alarm signal* shall mean the audible sound or a transmission of a signal or a message as the result of the activation of an alarm system or an audible alarm.

(3) *Alarm system* shall mean any mechanical, electrical, or radio-controlled device which is designed to be used for the detection of smoke, heat, hazardous condition, or of any unauthorized entry into a building, structure or facility, or for alerting others of the commission of an unlawful act within a building, structure or facility, or both, which emits a sound or transmits a signal or message when activated. Alarm systems include audible, silent, fire and panic alarms and proprietor alarms.

(4) *Audible alarm* shall mean a device designed for the detection of heat, smoke, hazardous condition, or of unauthorized entry on premises which generates an audible sound when it is activated.

(5) *False alarm* shall mean

(a) an alarm signal which is responded to by the Georgia Department of Public Safety or fire department of Jekyll Island when there is no evidence of a crime, heat, medical emergency, hazardous condition, or other activity; or

(b) an unwanted activation of a signaling system or an alarm initiating device in response to a stimulus or condition that

(i) is not the result of a potentially hazardous condition;

(ii) is the result of deficient management of operations, or

(iii) is the result of the failure to meet the National Fire Protection Association or International Building Code standards, as adopted by the State of Georgia at the time of construction of the premises.

Only those false alarms occurring on Jekyll Island are punishable by this chapter.

(6) *Hazardous Condition* shall mean a circumstance in which a person is exposed to a condition(s) that poses an immediate threat to the safety of life or damage to property.

(7) *Person* shall mean any individual, association, partnership, firm or corporation, or any combination of one or more of them, and includes any officer, employee, department, agency or instrumentality of the state. *Person* shall also include any representative or agent of an individual, association, partnership, firm or corporation.

(8) *Short-term Rental* shall mean, for the purpose of this section, a rental of a residential property of fewer than thirty consecutive days.

(b) The following rules shall govern the use of alarm systems on Jekyll Island.

(1) No person shall make, cause to be made or suffer to be made any false alarm from any location on Jekyll Island.

(2) No person shall allow, sound or permit the sounding of any burglar or fire alarm or any motor vehicle burglar alarm on Jekyll Island, which is audible outside the building or vehicle it is installed in unless such alarm is automatically terminated within 15 minutes of activation.

(3) No company or individual shall connect or cause to be connected, by any means whatsoever any alarm system or alarm that transmits directly into the Glynn-Brunswick 911 Center or to any telephone line located at the Jekyll Island Fire Department, Georgia State Patrol substation, or Georgia State Patrol Dispatch Center.

(4) No individual or company shall test or cause to be tested any alarm system on Jekyll Island without at least 30 minutes prior notification of the test to the Glynn-Brunswick 911 Center and the Jekyll Island Fire Department. Notwithstanding subsection (d) below, failure to make such prior notifications will be subject to a \$300.00 fine for each occurrence.

(c) The following penalties will be assessed for each violation within a 12-month period:

(1) First and second false alarms: Written warning

(2) Third false alarm: \$150.00

(3) Fourth false alarm: \$300.00

(4) After the fourth false alarm: \$500.00 for each violation.

Written warnings for first and second false alarms shall be hand delivered or mailed to the location of the false alarm. Failure to make, deliver, mail or receive any warning shall not affect any subsequent enforcement efforts or the penalty for any subsequent false alarm. The fire marshal or his/her designee shall be given the power to issue warnings related to false alarms at their discretion upon each violation.

(d) *False alarms: Requirements for alarm contractors.*

(1) Shall provide each alarm customer with a copy of this section and shall obtain a written acknowledgment of receipt of a copy of this false alarm ordinance signed by the customer.

(2) Shall retain on file for the duration of each alarm contract a copy of this section containing the signed acknowledgment of the customer.

(e) Each and every time a violation occurs, it shall be deemed a separate offense. No provision of this chapter shall be construed to impair any common law or statutory cause of action, or legal remedy therefrom of any person for injury or damage arising from any violation of this section or other law.

- 135 (f) Any person charged with a violation of this false alarm ordinance may offer proof at
136 any hearing relating to such violation that the false alarm in question was caused by:
- 137 (1) A lightning strike or other act of God;
 - 138 (2) The act of some third party whom the person could not control, but which shall not
139 include invited guests, licensees, or short-term tenants of hotels, motels, or short-
140 term rental properties; or
 - 141 (3) Failure of an alarm contractor to repair the alarm system which made the false
142 alarm after being employed by the person to make such repair; provided
143 however, the person has again made a good faith attempt to have the alarm
144 system repaired after the false alarm which is the subject of the charge.

The Jekyll Island State Park Authority (JIA) and Committees met in Public Session on Tuesday, December 8, 2020 via phone and YouTube, broadcasted to the public.

Members Present: Mr. Joseph B. Wilkinson, Jr., Chairman
 Mr. Bob Krueger, Vice Chairman
 Mr. Bill Gross, Secretary/Treasurer
 Commissioner Mark Williams
 Ms. Joy Burch-Meeks
 Dr. Buster Evans
 Mr. Glen Willard
 Mr. Dale Atkins

Members Absent: Mr. Trip Tollison

Key Staff Present: Ben Carswell, Director of Conservation
 Taylor Davis, Historic Preservationist
 Noel Jensen, Chief Operations Officer
 Jenna Johnson, Human Resources Director
 Alexa Orndoff, Director of Marketing
 Melissa Cruthirds, General Counsel
 Jones Hooks, Executive Director
 Michelle Webb, Executive Assistant

Various members of the public, JIA staff, and press listened online.

Chairman Wilkinson called the committee sessions to order at approximately 9:31 a.m. and introduced those participating via teleconference. The roll was called, and all members were present except Mr. Trip Tollison who was absent and Mr. Bill Gross who announced his arrival a few moments after the roll was called.

Due to the digital nature of this Board meeting, all public comments were submitted online. One public comment was received from Mindy Egan which had the topic of "JIA Board Meeting".

I. Historic Preservation/Conservation Committee

A. Ben Carswell, Director of Conservation introduced the Conservation Plan Update. He outlined the stakeholder input process had begun in October and included an extended public comment period. Following the initial presentation to the Board in October there were further sessions with the advanced technical advisory group and more public comment. The draft presented today for Board input was also available to the public on the JIA website. Mr. Carswell indicated the finalized report would be presented to the Board in January of 2021 for consideration.

This latest update included guidance related to climate change and sea level rise as well as: institutional sustainability, an updated EAP review, modifications to the special protection areas, environmental education, and enhanced outdoor recreation. Key takeaways included positive feedback on the treatment of climate and sea level rise, the new institutional sustainability chapter, and comments about the environmental assessment procedure. Mr. Carswell noted that a change suggested, but not recommended, was a proposed standing advisory committee for conservation. There were no questions from the Board.

B. Mr. Taylor Davis, Historic Preservationist, presented the Mistletoe Wallpaper Project. The wallpaper in the Mistletoe Cottage Sunroom was originally painted silk over rice paper on top of plaster with a bamboo grid pattern. However, it had been damaged and suffered through several water leaks. With funding from the JIA and The Friends of Historic Jekyll Island, a conservation specialist was able to oversee the removal, conservation, and digital reproduction of the historical paper. Through this project the plaster was repaired, the new reproduction paper installed, and the walls were able to be restored to their original paint color. Mr. Davis then showed a video created by Mr. Brian Lee in the JIA Marketing Department showing parts of the process and the finished product. There were no questions from the Board and the committee business was concluded.

II. Finance Committee

Mr. Bill Gross, Finance Committee Chair announced that, due to the early meeting date, there would be no financials for the month. He then introduced the first item of business.

A. Mr. Noel Jensen, Chief Operations Officer provided the request for Jekyll Island Fire Department turnout gear to be purchased from the Fire Equipment Reserve Fund. This request for three sets of gear was for \$8,125.50. Due to COVID concerns the shared inventory of turnout gear has been reduced and this purchase will allow all full-time staff to have their own set of gear. Commissioner Williams moved to approve the request. Mr. Krueger seconded the request. The motion was unanimously approved with no objections.

III. Human Resources Committee

A. Jenna Johnson, Human Resources Director, introduced the policy update for Attendance and Hours Worked. She reported this policy update outlined on-call requirements and expectations as well as addressing call back time and pay. This update was to provide clarification and consistency across all department responsible for continuation of critical operations. Mr. Krueger moved to approve the policy update and the motion was seconded by Mr. Atkins. The motion was unanimously approved with no objections.

IV. Marketing Committee

A. Alexa Orndoff, Director of Marketing presented the Marketing Department report. In her PowerPoint she first highlighted the island visitation numbers which showed visitations up both holiday weekends overall. Next, Ms. Orndoff highlighted excellent ticket sales, which included several sold-out opportunities. She mentioned that due to this year's budgetary constraints, some lights at the entrance of the causeway had been eliminated, but additional lights had been hung in pedestrian friendly areas of the Historic District instead. The holiday season webpage had been refreshed and had showed a 64% increase in visitation over last year. Ms. Orndoff then discussed the new re-imagination of the Holly Jolly Parade which was a success. Finally, she showed this year's Holly Jolly season promotional video to the Board.

V. Legislative Committee

A. Due to the absence of Mr. Tollison, Mr. Hooks reported for the Legislative Committee. On December 3rd members of the Legislative Committee met with the Governor and his staff to discuss Jekyll Island. Committee members and Mr. Hooks

provided both an overview of Jekyll Island and the specifics of the Authority requests for the previously proposed campground extension and Public Safety Complex. He reported it had been a good discussion that resulted in a request for additional information. Additional information to the Governor's office would be provided shortly.

VI. Committee of the Whole

A. Mr. Hooks then spoke to the Golf Master Plan next steps, and a review of National Golf Foundation Findings. After a summary review of the previous Golf Master Plan next steps, Mr. Hooks highlighted some of the most recent information from the Foundation showing the impacts of the pandemic on golf play this year.

The National Golf Foundation Assessment and Recommendation was provided to Jekyll in 2017. Mr. Hooks referred to the recommendations provided in the meeting packet. First, golf is not necessarily a revenue generating enterprise. The statement from the National Golf Foundation (NGF) which stated that without facility enhancements, increased rounds or revenues were unlikely. This statement was cited as a major catalyst for the current Golf Master Plan process. Next, Mr. Hooks discussed the NGF finding which stated there were more holes of golf than could be adequately funded. The NGF recommended a decrease of 63 to 45 holes, which is different than the Vincent Design recommendation for a decrease to 54 holes. He also highlighted the difference between the NGF estimate of renovation, estimated to be about \$14 million dollars in 2017, and the current estimate from the Vincent of \$15 to \$18 million. Additionally, the actual staffing in 2016 during the NGF study was 3.1 full time employees and 2.3 part time employees for 18 holes as compared the NGF recommended standard of 7 full time and 40 part time employees per 18 holes. Mr. Hooks felt that this was a significant indictment of the understaffing levels at Jekyll. However, the report also praised Jekyll staff. Mr. Hooks urged the Board to look deeper at the NGF report moving forward with the Golf Master Plan. He stated he was looking at work session for the Board members to look deeper into these topics.

B. Melissa Cruthirds, General Counsel presented R-2020-5, a resolution approving an amendment to the 2014 Jekyll Island Master Plan to convert from undeveloped area to developed land approximately 2.59 acres for a Georgia Power Company substation. She described the process to date which included the presentation to the Board in September from staff and Georgia Power which requested the recategorization of land for building a more powerful, more adequate substation for the island. She outlined the numerous statutory requirements which had been met in order to amend the Master Plan. Public comments were also presented. Ms. Cruthirds outlined action options for the Board and recommended approval of the resolution. Mr. Gross moved to approve resolution. The motion was seconded by Mr. Adkins. The motion was unanimously approved.

C. Noel Jensen, Chief Operations Officer reviewed the request for Summer Waves new slide complex civil construction package. He spoke to the previous Board actions approving purchase, transportation, and geo engineering for the new slide complex purchased used from the now closed Lagoon Water Park in Pooler. The almost complete engineering, as shown in the Board materials, showed the final placement of the new slide complex between the splash pad and Force 3. In an effort to keep the project timeline intact for the summer season, the final stage of this project has been broken into two pieces, the civil engineering package and the vertical engineering finishing package. The civil engineering package requested by staff was for \$231,000. The request for the vertical

finishing package would be presented at a later meeting. Mr. Willard moved to approve the request, which was seconded by Mr. Atkins. The motion was unanimously approved.

D. Mr. Hooks then presented the Executive Director's Report. He stated that Board members would be contacted about scheduling work sessions in the new year. Furthermore, he reminded Board members about the upcoming deadline for State of Georgia Affidavits for Public Officials. He had no other comments.

E. Mr. Wilkinson stated in the Chairman's comments he appreciated the Board members who attended the Governor's meeting in Atlanta.

The Board moved directly into the Board Meeting Agenda.

The Jekyll Island State Park Authority (JIA) Board Meeting
December 8, 2020

The roll was called, and all members were present except Mr. Tollison.

1. Commissioner Williams moved to accept the minutes of the November 17, 2020 Board Meeting as presented. The motion was seconded by Mr. Evans. There was no discussion and the minutes were approved unanimously with no objections.

2. Approval of the request for Jekyll Island Fire Department for turnout gear from the Fire Equipment Reserve Fund, a recommendation from the Finance Committee, was adopted unanimously.

3. Approval of the policy update of Attendance and Hours Worked, a recommendation from the Human Resources Committee, was adopted unanimously with no objection.

4. Approval of R-2020-5, a resolution approving an amendment to the 2014 Jekyll Island Master Plan to convert from undeveloped area to developed land approximately 2.59 acres for the Georgia Power Company substation, a recommendation from the Committee of the Whole, was adopted unanimously.

5. Approval of Summer Waves new slide complex civil construction package, a recommendation from the Committee of the Whole, was adopted unanimously.

The motion to adjourn was made by Mr. Krueger and was seconded by Mr. Adkins. There was no objection to the motion and the meeting adjourned at 10:38 a.m.

MEMORANDUM

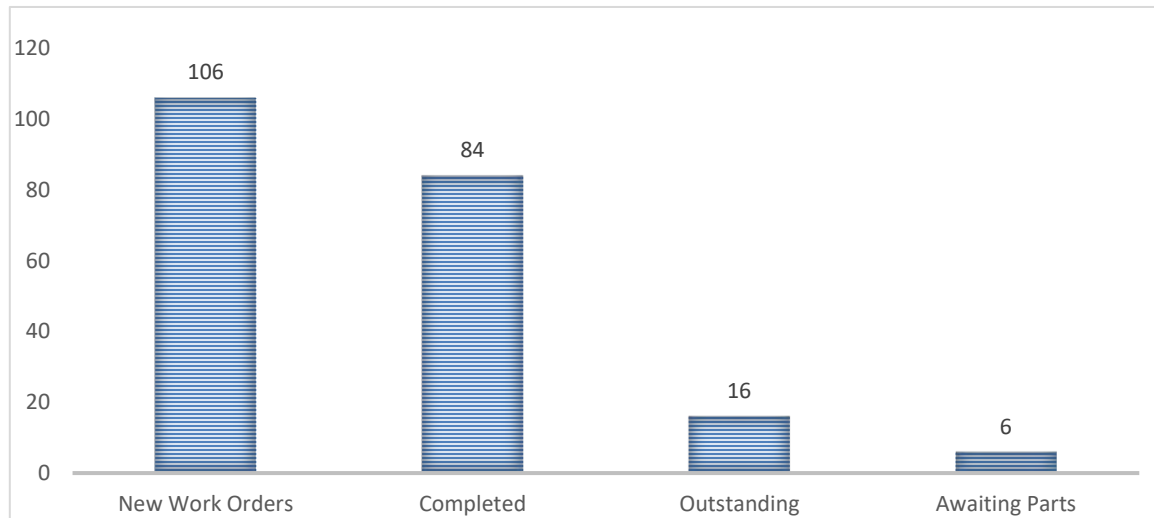
TO: COMMITTEE OF THE WHOLE
FROM: NOEL JENSEN, CHIEF OPERATIONS OFFICER
SUBJECT: OPERATIONS MONTHLY REPORT – NOVEMBER 2020
DATE: 1/11/2021

PUBLIC SERVICES

November Highlights:

- Jekyll Island Airport (09J) self-serve aviation fuel (100LL) sold 1,772.83 gallons of 100LL aviation fuel totaling \$7,624.82 in sales for the month of November.
- Beach crossover construction continues with the current construction of Austin and Stewart Lane. Updates and photos can be found at <https://www.jekyllisland.com/jekyll-island-authority/beach-crossover-construction/>
- Renovations have been completed for 8,430 linear feet of bike paths. Photos can be found at <https://www.jekyllisland.com/jekyll-island-authority/bike-path-rehabilitation/>
- The Roads and Grounds, Park Services and Facilities completed their work on Christmas lights around the island. Holly Jolly events are currently taking place now until January 3, 2021.

Operations Department Work Orders

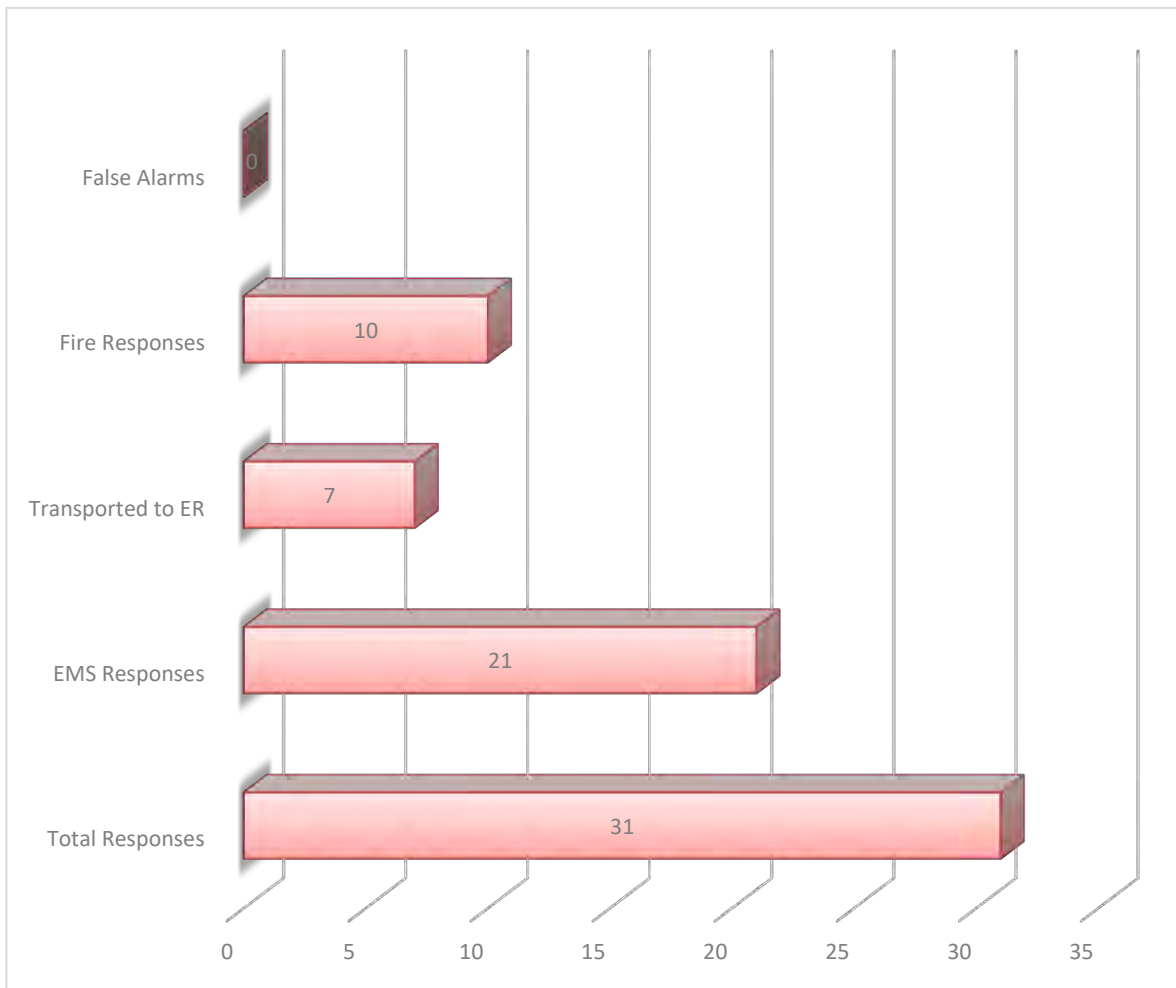


PUBLIC SAFETY – Fire & EMS

November Highlights:

- Completed 387 hours in staff training for the month.
- Fire Marshall performed 16 fire commercial inspections.
- One building permit was issued, and there were six complaints needing investigation by Code Enforcement.

Jekyll Island Fire & EMS Responses



MEMORANDUM

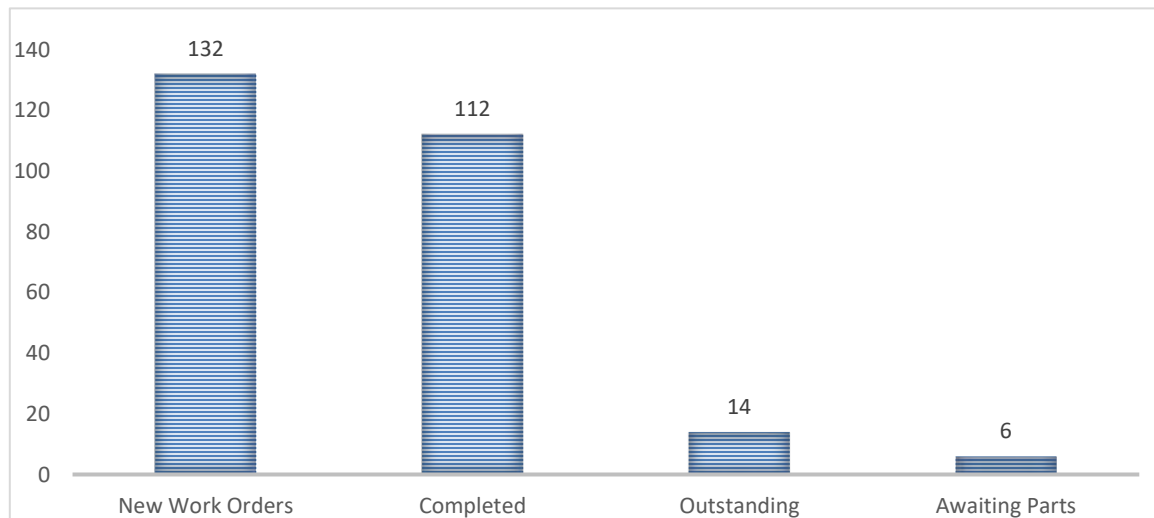
TO: COMMITTEE OF THE WHOLE
FROM: NOEL JENSEN, CHIEF OPERATIONS OFFICER
SUBJECT: OPERATIONS MONTHLY REPORT – DECEMBER 2020
DATE: 1/11/2021

PUBLIC SERVICES

December Highlights:

- Jekyll Island Airport (09J) self-serve aviation fuel (100LL) sold 1,407.32 gallons of 100LL aviation fuel totaling \$6,107.78 in sales for the month of December.
- Beach crossover construction continues with the current construction of Austin and Stewart Lane. Updates and photos can be found at <https://www.jekyllisland.com/jekyll-island-authority/beach-crossover-construction/>
- Public parking lot construction, funded by SPLOST, has begun at the 3-way stop of Stable Road and Riverview Drive. Information can be found on the Projects page of the Jekyll Island website:
- <https://www.jekyllisland.com/jekyll-island-authority/public-parking/>
- Roads and Grounds, Park Services and Facilities continue to maintain the Holly Jolly Jekyll lights through January 17, 2021.
- Water department began to replace transite water line between Claflin Road and Potter Avenue.

Operations Department Work Orders

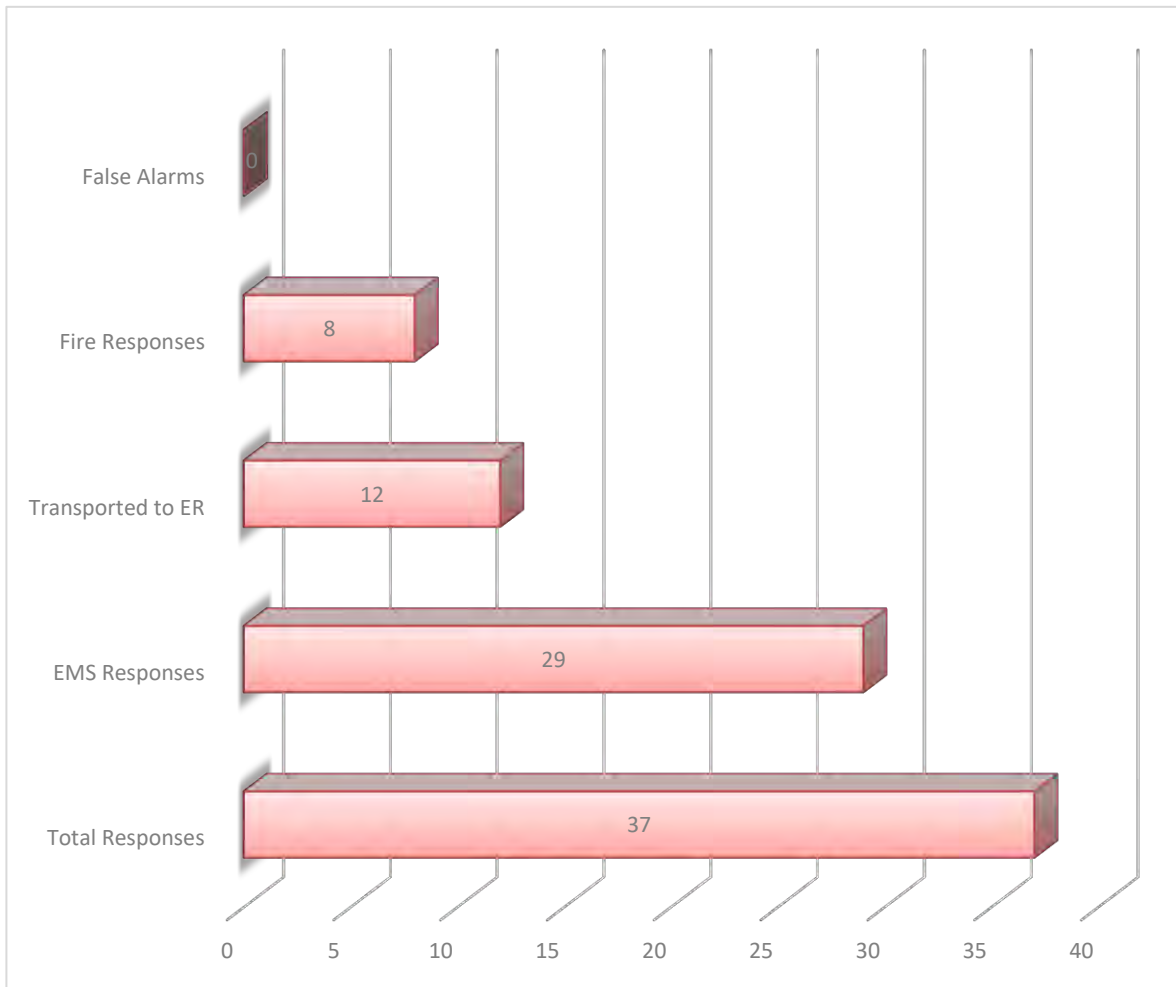


PUBLIC SAFETY – Fire & EMS

December Highlights:

- Completed 80 hours in staff training for the month.
- Fire Marshall performed 37 fire commercial inspections.
- One building permit was issued, and there were two complaints needing investigation by Code Enforcement.

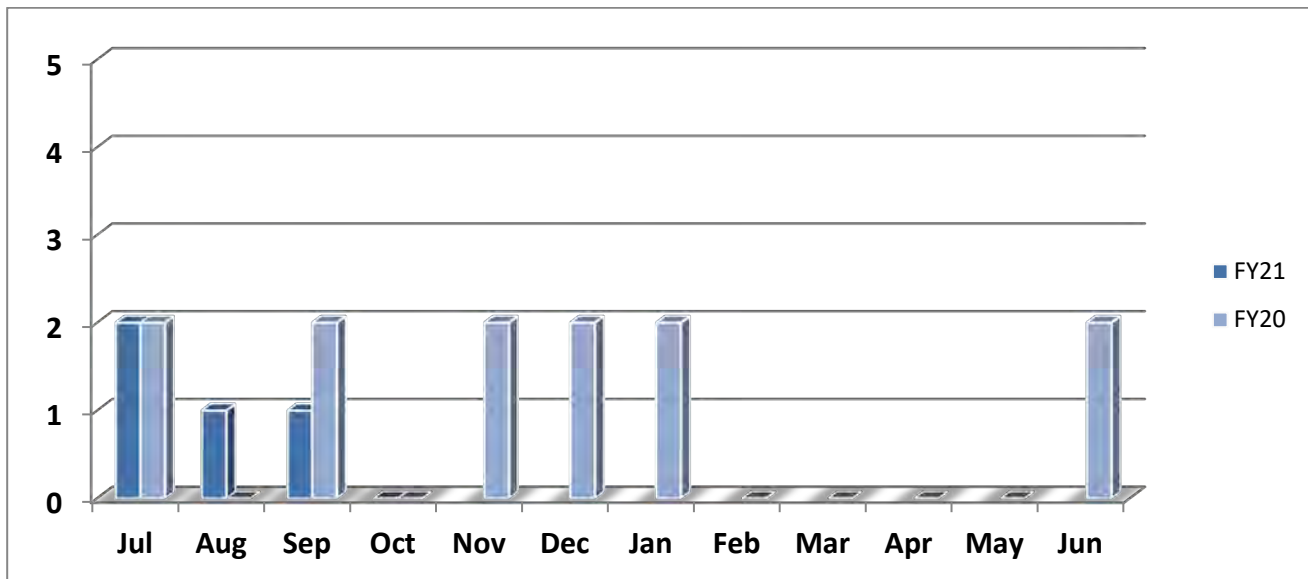
Jekyll Island Fire & EMS Responses



MEMORANDUM

TO: HUMAN RESOURCES COMMITTEE
FROM: JENNA JOHNSON, HR DIRECTOR
SUBJECT: HUMAN RESOURCES COMMITTEE REPORT
DATE: 1/11/2021

JIA Workers Compensation Claims: (Target goal for FY21 = 9).



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY21	2	1	1	0									4
FY20	2	0	2	0	2	2	2	0	0	0	0	2	12

JIA Employee Census: 306

Month	Full time	Part Time	Seasonal	Interns	Total Employees
Oct	161	123	6	16	306

- **Retirements:**
 - None.

Recognition:

○ Meet our November Featured Employee: Drew Thomas



A native Nahunta, Georgia, Drew Thomas began his career with the Jekyll Island Authority in 2017 with Golf Course Maintenance as a Turf Assistant, earning his spray license just 5 months later, Drew promoted to a Spray Technician. In 2019 Drew became an Asst. Superintendent Trainee while earning his associates in turf grass management. Drew is learning the “ins and outs” of upkeeping 63 holes, projects to improve the conditions of the courses and applying herbicide fertilizer daily.

Drew’s favorite part of working at Jekyll Island is the team he works and learns with every day, as well as the nature and history of the island. Drew’s love for Jekyll Island reaches beyond the Golf Course, he has volunteered to be “Shrimpy” at the last two

Shrimp & Grits Festivals. He says, “I have enjoyed being the mascot every time I’ve volunteered, the experience has been great and the people I’ve met have been fantastic.”

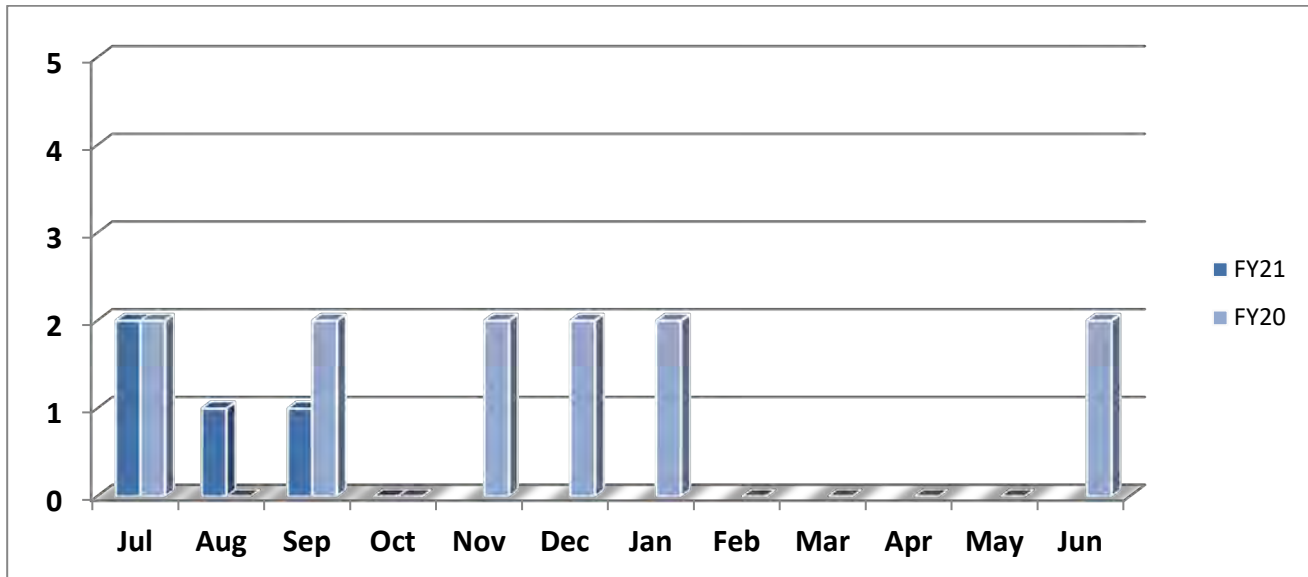
When Drew is not taking care of the Golf Courses on Jekyll Island, he enjoys fishing, outdoor activities, going to concerts, listening to music and spending time with friends and family.

Thank you for your service Drew, we appreciate all you do!

MEMORANDUM

TO: HUMAN RESOURCES COMMITTEE
FROM: JENNA JOHNSON, HR DIRECTOR
SUBJECT: HUMAN RESOURCES COMMITTEE REPORT
DATE: 1/11/2021

JIA Workers Compensation Claims: (Target goal for FY21 = 9).



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY21	2	1	1	0	0								4
FY20	2	0	2	0	2	2	2	0	0	0	0	2	12

JIA Employee Census: 290

Month	Full time	Part Time	Seasonal	Interns	Total Employees
Nov	157	115	2	16	290

- **Retirements:**
 - None.

Recognition:

o Meet our December Featured Employee: Kevin Udell



A native of Wilton, Connecticut, Kevin Udell began his career with the Jekyll Island Authority in 2002 as a contractor and in 2006 became a full-time employee. He is currently our Sr. Sales Manager in our Convention Sales Department.

Kevin has lived in the Golden Isles for 18 years. Kevin has the responsibility to help book all the groups that meet in the Jekyll Island Convention Center that can range from 100 to over 2,000 attendees. Trying to connect the entire Island for the Convention Center guests, he helps to set up activities and site tours.

Kevin says what he likes most about working for Jekyll Island Authority is “Being able to work with a variety of departments, amenities, hotels, shops and restaurants on the Island and to offer our guests an amazing experience while attending their meetings.” When asked what could be improved, Kevin said that “Everything on his wish list for Island improvements have already

been completed! I love the new Jekyll Island and I am so proud to offer it to our Georgia based groups and those around the entire country to enjoy.”

When Kevin is not giving site tours or booking groups on Jekyll Island, he enjoys bike riding, fishing, gardening and spending as much time possible with family and friends on our beautiful beaches. Something interesting to know about Kevin is he is about to celebrate his 30th wedding anniversary with his amazing bride Ashley. In addition, he is proud of his two daughters (Annie and Claire) that are both attending UGA, Go Dawgs! That also means he and Ashley are finally empty nesters!

Thank you for your service Kevin, we appreciate all you do!

MEMORANDUM

TO: HISTORIC PRESERVATION/CONSERVATION COMMITTEE
FROM: BEN CARSWELL, DIRECTOR OF CONSERVATION
SUBJECT: CONSERVATION UPDATE
DATE: 1/12/2021

Research and Monitoring

- Weekly surveys of wintering piping plover habitat use continue in partnership with Georgia Audubon. These are conducted by the Georgia Sea Grant fellow jointly sponsored by Georgia Audubon and JIA.
- Staff are preparing an interpretation of the UGA study investigating the effects of multiple stressors, including deer, on the island's native plant communities.
- The New Materials Institute, also based out of UGA, has completed a draft report assessing the island's waste streams. A virtual session with senior staff will be coordinated by the Conservation Department, to present findings and preliminary recommendations arising from this study.

Management and Planning

- The Conservation Plan update has now been professionally proofread and is ready for final consideration of adoption by the Board at the upcoming meeting.
- Georgia power has planted a native grassland and wildflower seed mix along the causeway in the powerline right of way. The mix of plants and planting plan was coordinated with input from JIAs Conservation Department. It appears that initial germination success is strong.
- Cherry Street Energy has stated its intention to move forward this month with preparations for planting a similar native grassland mix at their solar facility on the island to address a requirement of their lease that calls for pollinator friendly landscape management.
- With the support of Roads and Grounds, additional breaks have been cut in the "pilot burn" area off N. Beachview Road to facilitate the advancement of the comprehensive fire management program, as previously presented to the Board. This allows a wider prescription of weather conditions within which we can safely complete a controlled burn of this site to reduce fuel loads and enhance ecology.

Personnel

- The Department's Director, Land Manager, and Wildlife Biologist have completed annual refreshers trainings for working with wildland fire and prescribed fire. Park Ranger Ray Emerson has begun his initial fire training and completed virtual classroom work.

Outreach and Leadership

- An interview of Director Ben Carswell for the online publication, Medium's Authority Magazine, was arranged by JIA Marketing. The interview is available here:
<https://medium.com/authority-magazine/ben-carswell-of-jekyll-island-authority-5-things-we-must-do-to-inspire-the-next-generation-about-1f281465dd6b>

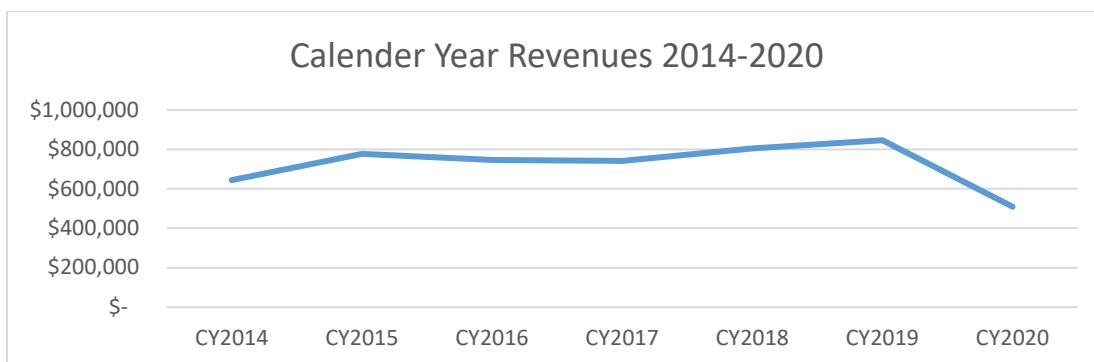
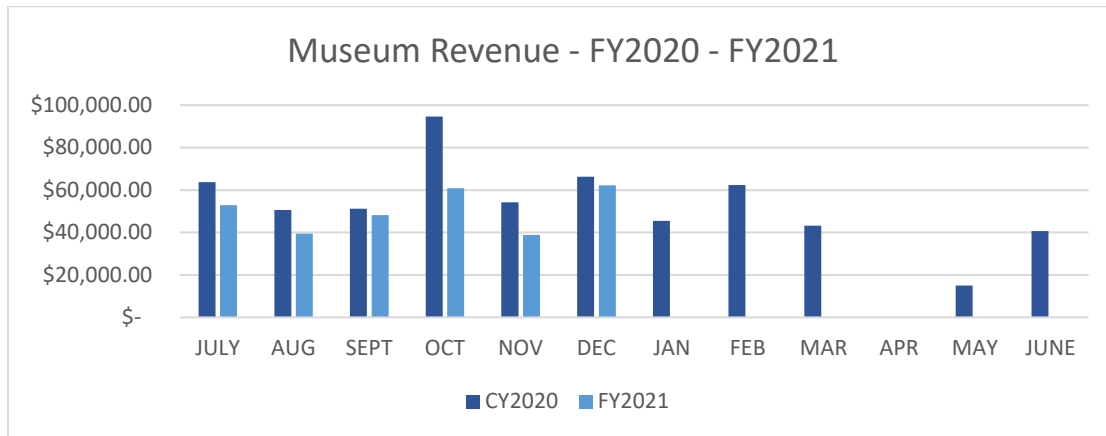
MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: MICHAEL SCOTT, HISTORIC RESOURCES
SUBJECT: HISTORIC RESOURCES MONTHLY UPDATE
DATE: JANUARY 11, 2021

Jekyll Island Museum

		Visitors	Revenues
November:	Public Tours:	979	\$21,127.33
	Admissions:	248	\$2,156.65
	Groups	22	\$330.00
	Museum Store		\$14,230.87
	Totals	1229	\$37,844.85

		Visitors	Revenues
December:	Public Tours:	1630	\$38,566.50
	Admissions:	324	\$2,816.50
	Groups	30	\$1,670.00
	Museum Store		\$19,223.80
	Totals	1984	\$62,276.80



Special Events

- **Holly Jolly Jekyll Light Trolley** - Nearly 900 visitors got to enjoy the Historic District, Great Dunes, and Shell Road light displays while riding along on the light trolley listening to holiday music.
- **Property Rentals** for November and December remained low, with just 6 rentals in those two months for \$9500 total

Curatorial/Research

- **Historic District Christmas Decorations** – Museum staff coordinated and oversaw the interdepartmental installation of Christmas decorations throughout the Historic District, including cottage interiors and exteriors, in preparation for the Holly Jolly Season.
- **Retention Schedule** – Finalized and approved new JIA-Specific Retention Schedule by the State Records Office, awaiting final SRC vote in January.
- **Records Software** – Transferred all requested data to the records contractor. Initial setup of customized records software is in production.
- **Blueprint and Map Project** – Approximately 5,300 blueprints were returned as part of Phase II of a large-scale digitization project intended to create easier access to collections. Materials that have been scanned and returned consisted primarily of residential blueprints and island infrastructure plans.
- **Exhibits** – Developed content and coordinated with marketing department for the production of upcoming exhibits to be installed for Black History Month and the Tiffany Centennial.
- **Archaeology** – Conducted archaeological monitoring of pool excavation at the Marriott.
- **Window Treatment Project** – Met with contractor to obtain estimates for installation of window treatments in multiple locations in the historic district.
- **Collections** – Acquired some additional images and artifacts for upcoming exhibits, and digitized images for exhibit use. Posted more legal notices for accession cleanup in accordance with the Georgia Museum Records Act.

Historic District/Preservation

- Completed the rehabilitation of the Villa Ospo Great Room back to its 1927 appearance
- Met with multiple contractors regarding Villa Marianna fountain and obtained estimates for repairs
- Met with contractor regarding Chichota phase 2 plan, sourced reproduction quarry tiles for courtyard
- Started sorting the cypress block pavers that were removed at the Club Hotel
- Multiple gate issues that had to be addressed

MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: TERRY M. NORTON, GSTC DIRECTOR AND VETERINARIAN, ROB MAHON, GSTC GENERAL MANAGER
SUBJECT: GEORGIA SEA TURTLE CENTER UPDATE – NOVEMBER 2020
DATE: 1/11/2021

“Great place to learn about sea turtles and see care given to the injured turtles by a wonderful group of people. Great place for kids!” (Trip Advisor Review, October 2020)

Admissions Comparison with Prior Year (November 2020 vs. November 2019)

The GSTC was open during the month of November under limited visitation capacity due to COVID-19. The November admission count totaled 4,091, which was 577 (14%) less than the admission count for November 2019.

Revenue Categories*

- November concessions \$50,905.29 was \$2,210.07 more than budgeted
 - November admissions \$35,713.16 was \$2,487.36 more than budgeted
 - Adoption (Sea Turtle) 42 | \$2,100 Donations (general) 24 | \$1,623.45
 - Memberships 16 | \$1,272 Behind the Scenes 0 participants | \$00.00
 - Daily Programs 92
- Sub-Total Education Reservations: 280 Clients | Revenues \$3,890.50

**some online payments are received later*

Marketing/PR/Events/Grants/Pubs

Social Media, Website and Communications Updates: Trip Advisor: 2,190 reviews, ranking GSTC #4 out of #17 Jekyll attractions; FB: 50,700 likes | 51,950 following; Instagram: 21.2k followers

- Facebook Page Likes: 50.7K | 2.1% decrease
 - GSTC published 20 posts in November
 - The top performing post was a video of the 2020 cold-stun arrival reaching 12.7K people and generating 435 likes and reactions
- Instagram Followers: 21.2K | 2.9% Increase
 - GSTC published 12 posts in November
 - The top performing post was a photo of DBT hatchlings: Hold on to good Friends reaching 12.8K people and generating 1.1K likes and reactions
- The November Marine Debris Newsletter was completed by Katie Doherty (AmeriCorps member) and shared with GSTC volunteers via Constant Contact
- Jekyll Island Foundation, For the Record contribution was completed by Tom Radzio

Education

- The public vote (online) for the 2020 Loggerhead Sea Turtle Hatchling was live from November 2-9. 459 people voted on the top three names (Jules, Patch, and Berry). Two of the three names were initially suggested by pre-adoptive parents, including the winning name Jules.
- The 2020-21 cold-stun patients will be put up for adoption as a group as soon as the naming theme is finalized, and the turtles have names.
- Adoption sales increased significantly after Thanksgiving. A quarter of the month's adoptions (10) were sold in the final four days of November.
- K-12 Programming: Published *Give Thanks to Turtles* in Scute's School
- The Education Team began preparing for the “Twelve Days of Turtles” social media takeover that will replace the Jingle Shells event. It will run daily on Facebook from December 12-23.

Rehabilitation

	Sea Turtle	Other Patients
New Patients	17	10
Current Patients	15	57
Released Patients	1	5
Transferred Patients	0	6
Total Since 2007	915	1,920

Research & Patrol

- We radio-tracked 15 Box Turtles bi-weekly on the golf courses and near residential homes. No freshwater turtles were captured.
- We continued a collaboration between the Conservation Department and the GSTC to complete a manuscript evaluating the value of headstarting (e.g., rearing hatchlings in captivity until they are large enough to avoid most predators) box turtles as conservation tool. Work involved extensive data organization/analysis and manuscript preparation.
- Efforts continued to organize a long-term box turtle radio telemetry dataset that will be used to understand box turtle movement and survival rates on the island. The resulting publication will help clarify whether our box turtle population can withstand current levels of road mortality.
- Efforts to mitigate the impacts of marine debris on Jekyll Island continue with data collected by members of the community and GSTC Research. During the past month, 2641 pieces of marine debris were collected from Jekyll Island beaches and logged with location coordinates into the Marine Debris Tracker application, of which 1536 pieces were collected by the GSTC Research team.

AmeriCorps Program, Volunteer Program, and Marine Debris Initiative

Service Hours			
	Monthly Total	YTD Date Total (see YTD period definitions)	Cumulative Total
AmeriCorps Service Hours**	2,484	7,477.75	399,474.42
Volunteer Hours**	60.5	178	74,863.01
Marine Debris Hours*	45.75	199.25	10,076.83
MDI & Volunteer Program			
MDI Clean Ups	0	4	72
MDI Items Collected	0	0	367,430
New Volunteers Oriented	0	0	242
Volunteer Shadow Shifts	0	0	242
Volunteer Advancements	0	0	265

*YTD Based off fiscal year (July 1, 2020-June 30, 2021) / **YTD Based off of AmeriCorps Program Year (September 1, 2020-August 31, 2021)

TO: COMMITTEE OF THE WHOLE
FROM: TERRY M. NORTON, GSTC DIRECTOR AND VETERINARIAN, ROB MAHON, GSTC GENERAL MANAGER
SUBJECT: GEORGIA SEA TURTLE CENTER UPDATE – DECEMBER 2020
DATE: 1/11/2021

Admissions Comparison with Prior Year (December 2020 vs. December 2019)

Revenue Categories*

- *some online payments are received later

Social Media, Website and Communications Updates: Trip Advisor: 2,189 reviews, ranking GSTC #4 out of #18 Jekyll attractions; FB: 50,700 likes | 51,812 following; Instagram: 21.2k followers

- ## **Education**

- 50

adoption in May 2021 (adoption sales for new purchases will close in February). They had 52 adoption purchases throughout the month.

- A new speaker system was installed in the sea turtle hospital pavilion.
- The GSTC Education team have started researching the COVID-19 restrictions for holding camps. They expect to meet with the Jekyll Island Camp team in January to make decisions about running camps on the island for Summer 2021.

Rehabilitation

	Sea Turtle	Other Patients
New Patients	3	9
Current Patients	31	56
Released Patients	1	1
Transferred Patients	1	2
Total Since 2007	932	1,930

Research & Patrol

- The GSTC Research team radio-tracked 15 Box Turtles bi-weekly on the golf courses and near residential homes. No freshwater turtles were captured.
- We continued a manuscript collaboration with the JIA Conservation Department to evaluate headstarting (rearing hatchlings in captivity until they are large enough to avoid most predators) as box turtle conservation tool.
- We organized a long-term box turtle radio telemetry dataset that will be used to assess box turtle movement and survival rates on the island. The resulting publication will provide insights into how road mortality will affect the island's box turtle population.
- Efforts to mitigate impacts of marine debris on Jekyll Island continue with data collected by members of the community and GSTC Research. During the past month, 1136 pieces of marine debris were collected from Jekyll Island beaches and logged with location coordinates into the Marine Debris Tracker application, of which 893 pieces were collected by the GSTC Research team.

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**	2,585.25	10,063	402,059.67
Volunteer Hours**	67.5	245.5	74,870.01
Marine Debris Hours*	57.75	317.25	10,134.58
MDI & Volunteer Program			
MDI Clean Ups	0	4	72
MDI Items Collected	1,136	0	368,566
New Volunteers Oriented	0	0	242
Volunteer Shadow Shifts	0	0	242
Volunteer Advancements	0	0	265

*YTD Based off fiscal year (July 1, 2020-June 30, 2021) / **YTD Based off of AmeriCorps Program Year (September 1, 2020-August 31, 2021)