



Agenda

Annual Meeting

Tuesday, August 17, 2021

9:30 a.m.

Jekyll Island Convention Center

JIA Committees and 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/>

Public Comment

Written public comments can be submitted online until 12:00 noon on Monday, August 16th at the [JIA Board of Directors website](#). 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. Opportunities for in-person public comment will be offered at the Board meeting.

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

I. Historic Preservation/Conservation Committee

Bob Krueger, Chair

- A. Presentation on the Hollybourne Cottage Final Plan – Andrea Marroquin, Museum Curator and Andrew Steever, HW Exhibits

II. Finance Committee

Bill Gross, Chair

- A. June/July Financials – Bill Gross, Chair
- B. Year-End Financials – Marjorie Johnson, Chief Accounting Officer
- C. Additional Capital Requests – Marjorie Johnson, Chief Accounting Officer
- D. Georgia Department of Audits Report of JIA Financial Review – Marjorie Johnson, Chief Accounting Officer
- E. Georgia Department of Audits Report of Business and Residential Leases – Marjorie Johnson, Chief Accounting Officer

III. Human Resources Committee

Buster Evans, Chair

- A. Fiscal Year 2021 Staffing Update – Jenna Johnson, Human Resources Director
- B. Boys & Girls Club Intern Partnership Update - Jenna Johnson, Human Resources Director & Alexa Hawkins, Director of Marketing and Communications

IV. Marketing Committee

Joy Burch-Meeks, Chair

- A. Report from Marketing Department –Alexa Hawkins, Director of Marketing and Communications

V. Legislative Committee

Trip Tollison, Chair

- A. No report

VI. Committee of the Whole

Joseph B. Wilkinson, Jr., Chair

- A. Request for Approval of Dispatch Service Agreement – Dennis Gailey, Director of Public Safety
- B. Request for Approval of Campground Bathhouse Proposal – Noel Jensen, Deputy Executive Director
- C. Master Plan Update and Survey Results –Leigh Askew Elkins, UGA Carl Vinson Institute
- D. Operations Update – Noel Jensen, Deputy Executive Director
- E. Executive Director's Report – Jones Hooks, Executive Director
- F. Chairman's Comments – Joseph B. Wilkinson, Jr., Chairman

If Needed - 5 Minute Break

Annual Board Meeting Agenda

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

Announcements

- 1. Committee Appointments by Chairman Wilkinson

Action Item

- 1. Minutes of the July 20, 2021 Board Meeting
- 2. Ratification of Board Actions taken in Fiscal Year 2021
- 3. Election of Officers
 - Vice Chairman
 - Treasurer/Secretary
- 4. Additional Capital Requests
- 5. Request for Approval of Dispatch Service Agreement
- 6. Request for Approval of Campground Bathhouse Proposal

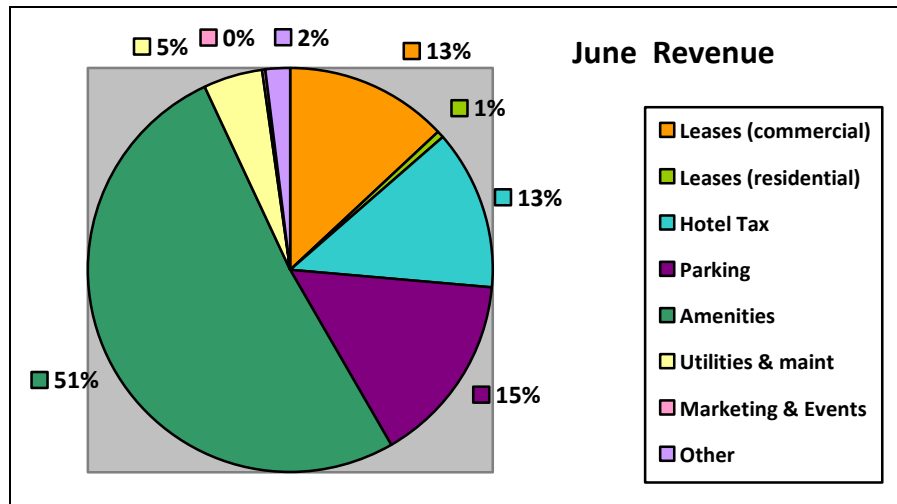
Adjournment

MEMORANDUM

TO: FINANCE COMMITTEE
FROM: MARJORIE JOHNSON
SUBJECT: JUNE FINANCIAL STATEMENTS
DATE: 8/9/2021

Revenues

Revenues for June were \$4,626,801 which reflects a favorable \$1.1M (33%) variance from budget. Revenues reflects a favorable \$2.9M (11%) variance from year-to-date budget and a favorable \$4M variance from the prior year to date revenues.



The largest variances for the month were:

- Hotel-Motel Taxes (+\$326K) – Hotel revenues in May were significantly better than anticipated with several of the hotels reflecting their highest revenue months ever.
- Parking revenues (+\$238K) – Traffic counts were 43,848 vehicles higher than June 2020. Sales of Annual passes were \$43K higher than budget and sales of daily parking passes were \$195K higher than budget.
- Business Leases (+\$215K) – Percentage rent revenues were higher than budgeted due to the increased revenues at the hotels and businesses on the Island during the month of May.
- Summer Waves (+\$101K) – Revenues exceeded budget expectations for the month. Daily admission sales (+\$117K), season passes (+\$22K), cabana rentals (+\$14K), and

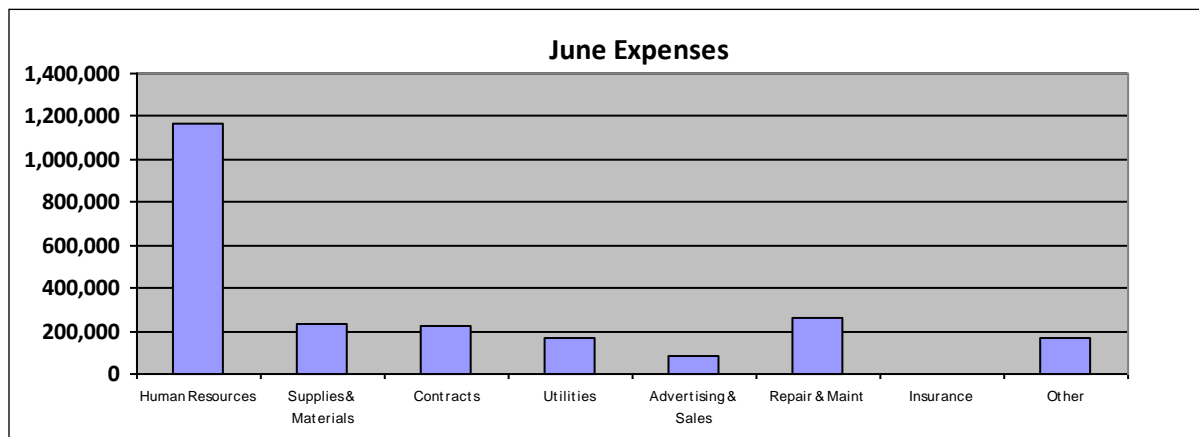
concession sales (+\$20K) were all higher than budget for the month. Group sales (-\$49K) and locker rentals (-\$14K) were the only accounts that did not exceed budget in June.

Expenses

Expenses were \$2,304,161 for June and reflected a favorable budget variance of \$346K (13%) for the month. Expenses also reflect a favorable \$3M (12%) variance from year-to-date budget and a favorable \$2M variance from Prior Year to Date expenses.

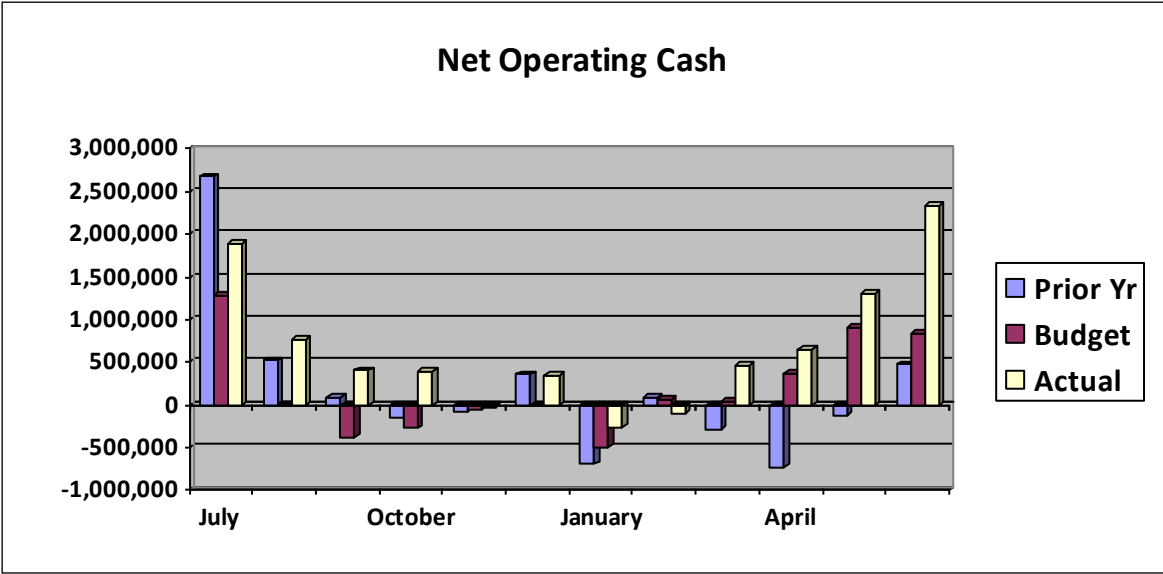
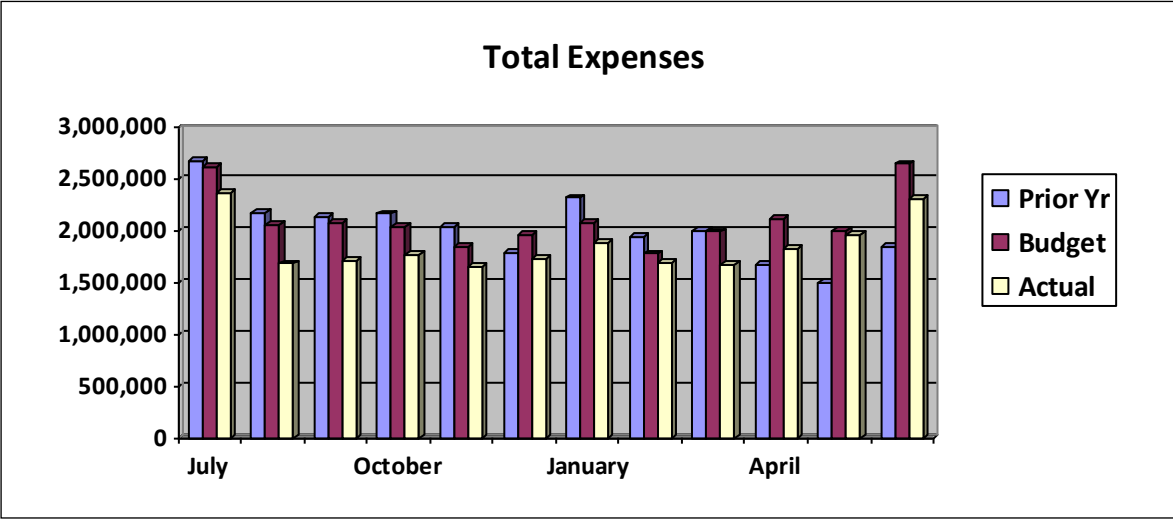
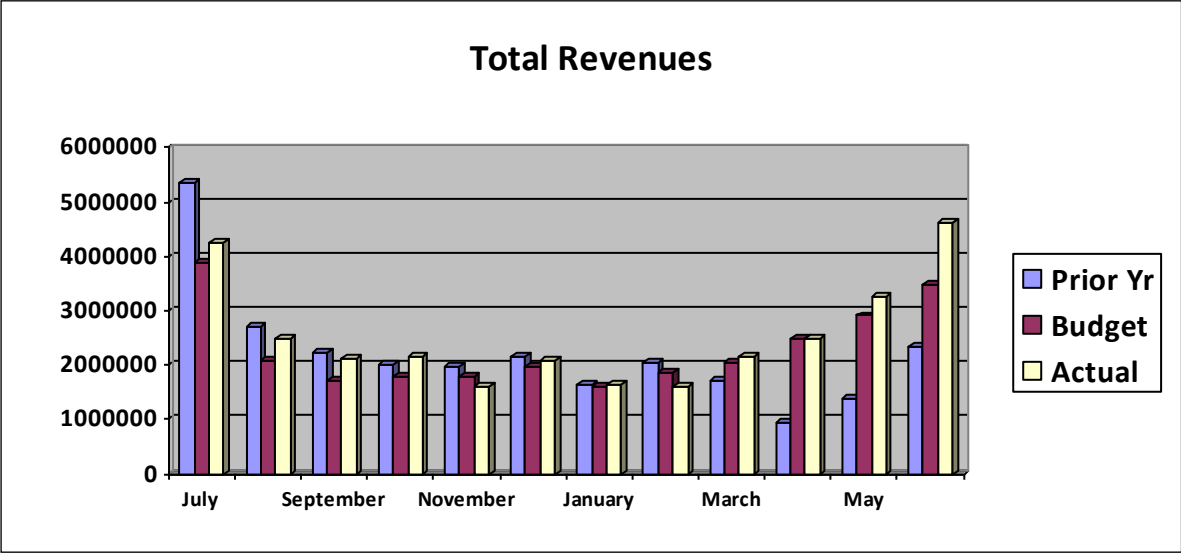
The largest budget variances for the month were:

- Human Resources (-\$438K) – vacant positions – full and part time (-\$138K), unused retention fund (-\$300K) which was budgeted in June for unexpected retirement payouts and possible staffing retention needs.
- Contracts (-\$122K) – The largest portion of this variance is from Special Events (-\$80K) for a consultant to assist with events during FY21. These funds were not spent since we did not have any events this year.
- Repairs & Maintenance (+\$112K) –this variance is from timing differences from earlier in the year. Some of the projects that were held early in the year were completed in June.



Net Operating Cash

The Net Operating Cash Income for the month is \$2,322,639, which is a \$1.5M favorable variance from the budgeted net operating cash income of \$835,576. Net Operating Cash Income reflects a favorable \$5.9M variance from year-to-date budget and a favorable \$6M variance from prior year to date income.



Jekyll Island Authority
CONSOLIDATED BUDGET COMPARISON
For the Twelve Months Ending June 30, 2021

	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	608,776	394,097	215	54%	5,153,277	4,948,846	204	4%	4,618,744	535	12%
Hotel Tax	407,632	179,611	228	127%	2,033,689	1,567,546	466	30%	1,387,803	646	47%
Tourism Development Fund	174,700	76,976	98	127%	871,516	671,805	200	30%	582,568	289	50%
Parking	709,597	471,832	238	50%	5,367,489	3,932,786	1,435	36%	4,242,380	1,125	27%
Interest	569	800	(0)	-29%	5,264	9,200	(4)	-43%	8,738	(3)	-40%
Lot Rentals	25,211	2,000	23	1161%	777,806	467,700	310	66%	693,622	84	12%
Foundation	813	553	0	47%	8,056	9,587	(2)	-16%	9,352	(1)	-14%
Airport	2,147	2,334	(0)	-8%	23,014	28,002	(5)	-18%	1,780	21	1193%
Administration revenue	70,098	13,511	57	419%	313,766	164,300	149	91%	165,738	148	89%
Beach Village	-	-	-	0%	1,507	1,507	-	0%	18,079	(17)	-92%
Intern Housing	4,750	4,950	(0)	-4%	48,175	50,375	(2)	-4%	97,425	(49)	-51%
Total Administration	2,004,292	1,146,664	858	75%	14,603,560	11,851,654	2,752	23%	11,826,228	2,777	23%
Enterprises											
Golf	200,374	144,797	56	38%	2,258,935	1,986,637	272	14%	1,660,434	599	36%
Convention Center	566,470	573,938	(7)	-1%	1,472,265	2,739,906	(1,268)	-46%	2,709,332	(1,237)	-46%
McCormick's Grill	(7,800)	25,509	(33)	-131%	101,119	266,129	(165)	-62%	230,359	(129)	-56%
Summer Waves	806,273	705,613	101	14%	2,110,307	1,928,552	182	9%	1,523,117	587	39%
Campground	181,291	174,864	6	4%	2,115,719	1,666,544	449	27%	1,632,185	484	30%
Life is Good	38,012	19,514	18	95%	272,106	169,676	102	60%	158,281	114	72%
Museum	124,427	82,027	42	52%	723,950	740,087	(16)	-2%	591,070	133	22%
Georgia Sea Turtle Center	363,301	296,486	67	23%	2,159,956	1,907,417	253	13%	1,790,587	369	21%
Conservation	13,867	33,363	(19)	-58%	22,470	36,992	(15)	-39%	27,463	(5)	-18%
Miniature Golf & Bikes	70,858	47,630	23	49%	478,909	323,005	156	48%	274,410	204	75%
Water/Wastewater	172,609	143,641	29	20%	1,563,166	1,483,522	80	5%	1,478,117	85	6%
Sanitation	48,214	46,534	2	4%	570,705	562,035	9	2%	562,196	9	2%
Fire Department	(13,314)	7,470	(21)	-278%	1,301,556	1,288,000	14	1%	1,259,721	42	3%
Tennis	10,290	10,426	(0)	-1%	147,048	122,160	25	20%	104,425	43	41%
Destination Mktg & Special Events	8,956	-	9	0%	136,317	146,417	(10)	-7%	310,150	(174)	-56%
Guest Information Center	23,797	13,149	11	81%	209,517	146,675	63	43%	143,975	66	46%
Sales	-	-	-	0%	-	-	-	0%	2,000	(2)	-100%
Camp Jekyll & Soccer Fields	12,678	12,250	0	3%	140,827	157,885	(17)	-11%	144,277	(3)	-2%
Landscaping, Roads & Trails	2,206	1,250	1	76%	63,460	21,950	42	189%	15,672	48	305%
Vehicle & Equipment Maintenance	-	250	(0)	-100%	3,817	500	3	663%	10,294	(6)	-63%
Facility Maintenance	-	-	-	0%	1,565	-	2	0%	-	2	0%

	MONTH ACTUAL	MONTH BUDGET	BUDGET VARIANCE		YTD ACTUAL	YTD BUDGET	BUDGET VARIANCE		YEAR ACTUAL	VARIANCE	
			(000's)	%			(000's)	%		(000's)	%
Golf Course Maintenance	-	-	-	0%	199	-	0	0%	8,898	(9)	-98%
Total Enterprises	2,622,509	2,338,712	284	12%	15,853,913	15,694,087	160	1%	14,636,963	1,217	8%
Total Revenues	4,626,801	3,485,375	1,141	33%	30,457,473	27,545,741	2,912	11%	26,463,190	3,994	15%
Expenses											
Human Resources	1,167,473	1,605,899	(438)	-27%	12,445,581	13,767,178	(1,322)	-10%	12,525,005	(79)	-1%
Supplies & Materials	233,014	158,139	75	47%	1,426,581	1,571,819	(145)	-9%	1,583,258	(157)	-10%
Advertising & Sales	86,552	78,989	8	10%	461,174	808,523	(347)	-43%	785,625	(324)	-41%
Repairs - Facilities & Grounds	238,448	126,267	112	89%	1,401,330	1,431,537	(30)	-2%	1,647,083	(246)	-15%
Utilities	160,234	168,645	(8)	-5%	1,735,575	1,857,226	(122)	-7%	1,807,866	(72)	-4%
Insurance	3,368	3,812	(0)	-12%	851,416	831,882	20	2%	840,638	11	1%
Contracts	220,324	341,914	(122)	-36%	2,178,409	3,106,815	(928)	-30%	3,010,864	(832)	-28%
Rentals	53,493	63,102	(10)	-15%	610,449	649,325	(39)	-6%	810,302	(200)	-25%
Printing	26,179	5,114	21	412%	91,374	97,848	(6)	-7%	129,385	(38)	-29%
Motor Vehicle	21,458	20,610	1	4%	195,192	272,661	(77)	-28%	271,446	(76)	-28%
Telephone	8,933	11,063	(2)	-19%	113,358	123,638	(10)	-8%	124,542	(11)	-9%
Equipment Purchase <\$1K	25,024	1,050	24	2283%	87,508	59,292	28	48%	88,227	(1)	-1%
Equipment Purchase \$1K to \$5K	(19,846)	-	(20)	0%	25,573	39,659	(14)	-36%	50,936	(25)	-50%
Travel	5,756	9,800	(4)	-41%	18,949	39,885	(21)	-52%	80,850	(62)	-77%
Dues	19,942	19,018	1	5%	234,892	281,097	(46)	-16%	247,870	(13)	-5%
Credit Card Fees	53,837	36,340	17	48%	416,808	317,984	99	31%	296,517	120	41%
Bank Fees	(27)	35	(0)	-177%	499	315	0	58%	610	(0)	-18%
Total Expenditures	2,304,161	2,649,799	(346)	-13%	22,294,667	25,256,683	(2,962)	-12%	24,301,025	(2,006)	-8%
Net Operating Cash Income **	2,322,639	835,576	1,487	178%	8,162,806	2,289,058	5,874	257%	2,162,166	6,001	278%

Board Designated Fund Contributions

Parking Fee - Fire equipment reserve	175,000.00	175,000.00	150,000.00
Parking Fee - Water/Sewer Improvements	250,000.00	250,000.00	200,000.00
Water/Sewer reserves	320,198.88	200,223.74	334,217.95
Fire Equipment reserves	148,625.30	95,216.17	144,367.43
Tourism Development Fund	871,516.38	671,805.37	582,567.72
Beach Village Entertainment Fees - carryover	58,115.98	-	18,575.65
Public area & Utilities improvement fund	1,647,341.64	268,233.85	0.00

Total Board Designated Fund Contributions

Amount Available for Capital or Cash Reserves

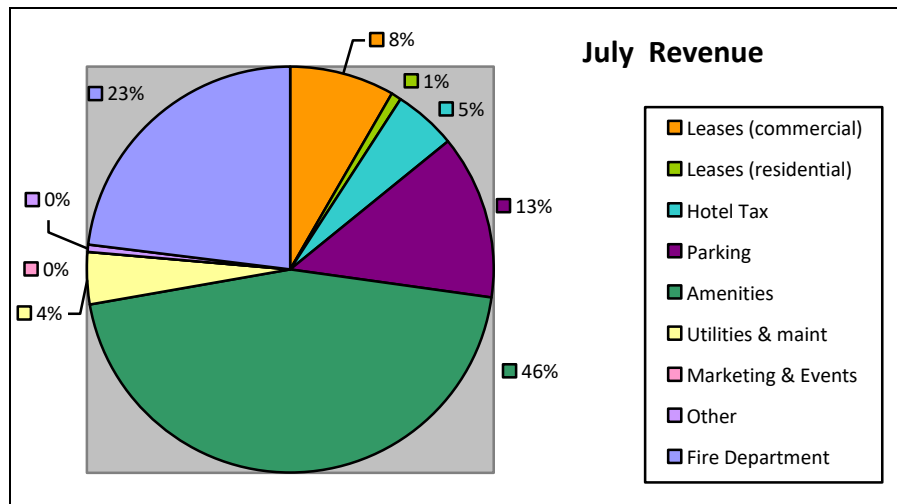
Capital Projects and Equipment (previously approved)	2,599,528.48	-	410,463.00
Capital Projects and Equipment (current request)	1,018,000.00	-	-
Balance Available for Cash Reserves	1,074,479.26	628,579.23	321,974.03

MEMORANDUM

TO: FINANCE COMMITTEE
FROM: MARJORIE JOHNSON
SUBJECT: JULY FINANCIAL STATEMENTS
DATE: 8/12/2021

Revenues

Revenues for July were \$5,705,136 which reflects a favorable \$616K (12%) variance from budget. Revenues reflect a favorable \$1.4M (34%) variance from the prior year to date revenues.



The largest variances for the month were:

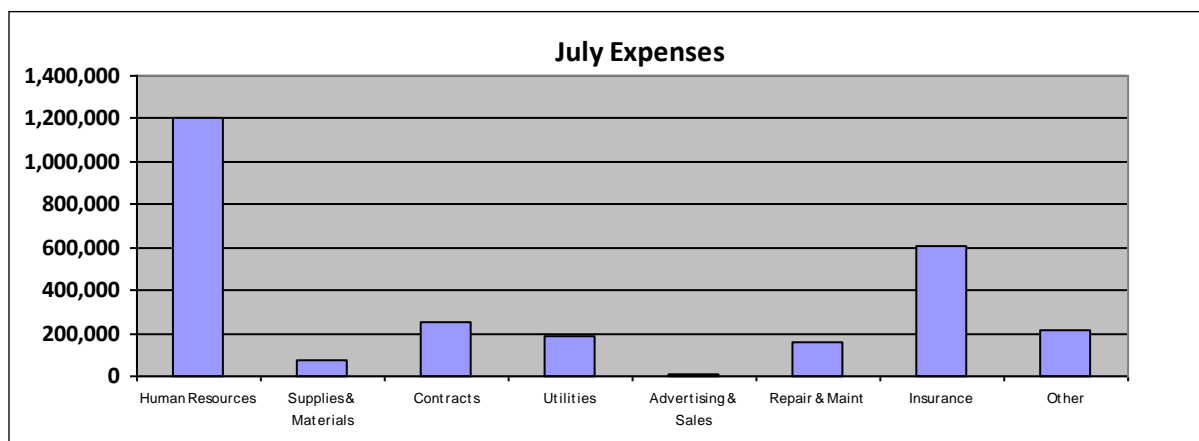
- Convention Center (+\$159K) – Revenues are picking up at the Center. There were 19 events with a total of 10,130 attendees which covered 39 event days and utilized 686,460 square feet of space.
- Parking revenues (+\$138K) – Sales of Annual passes were \$9K higher than budget and sales of daily parking passes were \$129K higher than budget.
- Georgia Sea Turtle Center (+\$157K) – The largest variance in this category is from gift shop concession sales and admission fees.
- Summer Waves (+\$56K) – Admission fees and gift shop sales were both higher than budgeted for the month.

Expenses

Expenses were \$2,712,825 for July and reflected a favorable budget variance of \$424K (14%) for the month. Expenses reflected an unfavorable \$348K (15%) variance from Prior Year to Date expenses.

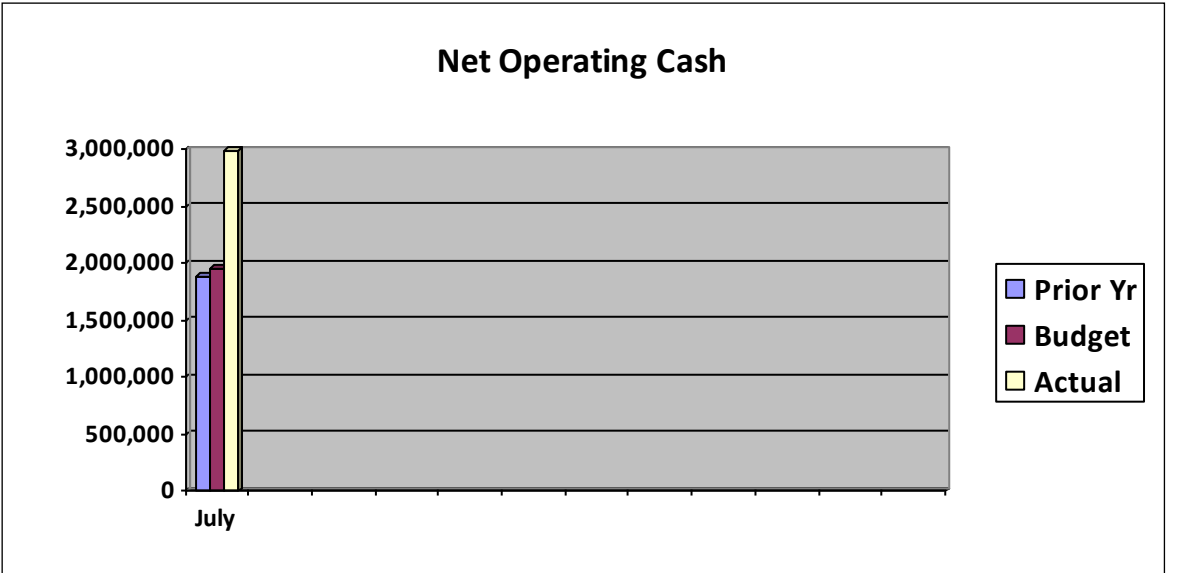
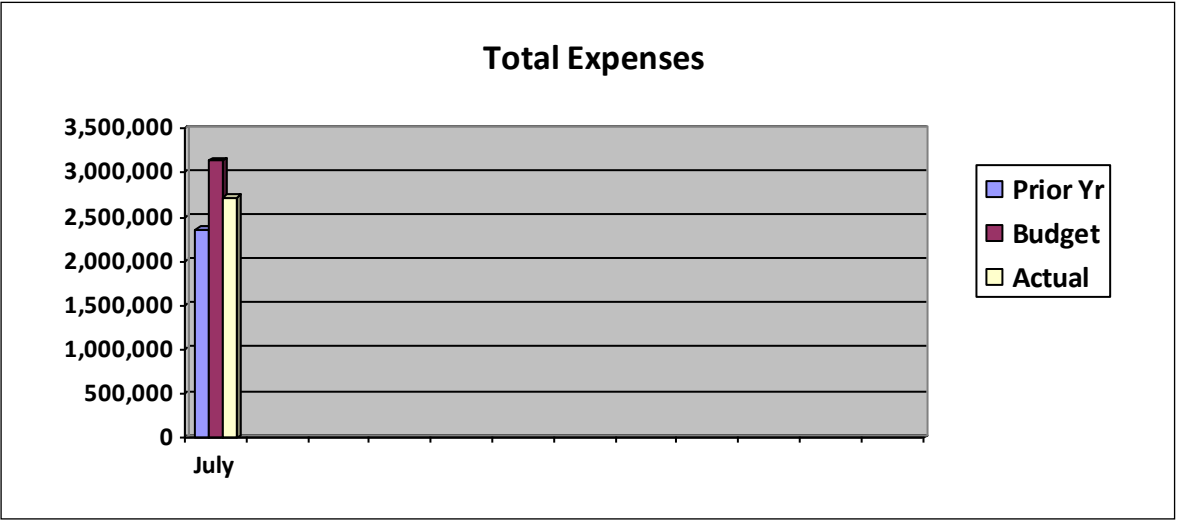
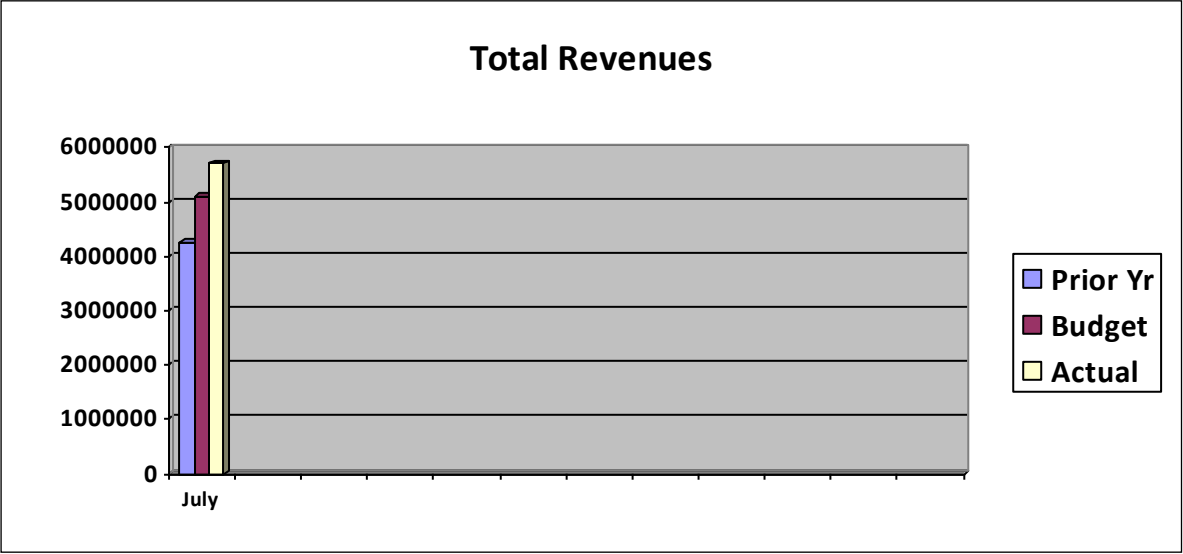
The largest budget variances for the month were:

- Human Resources (-\$159K) – vacant positions – full and part time.
- Supplies & Materials (-\$60K) and Repairs – Facilities & Grounds (-\$146K), both reflect favorable budget variances. These are assumed to be timing related variances since it is the first month of the fiscal year.



Net Operating Cash

The Net Operating Cash Income for the month is \$2,992,311, which is a \$1M favorable variance from the budgeted net operating cash income of \$1,952,996. Net Operating Cash Income reflects a favorable \$1.1M variance from prior year to date income.



Jekyll Island Authority
CONSOLIDATED BUDGET COMPARISON
For the One Month Ending July 31, 2021

	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	480,095	492,848	(13)	-3%	480,095	492,848	(13)	-3%	419,708	60	14%
Hotel Tax	197,046	194,851	2	1%	197,046	194,851	2	1%	182,604	14	8%
Tourism Development Fund	84,448	83,507	1	1%	84,448	83,507	1	1%	78,259	6	8%
Parking	751,431	613,500	138	22%	751,431	613,500	138	22%	626,778	125	20%
Interest	710	450	0	58%	710	450	0	58%	406	0	75%
Lot Rentals	39,481	6,500	33	507%	39,481	6,500	33	507%	23,876	16	65%
Foundation	-	2,275	(2)	-100%	-	2,275	(2)	-100%	-	-	0%
Airport	1,712	1,550	0	10%	1,712	1,550	0	10%	2,051	(0)	-17%
Administration revenue	17,502	7,851	10	123%	17,502	7,851	10	123%	7,859	10	123%
Beach Village	-	-	-	0%	-	-	-	0%	1,507	(2)	-100%
Intern Housing	4,700	4,550	0	3%	4,700	4,550	0	3%	4,550	0	3%
Total Administration	1,577,127	1,407,883	169	12%	1,577,127	1,407,883	169	12%	1,347,597	230	17%
Enterprises											
Golf	192,951	178,385	15	8%	192,951	178,385	15	8%	166,154	27	16%
Convention Center	530,679	371,482	159	43%	530,679	371,482	159	43%	6,040	525	8687%
McCormick's Grill	1,517	-	2	0%	1,517	-	2	0%	22,425	(21)	-93%
Summer Waves	907,736	851,616	56	7%	907,736	851,616	56	7%	602,352	305	51%
Campground	210,639	179,579	31	17%	210,639	179,579	31	17%	211,895	(1)	-1%
Life is Good	53,952	31,057	23	74%	53,952	31,057	23	74%	28,905	25	87%
Museum	101,063	125,315	(24)	-19%	101,063	125,315	(24)	-19%	50,570	50	100%
Georgia Sea Turtle Center	457,160	300,036	157	52%	457,160	300,036	157	52%	278,290	179	64%
Conservation	1,209	800	0	51%	1,209	800	0	51%	1,177	0	3%
Miniature Golf & Bikes	85,297	48,675	37	75%	85,297	48,675	37	75%	51,580	34	65%
Water/Wastewater	174,256	161,472	13	8%	174,256	161,472	13	8%	161,070	13	8%
Sanitation	47,413	46,937	0	1%	47,413	46,937	0	1%	46,661	1	2%
Fire Department	1,319,368	1,313,725	6	0%	1,319,368	1,313,725	6	0%	1,243,710	76	6%
Tennis	7,993	-	8	0%	7,993	-	8	0%	6,135	2	30%
Destination Mktg & Special Events	454	650	(0)	-30%	454	650	(0)	-30%	(0)	0	0%
Guest Information Center	21,942	54,611	(33)	-60%	21,942	54,611	(33)	-60%	20,144	2	9%
Camp Jekyll & Soccer Fields	12,011	15,794	(4)	-24%	12,011	15,794	(4)	-24%	10,884	1	10%
Landscaping, Roads & Trails	2,134	1,450	1	47%	2,134	1,450	1	47%	769	1	177%
Golf Course Maintenance	234	-	0	0%	234	-	0	0%	-	0	0%

	MONTH ACTUAL	MONTH BUDGET	BUDGET VARIANCE		YTD ACTUAL	YTD BUDGET	BUDGET VARIANCE		YEAR ACTUAL	VARIANCE	
			(000's)	%			(000's)	%		(000's)	%
Total Enterprises	4,128,009	3,681,585	446	12%	4,128,009	3,681,585	446	12%	2,908,762	1,219	42%
Total Revenues	5,705,136	5,089,468	616	12%	5,705,136	5,089,468	616	12%	4,256,359	1,449	34%
Expenses											
Human Resources	1,199,577	1,358,377	(159)	-12%	1,199,577	1,358,377	(159)	-12%	1,154,751	45	4%
Supplies & Materials	76,063	135,602	(60)	-44%	76,063	135,602	(60)	-44%	64,240	12	18%
Advertising & Sales	13,854	37,125	(23)	-63%	13,854	37,125	(23)	-63%	14,901	(1)	-7%
Repairs - Facilities & Grounds	132,880	279,262	(146)	-52%	132,880	279,262	(146)	-52%	125,965	7	5%
Utilities	179,489	177,671	2	1%	179,489	177,671	2	1%	159,371	20	13%
Insurance	609,802	654,757	(45)	-7%	609,802	654,757	(45)	-7%	572,935	37	6%
Contracts	252,128	245,936	6	3%	252,128	245,936	6	3%	132,710	119	90%
Rentals	49,892	57,592	(8)	-13%	49,892	57,592	(8)	-13%	39,612	10	26%
Printing	5,522	18,745	(13)	-71%	5,522	18,745	(13)	-71%	1,799	4	207%
Motor Vehicle	22,913	23,335	(0)	-2%	22,913	23,335	(0)	-2%	14,464	8	58%
Telephone	9,473	9,957	(0)	-5%	9,473	9,957	(0)	-5%	10,182	(1)	-7%
Equipment Purchase <\$1K	11,419	5,565	6	105%	11,419	5,565	6	105%	1,367	10	735%
Equipment Purchase \$1K to \$5K	4,680	5,050	(0)	-7%	4,680	5,050	(0)	-7%	-	5	0%
Travel	1,152	3,975	(3)	-71%	1,152	3,975	(3)	-71%	31	1	3663%
Dues	87,727	76,801	11	14%	87,727	76,801	11	14%	35,013	53	151%
Credit Card Fees	56,253	46,695	10	20%	56,253	46,695	10	20%	37,179	19	51%
Bank Fees	-	25	(0)	-100%	-	25	(0)	-100%	-	-	0%
Total Expenditures	2,712,825	3,136,472	(424)	-14%	2,712,825	3,136,472	(424)	-14%	2,364,519	348	15%
Net Operating Cash Income **	2,992,311	1,952,996	1,039	53%	2,992,311	1,952,996	1,039	53%	1,891,840	1,100	58%

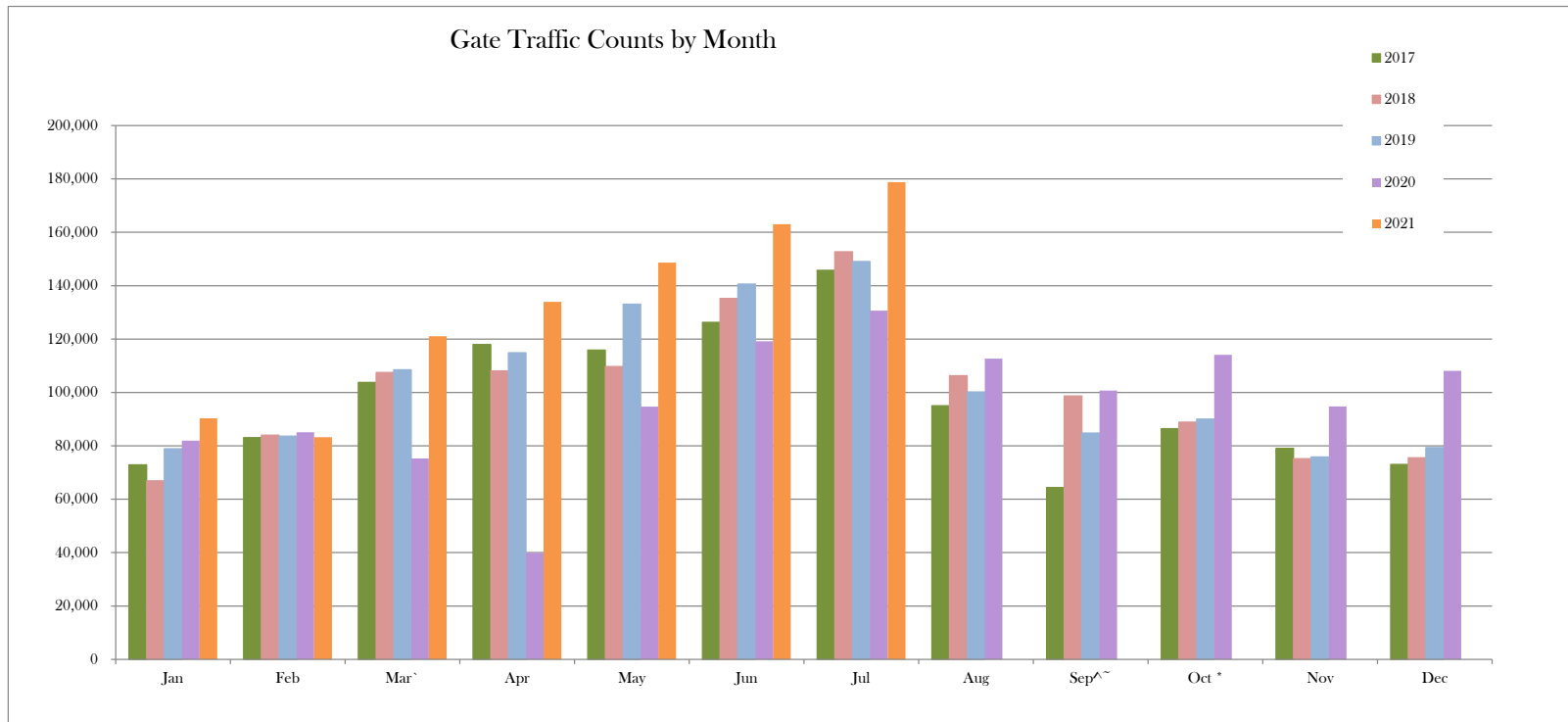
** Does not include depreciation or capital projects

July 2021 Traffic Counts

	2017			2018			2019			2020			2021		
	Daily/Weekly	Annual Passes	Total	Daily/Weekly	Annual Passes	Total	Daily/Weekly	Annual Passes	Total	Gate Purchase	Pre-purchased	Total	Gate Purchase	Pre-purchased	Total
January	26,372	46,562	72,934	21,065	45,842	66,907	28,874	50,037	78,911	29,773	52,159	81,932	23,462	66,875	90,337
February	35,982	47,081	83,063	34,326	49,664	83,990	35,010	48,619	83,629	32,646	52,457	85,103	22,609	60,616	83,225
March	49,605	54,166	103,771	51,052	56,444	107,496	51,682	56,865	108,547	27,012	48,279	75,291	39,560	81,491	121,051
April	66,259	51,718	117,977	55,620	52,474	108,094	61,404	53,529	114,933	12,082	27,810	39,892	47,198	86,746	133,944
May	62,367	53,558	115,925	54,547	55,167	109,714	74,194	58,894	133,088	44,891	49,825	94,716	58,179	90,491	148,670
June	72,234	54,056	126,290	79,575	55,657	135,232	82,105	58,479	140,584	51,147	68,042	119,189	60,141	102,896	163,037
July	90,765	55,010	145,775	95,960	56,773	152,733	89,499	59,595	149,094	56,441	74,236	130,677	60,613	118,185	178,798
August	44,352	50,732	95,084	53,639	52,681	106,320	47,501	52,687	100,188	39,096	73,585	112,681	0	0	0
September	26,578	37,809	64,387	49,032	49,651	98,683	37,317	47,518	84,835	34,055	66,662	100,717	0	0	0
October	35,871	50,566	86,437	38,539	50,366	88,905	39,100	50,923	90,023	33,851	80,276	114,127	0	0	0
November	32,323	46,777	79,100	29,468	45,737	75,205	30,173	45,699	75,872	22,914	71,876	94,790	0	0	0
December	27,891	45,195	73,086	30,104	45,436	75,540	31,871	47,504	79,375	29,842	78,215	108,057	0	0	0
Totals	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	311,762	607,300	919,062

LPR System began April 2020

Year to Date	2017 YTD			2018 YTD			2019 YTD			2020 YTD			2021 YTD		
Comparison	765,735			764,166			808,786			626,800			919,062		

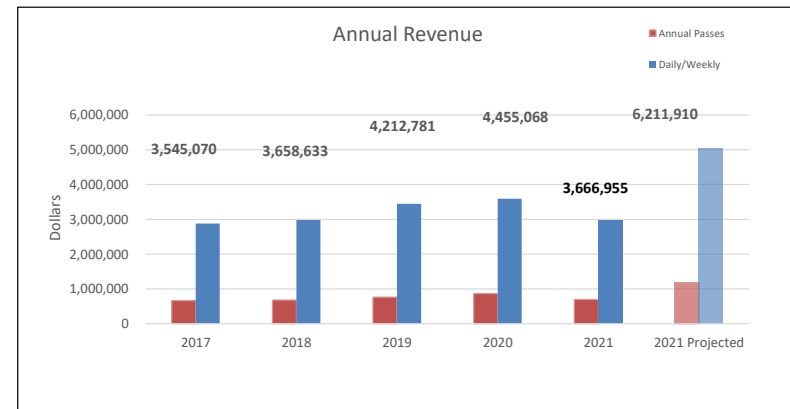
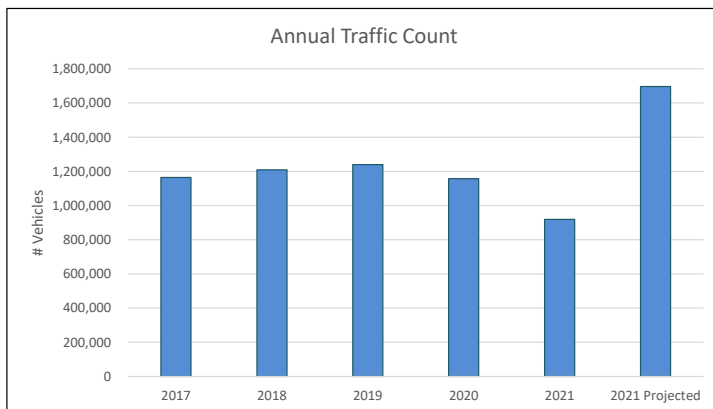


COVID - March 2020 through July 2020 (most significant impact)

* Oct 2016 - Hurricane Matthew

^Sep 2017 - Hurricane Irma

~Sept 2019 - Hurricane Dorian



Aug 2, 2021
 Jekyll Island Convention Center SMG and JIA Sales Combined
 JULY 2021 Financial Review

<u>JULY</u>	FY2022	FY2021	FY2020	FY2019	FY2018	FY2017	FY2016	FY2015	FY2014
Number of Events	19	0	27	22	21	22	21	11	11
Event Days	39	0	54	41	43	38	51	38	47
Attendance	10130	0	18,764	15,746	14,413	21493	30,241	24,214	19,304
Revenue	\$575,001act \$420,285bud	0	\$744,051act	\$510,802 act	\$564,380act	\$598,922 act	\$643,239 act	\$450,534 act	\$395,552 act
Square feet utilized	686,460	0	1,016,540	N/A	N/A	N/A	N/A	N/A	N/A

FY22 is off to a great start, and revenues are picking up. The Georgia Association of Educational Leaders Conference (GAEL) had fewer numbers this year with 1200 attending. Prosecuting attorneys did reduce their numbers. We had 650 instead of the normal 900 +/- . Tax Assessors reduced their numbers as well to 250 +/- . The additional revenue that was not planned included the GA House Republican Caucus. They requested two dinners at the Convention Center and brought Chris Christie in to speak one night.

FUTURE Contracts Issued – 12 estimated revenue -\$553,300.00

Conventions –4– Anticipated rev of \$275,500
 Meetings –0 –Anticipated revenue 0
 Banquet –4 – Anticipated revenue \$41,800
 Weddings – 2– Anticipated revenue \$196,000 (both Hindu weddings)
 Public Event – 2- Anticipated revenue \$40,000

PROPOSALS

CVB –16 Westin – 2 Cvent-9 Combined site and planning meeting with all staff – 16

MEMORANDUM

TO: FINANCE COMMITTEE
FROM: MARJORIE JOHNSON, CHIEF ACCOUNTING OFFICER
SUBJECT: FY2021 YEAR END CAPITAL PROJECT FUNDING
DATE: 8/11/2021

Upon reconciliation of FY 2021 Year End financials, \$2,092,479.26 remained in net income after all designated fund contributions and previously approved capital equipment and projects requests.

If staff capital projects recommendations are approved, a contribution of \$1,074,479 would first be made to JIA cash reserves.

After reviewing our current capital needs as well as the Jekyll Island Strategic Plan and the Jekyll Island Capacity Study, the executive staff is hereby requesting funding of \$1,018,000.00 for capital equipment and projects to be paid from the FY21 operating funds.

Requested capital equipment and projects:

\$115,000	Purchase new CAT Backhoe utilizing State of Georgia contract rates
\$600,000	Construct new Public Works Office/Restrooms/Lunchroom
\$100,000	Remove and replace existing carpet flooring in Annex Building with vinyl laminate
\$180,000	Replace all common area furniture in Jekyll Island Convention Center
\$10,000	Install Fire alarm at JIA Administration building
\$13,000	Replace Tank Chiller at GSTC Hospital

Total Funding Request for Capital Equipment and Projects: \$1,018,000

In addition, the executive staff is requesting approval for the following projects to be paid from previously designated funds:

Water/Wastewater reserves:

\$21,000	Grit pump at WPCP – current one is no longer repairable
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Public Area Improvement Funds:

\$29,048	Paving of Pier Road parking lot
----------	---------------------------------

\$92,000	Utilize existing vendor, Hasco, to rejuvenate and restripe Convention Center and Great Dunes asphalt parking lots
\$30,000	Signage at Corsair Beach Park and Ocean View Park
<u>\$130,294</u>	Purchase used garbage truck to replace current one that is no longer repairable.
\$281,342	Total requested from Public Area Improvement Funds

Tourism Development Funds:

\$234,000	Issue change order to Landscapes Unlimited to complete unfinished section of causeway bike path to the Jekyll Island Guest Information/GSP Building
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Total Capital Requests: \$1,554,341.64

Contribution to Cash Reserves from FY21 Income: \$1,074,479.26

Capital Requests from FY21 Income:

Description	Amount
Purchase CAT Backhoe	\$ 115,000.00
Public Works Building - 80x80 building (6500 sqft) (office, restrooms, breakroom)	600,000.00
Flooring at Annex building - replace carpet with vinyl tiles	100,000.00
Convention Center common area furniture replacement	180,000.00
Administration office - fire alarm installation	10,000.00
Replace Tank Chiller at GSTC - current one is not repairable	13,000.00
	0.00
	\$ 1,018,000.00

Capital Requests from Public Area Improvement Funds:

Description	Amount
Pier Road parking lot - paving	\$ 29,047.64
Parking Lot at Convention Center and Great Dunes Park - rejuvenate	92,000.00
Signage at Corsair Beach Park and Ocean View Beach Park	30,000.00
Purchase used Garbage truck (replace current one which is no longer repairable)	130,294.00
	\$ 281,341.64

Capital Requests from Water/Wastewater Reserves:

Description	Amount
Grit Pump at WPCP - current one is not repairable	\$ 21,000.00
	\$ 21,000.00

Capital Requests from Tourism Development Funds:

Description	Amount
Causeway Bike Path - completion from Island to Guest Information Center	\$ 234,000.00
	\$ 234,000.00

Total Capital Requests and Cash Reserves:

Description	Amount
Equipment and Projects funded from current year income	\$ 1,018,000.00
Equipment and Projects funded from Public Area Improvement Funds	281,341.64
Equipment and Projects funded from Water/Wastewater Reserve Funds	21,000.00
Equipment and Projects funded from Tourism Development Funds	234,000.00
	\$ 1,554,341.64
Contribution to Cash Reserves from FY21 Income	\$1,074,479.26



DEPARTMENT OF AUDITS AND ACCOUNTS

270 Washington Street, S.W., Suite 4-101

Atlanta, Georgia 30334-8400

GREG S. GRIFFIN
STATE AUDITOR
(404) 656-2174

Independent Accountant's Report on Agreed-Upon Procedures

Members of the Board of the Jekyll Island Authority
Mr. C. Jones Hooks, Executive Director

We have performed the procedures enumerated below, which were agreed to by management of the Jekyll Island Authority (Authority), solely to assist you in evaluating certain financial information of the Authority. The sufficiency of these procedures is solely the responsibility of those parties specified in this report. Consequently, we make no representation regarding the sufficiency of the procedures described below either for the purpose for which this report has been requested or for any other purpose.

The procedures and associated findings are:

1. Inspect the following balance sheet items reported on the trial balance, as applicable: cash, capital assets, accounts receivable, accounts payable, deferred revenues, lease obligations, and net position. Confirm that these items have adequate supporting documentation and are properly reconciled to the Authority's general ledger.

Of the nineteen (19) accounts that were selected for review from the balance sheet categories tested, all had adequate supporting documentation and the accounts were properly reconciled to the Authority's general ledger.

2. Inspect employee compensation records to ensure the following: a) the five (5) highest paid employees have approved documentation to support the salary amount paid during fiscal year 2020; b) all individual salary increases between the prior and current fiscal years that are greater than 10% are supported with approved documentation of the increase.

Of the five (5) highest paid employees, all had approved documentation to support the salary amount paid during the fiscal year. Of the thirty-nine (39) employees with salary increases greater than 10% between the prior and current fiscal year, all were supported with approved documentation for the salary increase.

3. Select the fifteen (15) highest individually significant vendor payments expensed during fiscal year 2020 at the Authority and ensure that: a) the expense was properly recorded on the accounting records; b) the total amounts paid to the vendor were appropriate; and c) sufficient supporting documentation was available.

All fifteen (15) of the highest individually significant vendor payments that were expensed during the fiscal year were properly recorded, the amounts that were paid to the vendors were appropriate, and the payments were verified to supporting documentation.

4. Inspect the listing of salaries and travel reported to the Department of Audits and Accounts in accordance with the O.C.G.A. § 50-6-27 and compare to amounts recorded in the Authority's accounting records.

The salaries and travel reported to the Department of Audits and Accounts is in accordance with O.C.G.A. § 50-6-27 and agreed to the amounts recorded in the Authority's accounting records.

5. Obtain the trial balance the Authority submitted for inclusion in the State's Comprehensive Annual Financial Report and Statewide Single Audit and confirm that the financial information presented in these worksheets agrees to the Authority's accounting records.

The trial balance submitted by the Authority for inclusion in the State's Comprehensive Annual Financial Report and Statewide Single Audit agreed to the Authority's accounting records.

6. Inspect the capital asset records to ensure that: a) subsidiary ledgers are appropriately reconciled to the ledgers; b) capitalization thresholds are being properly followed.

The capital asset subsidiary ledgers are appropriately reconciled to the ledgers, and the capitalization thresholds are being properly followed.

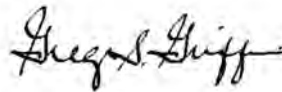
7. Obtain the Schedule of Expenditures of Federal Awards information submitted by the Authority for inclusion in the Statewide Single Audit and confirm that the information is properly presented and supported by the Authority's accounting records.

The Schedule of Expenditures of Federal Awards information that was submitted by the Authority was properly presented and supported by the Authority's accounting records.

This agreed-upon procedures engagement was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants. We were not engaged to and did not conduct an examination, the objective of which would have resulted in the expression of an opinion on certain financial information of the Authority. Accordingly, we do not express such an opinion. Had we performed additional procedures, other matters might have come to our attention that would have been reported to you.

This report is intended solely for the information and use of management of the Jekyll Island Authority and is not intended to be and should not be used by anyone other than these specified parties.

Respectfully,



Greg S. Griffin
State Auditor

July 14, 2021



DEPARTMENT OF AUDITS AND ACCOUNTS

270 Washington Street, S.W., Suite 4-101

Atlanta, Georgia 30334-8400

GREG S. GRIFFIN
STATE AUDITOR
(404) 656-2174

Independent Accountant's Report on Agreed-Upon Procedures

Members of the Board of the Jekyll Island Authority
Mr. C. Jones Hooks, Executive Director

We have performed the procedures enumerated below, which were agreed to by management of the Jekyll Island Authority (Authority), solely to assist you in evaluating compliance by businesses located on Jekyll Island with the lease agreements between the Authority and the businesses. The sufficiency of these procedures is solely the responsibility of those parties specified in this report. Consequently, we make no representation regarding the sufficiency of the procedures described below either for the purpose for which this report has been requested or for any other purpose.

The procedures and associated findings are:

1. Confirm the mathematical accuracy of the rent to sales ratio (annual base rent divided by total annual revenue equals rent to sales ratio) for the businesses selected by the Authority for calendar years 2019 and 2020.

Of the six (6) businesses calculated, we were unable to confirm the accuracy of the ratio. The Authority will use our numbers to confirm the calculation at a later date.

2. Confirm the mathematical accuracy of the monthly reports of gross income submitted by the businesses selected by the Authority for each month in calendar years 2019 and 2020.

Of the thirty-five (35) businesses reviewed, twenty-eight (28) businesses submitted mathematically accurate monthly reports of gross income. One (1) business only submitted reports for 2019. For the other six (6) businesses, there were no reports submitted on which to recalculate the mathematical accuracy.

3. Compare the categories of revenue shown on the monthly revenue reports to the applicable lease agreement for calendar years 2019 and 2020.

Of the thirty-five (35) businesses reviewed, twenty-nine (29) businesses included all categories of revenue in the monthly reports submitted. Three (3) businesses submitted reports that were missing categories of revenue that should have been reported to the Authority. One (1) business only submitted reports for 2019. For the other two (2) businesses, there was no revenue documentation submitted to compare categories of revenue.

4. Compare amounts reported in each monthly revenue report to the accounting records of the business and recalculate Percentage Rent based on the amounts in the accounting records and the conditions of the applicable lease for calendar years 2019 and 2020.

Of the thirty-five (35) businesses reviewed, eighteen (18) businesses had no overpayments, underpayments, or late fees calculated for 2019 or 2020. Ten (10) businesses had underpayments totaling \$6,306.77 for 2019 and 2020, and one (1) of those businesses had an overpayment of \$7.77 for 2020. One (1) business only submitted reports for 2019. For the other six (6) businesses, there was no monthly revenue reports or accounting records submitted.

5. Compare the amount reported in each monthly revenue report to the accounting records of the business and recalculate Base Rent; including late fees, based on the amounts in the accounting records and the conditions of the applicable lease for calendar years 2019 and 2020.

Of the fifteen (15) businesses reviewed, fifteen (15) businesses had no overpayments, underpayments, or late fees of Base Rent for both years.

6. If the business is subject to hotel/motel tax, recalculate the mathematical accuracy of the hotel/motel tax report submitted for each month in calendar years 2019 and 2020.

Of the thirty-one (31) businesses reviewed, twenty-one (21) businesses accurately calculated hotel/motel tax on the monthly reports. Two (2) businesses had mathematical errors noted on the monthly hotel/motel report, which resulted in a net underpayment of \$20.00 and a net overpayment of \$19.17. Two (2) businesses did not submit monthly hotel/motel report information, and one (1) business only submitted reports for 2019. For the other five (5) businesses, the rentals were to long-term renters, which are not subject to hotel/motel tax.

7. If the business is subject to hotel/motel tax, compare amounts shown on the hotel/motel tax report to the accounting records of the business and recalculate the hotel/motel tax due based on the amounts in the accounting records for calendar years 2019 and 2020.

Of the thirty-one (31) businesses reviewed, fourteen (14) businesses correctly calculated and paid hotel/motel tax. Five (5) businesses had underpayments totaling \$9,985.46, and one (1) business had an overpayment of \$2,826.78. Five (5) businesses did not provide adequate documentation, and one (1) business only submitted reports for 2019. For the other five (5) businesses, the rentals were to long-term renters, which are not subject to hotel/motel tax.

8. If the business is subject to capital reserve requirements, compare amounts deposited into the capital reserve accounts to the deposits required by the lease based on the revenue amounts in the accounting records for calendar years 2019 and 2020.

Of the ten (10) businesses reviewed, two (2) businesses met the applicable capital reserve account requirements, and one (1) business did not meet the capital reserve requirements for 2019 and 2020. One (1) business did not provide any bank statements for 2019 and 2020. For the other six (6) businesses, capital reserve requirements were not met since some of the bank statements were not provided for review.

This agreed-upon procedures engagement was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants. We were not engaged to and did not conduct an examination, the objective of which would have resulted in the expression of an opinion on the businesses' compliance with the lease agreements. Accordingly, we do not express such an opinion. Had we performed additional procedures, other matters might have come to our attention that would have been reported to you.

This report is intended solely for the information and use of management of the Jekyll Island Authority and is not intended to be and should not be used by anyone other than these specified parties.

Respectfully,

A handwritten signature in black ink, appearing to read "Greg S. Griffin". The signature is fluid and cursive, with a horizontal line extending from the end.

Greg S. Griffin
State Auditor

July 14, 2021

MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: DENNIS GAILEY, DIRECTOR OF PUBLIC SAFETY
SUBJECT: GSFIC GRANT FUNDS ACCEPTANCE REQUEST
DATE: 8/10/2021

The Jekyll Island Fire Department (JIFD) seeks board consideration to enter into an agreement with the Joint Public Safety Communications Department (JPSCD) for dispatching services which would greatly improve emergency responses on Jekyll Island.

The agreement allows the Glynn Brunswick 911 Center (GB 911) staff to dispatch the JIFD units directly from the 911 center in lieu of forwarding calls to GSP Radio Operators for final dispatch. This change will improve the response times, expedite emergency communications, and enhance mutual aid operations for the JIFD units.

In the agreement, the JPSCD uses a formula to determine the shared cost of these services. The calculated cost for Jekyll Island is \$41,757 annually, contingent on the number of radios on the system. The JIA will be billed in four equal quarterly invoices by Glynn County.

If approved, this agreement can go into effect on September 1, 2021; and would be reconsidered for renewal on July 1, 2022.

The City of Brunswick Commission and the Glynn County Board of Commissioners have already approved the agreement. If the JIA Board approves the agreement it will go before the JPSCD for final approval and implementation thereafter.

Staff recommends approval of the agreement as presented.

MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: NOEL JENSEN, DEPUTY EXECUTIVE DIRECTOR
SUBJECT: GSFIC GRANT FUNDS: CAMPGROUND BATHHOUSES AWARD
DATE: 8/11/2021

The Georgia State Financing and Investment Commission (GSFIC) approved a grant award of \$999,480 to JIA for construction of new bath houses in the campground. In addition, state bonding is funding \$2.95 million for campground expansion. JIA was required to obtain three competitive bids for the prototype bathroom designed by Ussery Rule Architecture which were received Friday, June 18, 2021. The three bidders were Woodman Builders Inc, Wildsmith Construction and Overholt Construction. The apparent low bidder, Woodman Builders Inc, was approved by GSFIC to proceed to contract.

Staff requests to utilize a combination of grant funds and bond funds in the amount of \$1,243,026.24 for construction of the three prototype bathhouses in the campground. One bathhouse will be constructed in the existing campground while two will be constructed in the expansion area.

Staff hereby requests awarding the construction contract of new ADA Compliant Bath Houses at the Jekyll Island Campground to Woodman Builders Inc in the amount of \$1,243,026.24.

The Jekyll Island State Park Authority (JIA) and Committees met in Public Session on Tuesday, July 20, 2021 at the Jekyll Island Club Resort Ballroom and via teleconference.

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

Key Staff Present: Jones Hooks, Executive Director
Noel Jensen, Executive Deputy Director
Marjorie Johnson, Chief Accounting Officer
Melissa Cruthirds, General Counsel
Jenna Johnson, Director of Human Resources
Ben Carswell, Director of Conservation
Michele Kaylor, Director of Georgia Sea Turtle Center
Kevin Udell, Sales Manager
Andrea Marroquin, Museum Curator
Anna Trapp, Executive Assistant

Various members of the public, JIA staff, and press were also present.

Vice Chairman Krueger called the committee session to order at 9:33 a.m., and the roll was called for members attending in person and those attending via teleconference.

Commissioner Mark Williams arrived in person at 9:34 a.m.; Mr. Trip Tollison joined the meeting via teleconference at 9:36 a.m.; and Ms. Joy Burch-Meeks arrived in person at 9:46 a.m.

There were two public comments received online for this meeting. The names of the commenters and the subjects of the public comments were read into the record as shown below. A copy of the full comment was given to each Board member and becomes part of the permanent record.

- Edward Weintraut - Crossover Maintenance
- James Reed, President of the Jekyll Island Men's Golf Association - Golf Master Plan

I. Historic Preservation/Conservation Committee

A. Ben Carswell, Director of Conservation and Michelle Kaylor, Director of Georgia Sea Turtle Center provided an update on the U.S. Army Corps of Engineers Proposed Seasonal Dredging at Brunswick Harbor. Carswell began the discussion by explaining that the U.S. Army Corps is advancing a plan to allow dredging outside of the historic three-month winter period, when loggerhead turtles are less abundant. This policy shift comes in response to a formal biological opinion issued last year that was led by a federal scientist at the National Oceanic and Atmospheric Administration (NOAA). In May of 2021, a Federal Court issued an injunction which halted hopper dredging, which is the more problematic

dredging equipment for loggerhead sea turtles, at the Brunswick Harbor. The Corps acknowledged the error in their public input process that led to the court injection. As required by National Environmental Policy Act (NEPA), they have issued updated environmental assessment documents and opened an extended public comment period through July 21, 2021. The draft retains the finding of no significant impact to protected resources, but it does not substantially modify plans for hopper dredging outside of the winter window or limits on potential lethal take of loggerhead sea turtles under the Endangered Species Act. After review of the draft federal documents and the record of communication between the federal and state agencies on this matter, Carswell believes there is no scientific consensus between the federal and state scientific experts in regard to the loggerhead sea turtle population in our area of the Northern Recovery Unit and how the proposed policy changes could impact that population. Through consultation with JIA staff including Terry Norton, Michelle Kaylor, and Jones Hooks a comment letter has been prepared that focuses on the scientific aspect and aims to encourage the Corps to create a space for a science focused discussion. Carswell acknowledged that there are big issues at play such as economic commerce, legality, and consistency across regional and federal policy. There are expertise on both sides of the state and federal agencies, but in JIA's view, without more robust scientific vetting, the risks or potential benefits to endangered species of any proposed change are not as calculated as they should be. In hopes of contributing to society solutions, JIA proposes a workshop or series of workshops potentially to be held on Jekyll Island to fully tap the breadth and depth of academic, state, and federal scientific expertise. While policy decisions in the science that should inform them can be by nature dispassionate and personal topics, this issue inescapably affects individuals, both individual sea turtles and the familiarity we have with them as individual people. Carswell invited Kaylor to discuss that side of the issue.

Kaylor discussed the most common sea turtle species found in Georgia's coastal region, the loggerhead sea turtle. One of the Georgia Sea Turtle Center's flagship projects is the sea turtle monitoring program, which has gained vital information about the importance of loggerhead sea turtles in the Northern Recovery Unit, which makes up Georgia and the two states of Carolina. She discussed Big Bertha, a loggerhead sea turtle who has the longest nesting history in the world, producing over three thousand sea turtle hatchlings. Big Bertha was first tagged in 1988 on Cumberland Island. She's since then has nested on Cumberland, Little Cumberland, and Jekyll Island. With collaborators from the University of Georgia, the GSTC can look at the genetics of our Northern Recovery Unit. That project showed that that Big Bertha has sisters and daughters that also live in the recovery unit just off Jekyll's coast. With all the threats that these animals face from predation on land and sea, human impact, threats such as commercial fisheries, loss of habitat, boat strikes, and plastic pollution, these important mothers' lives are at stake with the decisions to dredge during nesting season.

Commissioner Williams brought up that sea turtles need thirty years to reach sexual maturity. Carswell confirmed that with any species that mature as late as sea turtles, the significance of removing a single individual, particularly a nesting female, from the population is far greater.

Jones Hooks, Executive Director further explained that the letter Carswell referenced would be sent to the Chief of the Planning Branch of the Corps of Engineers. This letter would also become a public record for the Army Corps' Public Comment Period.

There was no opposition from the Board Members, and there were no public comments.

II. Finance Committee

A. Mr. Bill Gross, Finance Committee Chair summarized the June Financials. He stated that since year-end closing takes more time to complete than the typical monthly financial close-out, June financials will be presented at the August Board Meeting. However, the June traffic statistics and hotel reports were available to present.

The total traffic count for June was 163,037 vehicles, which was 43,848 more vehicles than June 2020. Traffic for last year was impacted by the pandemic, which is part of the reason this variance is so large. As a comparison to a more normal year, June 2021 traffic counts are 22,453 more vehicles than June 2019. The year-to-date traffic count is 740,264 vehicles, which is 247,141 vehicles more than the calendar year-to-date 2020 traffic and 80,572 vehicles more than calendar year-to-date 2019.

Revenues reported by the hotels were \$8.4 million, which was \$3.3 million more than June 2020. The Occupancy Rate was 87.2%, which was up from 72.6%. The Revenue per Available Room was \$213.34, which was up from \$145.70 in June 2020. The Average Daily rate was \$244.58, which was up from \$200.62. Eight of the twelve properties listed on the hotel report had their highest revenue months ever. Year-to-date revenues reported by the hotels were \$28.3 million, which was \$11.9 million more than year-to-date 2020 revenues. The Occupancy Rate was 67.6%, which was up from 54.5%. The Revenue per Available Room was \$136.48, which was up from \$87.11 for year-to-date 2020. The Average Daily rate was \$201.89, which was up from \$159.86.

B. Marjorie Johnson, Chief Accounting Officer presented a request for acceptance of the AmeriCorps Grant for the Upcoming Grant Year. She explained that the Georgia Department of Community Affairs (DCA) has awarded the JIA the 2021-2022 AmeriCorps grant for the Georgia Sea Turtle Center (GSTC) for the thirteenth year. The Grant Year is September 1, 2021 through August 31, 2022, and the total amount of the award is \$358,433 with a fifty percent required match. This match is distributed in the form of staff salaries, benefits, and program supplies for the GSTC program, and it is covered by normal GSTC operating expenses, which were approved in the Fiscal Year 2022 GSTC budget.

The motion to recommend approval of the Request for Acceptance of the AmeriCorps Grant for the Upcoming Grant Year was made by Mr. Willard and seconded by Dr. Evans. The motion was approved unanimously with no objections.

Hooks reiterated the significance of the Hotel Report numbers which showed that eight of the twelve hotels on Jekyll Island had their highest revenue months ever, not just during the past year. This is a strong indicator of the increased leisure travel that is being seen along the coast.

There were no public comments.

III. Human Resources Committee

A. Jenna Johnson, Director of Human Resources discussed the request for approval of the Parental Leave Policy. This policy provides full-time employees who have been employed for at least six months with three weeks of paid parental leave that can only be used for the birth of child, adoption, or foster care placement. This leave time is in addition to the sick and annual leave employees accrue. However, this leave does not accrue. It is a

set amount that is only triggered by one of those three events. The policy is in accordance with the new parental leave law that went into effect on July 1, 2021.

The motion to recommend approval of the Request for Approval of the Parental Leave Policy was made by Mr. Krueger and seconded by Mr. Atkins. The motion was approved unanimously with no objections.

B. J. Johnson discussed the request for approval of the Personal Leave of Absence Policy. This update will provide guidance and clarification for the types of leave of absence that are available, eligibility, and how to request that leave. Our requirements to make arrangements to pay for benefits will remain the same. The expectation of notifying the JIA on the intent to return in the event of a leave of absence remains the same. Also, how a leave of absence interacts with other policies or regulations such as FMLA will remain the same. This update to the policy provides much needed guidance both for supervisors and employees.

The motion to recommend approval of the Request for Approval of the Personal Leave of Absence Policy was made by Dr. Evans and seconded by Ms. Burch-Meeks. The motion was approved unanimously with no objections.

C. Before J. Johnson discussed the Request for Approval of the Education Incentive Program, Dr. Evans expressed his delight that the JIA has this policy as an investment in personnel by giving them the opportunity to fund a portion of their education. J. Johnson explained that the education reimbursement policy update changes the reimbursement from 100% of all expenses up to a set amount of \$3,000 per fiscal year to tuition and books for up to six credit hours per semester or the equivalent at a rate not to exceed in-state tuition set by the University System of Georgia, since that rate can fluctuate along with the cost of education. JIA's limitations will remain the same. If the JIA does not have the funding, they cannot fund the reimbursement program, and the repayment terms for employees who leave within twelve months of reimbursement remains the same. The updates made to this program increases the competitiveness of this benefit as the JIA searches for new employees and retains current employees.

The motion to recommend approval of the Request for Approval of the Education Incentive Program was made by Dr. Evans and seconded by Mr. Atkins. The motion was approved unanimously with no objections.

There were no public comments.

IV. Marketing Committee

A. Kevin Udell, Senior Sales Manager gave the report from the Marketing Department, which included a group business recap and forecast. Although the challenges of Fiscal Year (FY) 2021 resulted in the Convention Center having a difficult year, everyone tried to stay positive, knowing past groups would eventually return. Udell provided a comparison of FY 21 Leads vs FY 19 Leads. There were 169 leads for FY 21, which resulted in 113,000 hotel rooms. In FY 19, there were 158 leads that resulted in 100,000 hotel rooms, which was the best year on record. This comparison illustrates the robust recovery, showing a 30% increase in converting leads to definite bookings. Udell then discussed the Definite Conversions for FY 21 and FY 19. For FY 21 there were 123 groups, 85,000 requested Jekyll Island hotel rooms for partners, and \$17 million in Jekyll Island hotel revenue. For FY 19

there were 149 groups for 96,000 hotel rooms. Udell then discussed the outlook for FY 22. There were already twenty-six leads in the system, seventy-three definite bookings, which equals 55,000 hotel rooms, and \$11 million in hotel revenue for the Island. Sales and the Convention Center is anticipating a revenue record for FY 22. He then provided a breakdown of the markets. Associations continue to be the highest at 44%, with Georgia Associations making up much of that percentage. Corporate group reservations increased from 10% to 17%. Government groups also increased at 17%. Sport groups make up 13%, weddings 6%, and remaining groups 3%.

Hooks highlighted the importance of the percentage of corporate groups, which has increased significantly over the past fifteen years. In the past, Jekyll Island mostly hosted Government and Association groups with very few private sector groups. The strategy that Kevin and the sales teams has implemented in recent years, since the establishment of the new Convention Center, has pushed to improve the variety of groups that utilize Jekyll.

Udell closed the presentation with the future year forecast which includes 145 definite groups, equaling 124,000 room nights and \$25 million in hotel revenue. He also noted that 30% of the groups for FY 22 are new to Jekyll.

There were no public comments.

VI. Committee of the Whole

A. Melissa Cruthirds, General Counsel discussed the Board Request for the Executive Director to serve on certain committees pursuant to Governor's Ethics Order. On April 1, 2021, Governor Brian Kemp issued a new Ethics Order which requires all employees to submit an attestation that the employee has read and understands the Ethics Order. Submission of this attestation is mandatory and a condition of employment. The Ethics Order also prohibits an employee from serving as an officer or director of any non-profit corporation unless:

- a. the non-profit does not seek funding from the state and the employer approves the employee's service or
- b. subject to approval from the Governor's Executive Counsel, if the non-profit does seek funding from the State,
 - i. the employee's service is directly related to the employee's employment, and
 - ii. the employee has been requested to serve by the Office of the Governor, the employer, or is required to serve in that capacity

Cruthirds explained that several employees serve on the boards of various non-profit corporations, and Jones Hooks, as Executive Director of the Authority, has requested these employees to continue to serve on these Boards. Mr. Hooks, in his position as Executive Director of the Authority, serves on the Board of Directors of the following: Golden Isles Development Authority, Jekyll Island Foundation, and Golden Isles Convention & Visitors Bureau. His service is directly related to his employment as Executive Director. Thus, this request is for the Authority to formally request his service on these various entities. This request, along with the other employee requests referenced will be submitted to the Governor's Executive Counsel for approval via the provided drafted letter.

The motion to request that Mr. Hooks serve on the referenced entities and approve sending the attached letter to the Governor's Executive Counsel as recommended by staff

was made by Mr. Gross and Seconded by Mr. Willard. The motion was approved unanimously with no objections.

B. Jones Hooks, Executive Director opened the discussion of the Request for Approval of the Jekyll Island Club Resort (JICR) Ownership Transfer and Amendments to The Wharf Lease. He recognized the Northview Group and Matt Trevenen for their contributions to Jekyll over the past five years, including over \$30 million worth of investments. After learning that an opportunity was presented to the Northview Group for a new ownership group to take over the JICR lease, Hooks met with representatives from the proposed ownership and management group to discuss and address items that are important to the JIA such as history and conservation and ensuring the Grand Dining Room and hotel restaurants are open to the public, not just property guests. Additionally, the agreement that no parking fees would be issued from the hotel group was discussed along with the restatement of the lease. The proposed ownership and management group have experience with leasehold agreements, as they have arrangements with federal, state, and local entities within other properties they operate. Hooks noted that the JIA believes that these groups understand the unique characteristics of Jekyll Island and feels comfortable partnering with the two groups. He then introduced Steve Coe, the Senior Vice President of Asset Management of Pebblebrook Hotel Trust and Sean Mullen, the President of Sales Revenue Management and Acquisitions with Noble House Hotels and Resorts.

Mr. Coe introduced Pebblebrook at the largest independent operator of urban and independent hotels in the country including fifty-one hotels with a little over twelve thousand guest rooms across the country. He explained that their vision for the JICR is to fine-tune the great investments made the Northview Group and bring the resort back post pandemic which includes finding and training great people to work there everyday. He noted that this is the immediate challenge of any hospitality owner today, which is why Pebblebrook partners with Noble House. Since Pebblebrook is a real estate investment trust, they are not allowed to manage what they own. Every property they own is third-party managed.

Mr. Mullen explained that Noble House is a private, family owned company that operates twenty-one different properties throughout the United States. Five of those properties are located in Florida, and they are looking to expand in the Southeast. They feature themselves as being all about the local hotel and want to promote Jekyll Island as well as the Jekyll Island Ocean Club and the resort. Noble House wants to be a good steward of Jekyll as well a good steward and protector of the legacy and history of the island and the resort. Mullen noted that Noble House currently operate seven assets that are on a lease and they also have experience operating historic hotels. They embrace the history that they think today's guests want to visit and associates want to work at. He reiterated that Noble House is excited to be part of the Jekyll team and they want to work with the JIA to preserve and promote the history and the integrity and the beauty of Jekyll Island.

Hooks added that Pebblebrook has indicated their interest in continuing committing to the Jekyll Island Foundation through offering guests the opportunity to contribute to the foundation. They have also discussed the importance of resident engagement with the property.

Mr. Krueger then turned the discussion over to Melissa Cruthirds, General Counsel. She mentioned that Pebblebrook has committed to continuing the sponsorship of the Shrimp

and Grits Festival. She then explained that the lease will be in the name of Golden Isles Owners LLC, which is a wholly owned subsidiary of Pebblebrook Hotel Trust. It will then be subleased to Golden Isles Lessee LLC, which is a wholly owned taxable subsidiary also of Pebblebrook Hotel Trust and Noble House Hotels and Resorts will be the operator of the properties. The Club Resort and the Wharf Restaurant will both be owned by the Golden Isles Owner LLC, but they are actually two separate leases. As part of this transfer, the parties have reviewed the Wharf Restaurant lease and determined there were discrepancies with how the property is currently being used. As a result, the parties have drafted a First Amendment to the Wharf Restaurant lease which amends the lease. Some of these amendments include: corrected referenced deed book page number, corrected premises description in the restaurant ground lease, and inclusion of square footage rental. The base monthly rent is increased to account for these amended premises. The utilities provision is amended to account for this, as is the taxes provision, the repair maintenance, damages and destruction, and insurance provision. All that was adjusted to account for the amended premises. The legal descriptions for both the Wharf and Hotel leases were revised to reflect the amended premises and ensure compliance with technical standards for property surveys. There are no changes to the Club Resort Hotel lease. The only changes are to the Wharf lease. Cruthirds then presented the three items to be considered to effectuate this transfer:

- First Amendment to the restaurant ground lease
- The assignment and assumption from NV LNWA JIC HOTEL, LLC, otherwise known as Northview, to Golden Isles Owner, LLC of the Restaurant Ground Lease, as amended, and approval of sublease from Golden Isles Owner, LLC to Golden Isles Lessee, LLC
- The Assignment and Assumption from NV LNWA JIC HOTEL, LLC to Golden Isles Owner, LLC of the Hotel Ground Lease and approval of sublease from Golden Isles Owner, LLC to Golden Isles Lessee, LLC.

The motion to recommend approval of First Amendment to the restaurant ground lease as recommended by staff was made by Dr. Evans and Seconded by Mr. Gross. The motion was approved unanimously with no objections.

The motion consenting to the Assignment and Assumption of the Ground Lease with Amendments for The Wharf Restaurant as recommended by staff was made by Mr. Gross and Seconded by Mr. Atkins. The motion was approved unanimously with no objections.

The motion consenting to the Assignment and Assumption of the Lease Agreement for Jekyll Island Club Resort as recommended by staff was made by Mr. Willard and Seconded by Commissioner Williams. The motion was approved unanimously with no objections.

C. Andrea Marroquin, Museum Curator requested board approval to Award RFP 366, Phase I & II Archaeological Investigations of the Jekyll Island Golf Courses to Terracon. She noted that eight bids were received the month prior. A selection committee was formed to review and rank each proposal. Three candidates were invited to present before the selection committee, and through the proposal, presentation, and interview process, Terracon emerged as the apparent finalist. According to Terracon's proposal, the field work would be completed within 30 days of notice to proceed, followed by a first draft of the archeological report within the first two months. This would be followed by a period of JIA review and consultation with the state historic preservation office, and after an appropriate period of review, would culminate in a final report. The estimated cost of the project is \$17,5000 for Phase I testing. There would be an additional \$10,000 per

archeological site requiring Phase II evaluations and \$9,000 for completion of the final report.

Hooks prefaced Marroquin's presentation by supporting the recommendation from the selection team especially considering the time frame. He also reiterated that this archeological study of the golf courses is essential before the Board can consider adoption of the Golf Master Plan.

The motion to recommend approval to Award RFP 366, Phase I & II Archaeological Investigations of the Jekyll Island Golf Courses to Terracon as recommended by staff was made by Mr. Atkins and Seconded by Mr. Willard. The motion was approved unanimously with no objections.

D. Noel Jensen, Chief Operations Officer gave an update on the Jekyll Island's Beach Crossovers. This update was specific to the "T Streets", which are the beach facing residential streets north of the Holiday Inn. This construction also involved the last segment of the beach revetment built several years ago. The funds used for this project were provided through a state grant to allow JIA to construct beach crossovers at all the T Streets in conjunction with the revetment. He announced that the project will be completed after they receive the last shipment of lumber later in the week. The project consists of ten new beach crossovers which were built along north end of Beachview Drive. Previously, these were sporadic and not built on every street, as they are now. Three of the new crossovers are compliant with the Americans with Disabilities Act (ADA). These crossovers have a ramp that goes to an outlook which will allow individuals who are in a wheelchair or motorized scooter the opportunity to pull off to the side and enjoy the view.

The total amount of liner feet (LF) for all new crossovers combined is 1,223 LF. The first set of drawings for these crossovers was received in February 2020, and the last set of drawings were received in August of 2020. Jensen then shared photos of a few of the new crossovers including Bliss Lane, Austin Lane, and Ellis Lane. Bliss Lane was designed to keep the tree structure in place and disturb as little vegetation as possible. Austin Lane is an ADA accessible cross over which includes an outlook area. Ellis Lane's design shows increased elevation in order to make the stair length as short as possible and prevent it from being extremely dangerous. A few other significant design elements include drilling into the revetment rock which assists with stabilizing the structure. Previous designs did not hold up well during hurricanes and other storms, creating debris. After enduring Tropical Storm Elsa, this new design showed little to no damage.

Jensen then discussed dune crossover maintenance at Corsair Beach Park. This crossover was ADA accessible, but mother nature took over the dune and covered it with sand within fourteen months even with consistent upkeep and cleaning. With the assistance of the Department of Natural Resources (DNR), JIA received a permit to rebuild the crossover over the dune which will leave thirty-six inches between the dune and bottom of the crossover. Stairs will also be added to make a landing. This will once again allow access to Corsair Beach, but it unfortunately will not be ADA accessible. However, there is a handicap access approximately four hundred feet to the north at the Beach Village crossover.

Hooks mentioned that this project to have a crossover at each of the T Streets has been a priority since the late 1990's, but the funds were not available. The construction of these

crossovers promotes the safety of residents and guests, as crossing the rock revetment as it is, is very dangerous and has resulted in injuries such as broken limbs.

Jensen closed with a note that any funds left over from the State Grant are intended to be use to bringing sidewalks from the street to the edge of the crossing, so pedestrians will have complete access from the asphalt road to the crossover, prioritizing the ADA compliant crossovers.

E. Jones Hooks, Executive Director presented the Executive Director's Report. He began his report by acknowledging the Mayor of Brunswick's attendance and commenting that the City of Brunswick's status as a Metropolitan Statistical Area (MSA) will stay intact. The Board approved a letter sent to the Federal Agency in charge of this decision as well as the Congressman explaining how important it is for Brunswick to retain its MSA status.

Hooks provided a brief update on several studies and projects approved by the Board.

- JIA has been working with the Jerico Design Group on the conceptual Public Safety Complex plans including the site plans as well as the square footage arrangements. The Georgia State Patrol has also participated in this process.
- The Archeological Study will be moving forward, as discussed by Andrea Marroquin.
- JIA is working with Goodwin Mills and Caywood Inc. (GMC) on the Code Revision Project to update JIA Ordinances. A public input session that included a review of the project scope was held on July 15, 2021, and another public input session will be scheduled toward the end of August. Melissa Cruthirds meets virtually with this group weekly to review progress.
- The University of Georgia, Carl Vinson Institute continues to work on the Master Plan Update. Stakeholder input sessions have been held and the survey is complete. Additional stakeholder meetings will take place as well as a meeting with the review committee before a public presentation at an upcoming Board Meeting.

Hooks then referenced an email that he wrote to Bert Brantley, Deputy Chief of Staff at the Office of the Governor regarding the possibility of COVID-19 relief. JIA was not eligible to receive relief funds directly from the Federal Government, since it is not a local or state government. However, Governor Kemp appointed several committees to review the needs of state of Georgia with \$4.8 billion in COVID-19 relief funds. JIA should be eligible to participate in this program. The amount of funds that JIA would apply for would be tied to losses that occurred at the Convention Center. The Convention Center staff remained furloughed, and the Convention Center remained dark for about eight months. The total net operating loss between March 2020 and March 2021 for the Convention Center was \$934,846.71. The Accounting Department, Sales, and the Convention Center will work together to gather the documentation needed to apply for the relief and recoup some the actual losses incurred during the pandemic. Commissioner Williams advised that the OPB process opens August 1st and the first round of funding is \$2.4 billion.

F. Acting Chairman Krueger gave the Chairman's Comments. Mr. Krueger commented how glad he is to see JIA picking up the pace post the pandemic and hopes the Convention Center continues to recover and grow. He appreciates the efforts put forth by JIA staff and Board Members. He also made a comment on behalf of the Board extending their condolences to Chairman Wilkinson on the recent loss of his wife, stating he is in their thoughts and prayers.

Mr. Krueger then opened the floor to public comments. There were four public comments received during the meeting:

- Gloria Zocchi commented that she is delighted to know residents and the public will be able to use the historic hotel dining room again. She also hopes they are able to use Crane Cottage again.
- Mayor Cornell Harvey commented that he is honored to be a former JIA employee and is happy to see how the growth has blossomed even during COVID. He also gave kudos to the Convention Center which hosted his daughter's wedding. He voiced his appreciation of the leadership and the togetherness in the community.
- Vance Hughes reported that the architect who worked on the restoration of the Jekyll Island Club, Franklin Larry Evans had passed away recently. He hopes that everyone will remember Larry as changes are made.
- Matt Trevenen with Northview Hotel Group commented on his five years with the Jekyll Island Club Resort. He thanked the JIA for their support, specifically Melissa Cruthirds and Jones Hooks. He hopes that Northview has been a good steward to the property and Jekyll Island.

The Board took an 8-minute break before continuing to the JIA Board Meeting.

The Jekyll Island State Park Authority (JIA) Board Meeting
July 20, 2021

The roll was called at 11:05 a.m, and all members were present.

* Mr. Tollison was muted during the rolldall, but he participated for each vote.

1. Mr. Gross moved to accept the minutes of the June 15, 2021 board meeting as presented. The motion was seconded by Commissioner Williams. There was no discussion, and the minutes were approved unanimously.
2. Acceptance of the AmeriCorps Grant for the Upcoming Grant Year, a recommendation of the Finance Committee, was carried by unanimous consent.
3. Approval of the Parental Leave Policy, a recommendation of the Human Resources Committee, was carried by unanimous consent.
4. Approval of the Personal Leave of Absence Policy, a recommendation of the Human Resources Committee, was carried by unanimous consent.
5. Approval of the Education Incentive Program, a recommendation of the Human Resources Committee, was carried by unanimous consent.
6. Request for Mr. Hooks to serve on the discussed entities and to approve sending the attached letter to the Governor's Executive Counsel, a recommendation of the Committee of the Whole, carried by unanimous consent.
7. Approval of the First Amendment to the Restaurant Ground Lease; Consent to the Assignment and Assumption of the Ground Lease with Amendments; AND Consent to the Assignment and Assumption of the Lease Agreement for Jekyll Island Club Resort, a recommendation of the Committee of the Whole, carried by unanimous consent.

8. Awarding RFP 366, Phase I & II Archaeological Investigations of the Jekyll Island Golf Courses to Terracon, a recommendation of the Committee of the Whole, carried by unanimous consent.

The motion to adjourn was made by Mr. Willard and was seconded by Dr. Evans. There was no objection to the motion and the meeting adjourned at 11:12 a.m.

MEMORANDUM

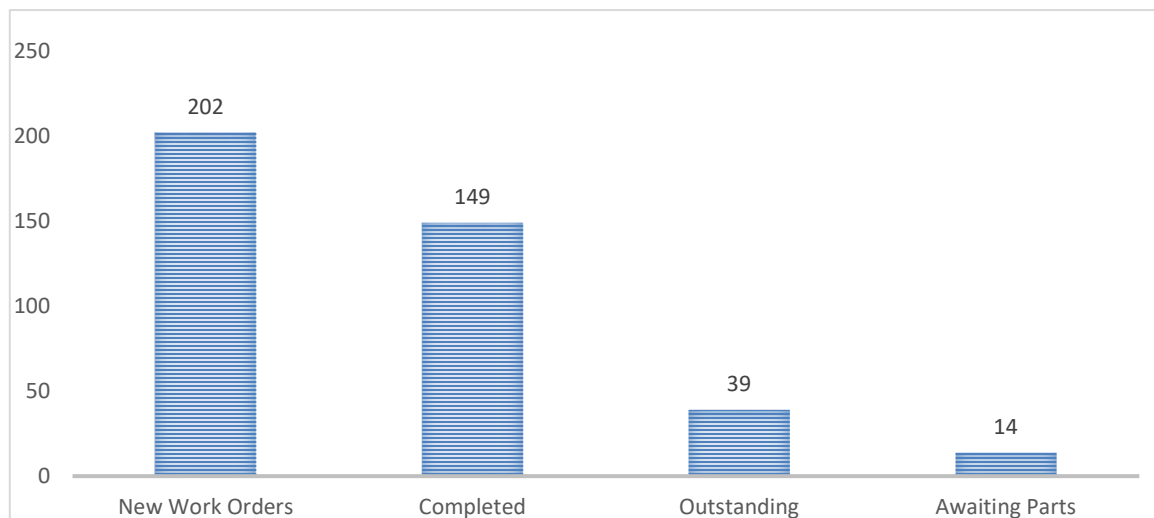
TO: COMMITTEE OF THE WHOLE
FROM: NOEL JENSEN, DEPUTY EXECUTIVE DIRECTOR
SUBJECT: OPERATIONS MONTHLY REPORT – JULY 2021
DATE: 8/09/2021

PUBLIC SERVICES

July Highlights:

- Jekyll Island Airport (09J) self-serve aviation fuel (100LL) sold 1,323.96 gallons of 100LL aviation fuel totaling \$6,869.91 in sales for the month of July.
- New Beach crossover construction has come to an end with the completion of Nelson Lane. Updates and photos can be found on the Projects page of the Jekyll Island website:
<https://www.jekyllisland.com/jekyll-island-authority/beach-crossover-construction/>
- Repairs at existing crossovers are currently underway for Austin Lane, Thorne Lane and Corsair Beach.
- Installation of a new waterslide attraction is coming to completion at Summer Waves. Information can be found on the Projects page of the Jekyll Island website:
<https://www.jekyllisland.com/jekyll-island-authority/summer-waves-attraction>
- The campground reached 84% occupancy in the month of July.

Operations Department Work Orders

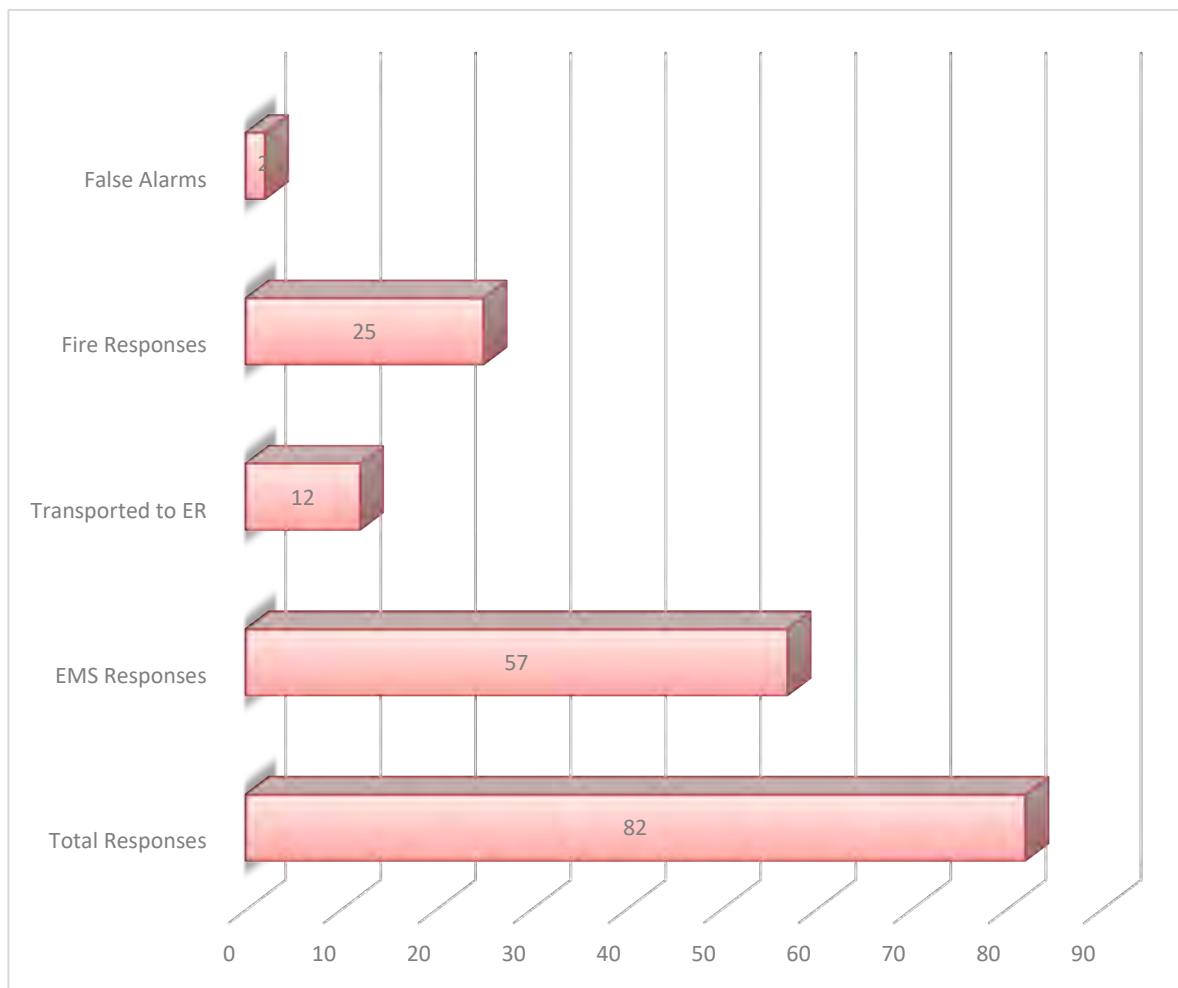


PUBLIC SAFETY – Fire & EMS

July Highlights:

- Completed 307 hours in staff training for the month.
- Four (4) building permits were issued, and there were five (5) complaints investigated by Code Enforcement.
- JIFD provided standby service for three (3) fireworks events.
- Full-time staff attended a one-day Bomb Threat training session at the Glynn County EOC.
- Virtual meeting held with the Architect regarding the design of the new Public Safety Complex.
- JIA Active Shooter training is being planned for later this year.
- Interviews are underway to fill the approved FY 2022 positions.

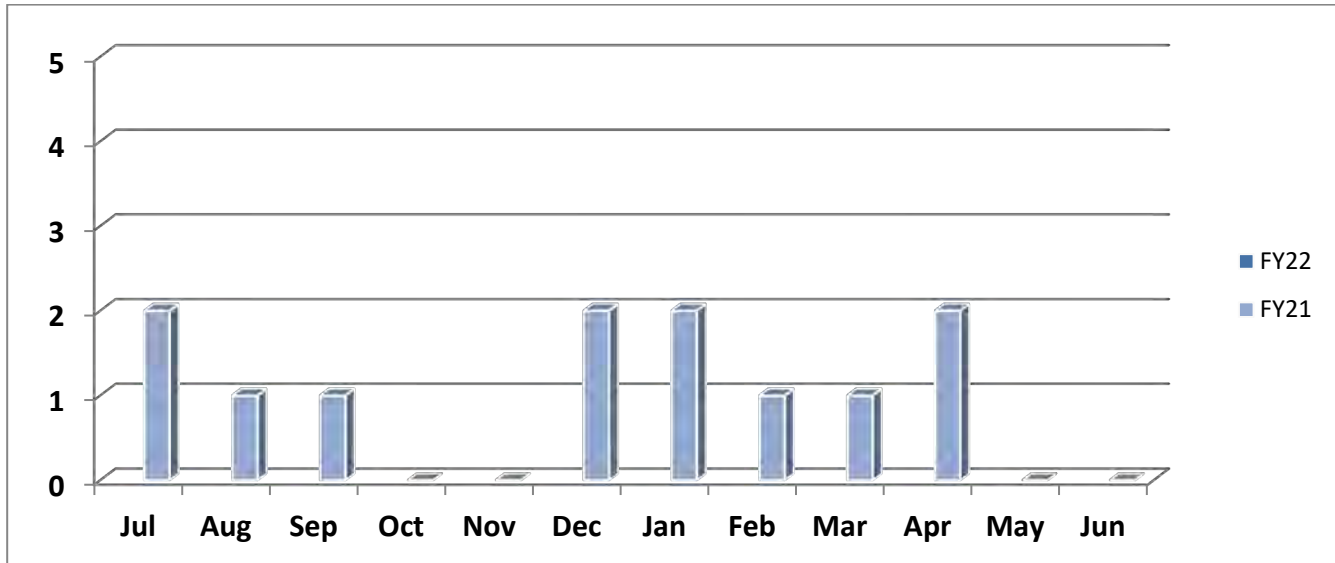
Jekyll Island Fire & EMS Responses



MEMORANDUM

TO: HUMAN RESOURCES COMMITTEE
FROM: JENNA JOHNSON, HR DIRECTOR
SUBJECT: HUMAN RESOURCES COMMITTEE REPORT
DATE: 8/10/2021

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



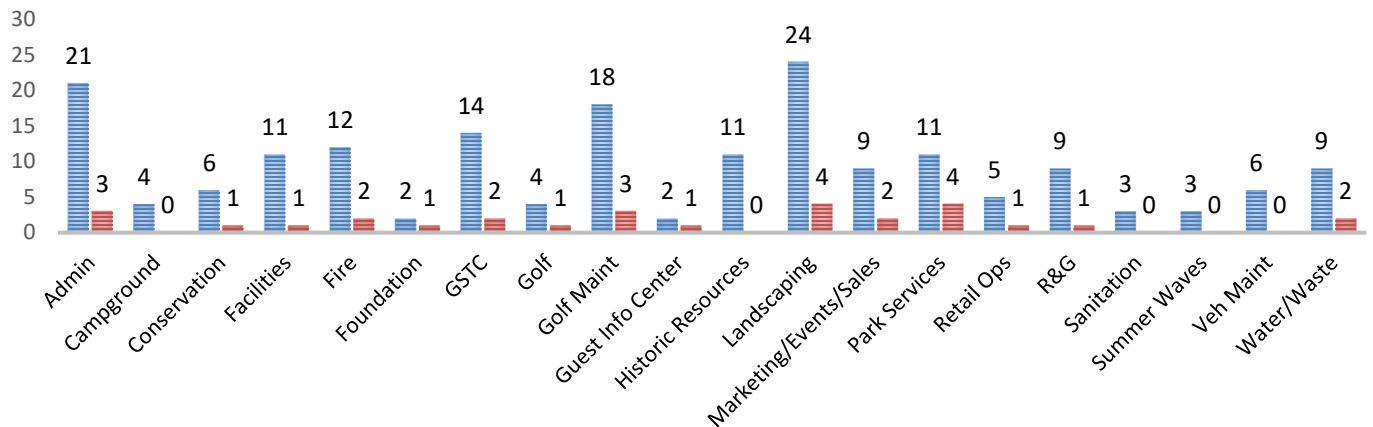
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY22	0												0
FY21	2	1	1	0	0	2	2	1	1	2	0	0	12

JIA Employee Census:

Month	Full time	Part Time	Seasonal	Interns/ Members	Total Employees
Ju3	155	105	65	20	345

FULL TIME STAFFING

■ Positions Funded ■ Positions Vacant



Full-time Staffing as of 8/9/2021

Retirements:

- None

Recognition:

- **Meet our August Featured Employee: Grace Lawson**



Originally from Waverly, GA, Grace Lawson began her career with the Jekyll Island Authority in March of 2020. As the Team Lead at Life is Good, Grace is responsible for providing exceptional customer service, maintaining a clean and neat store, entering new inventory, training new employees, and helping any way possible. Grace says her favorite part of the job is “Connecting with each guest and working so close to the Beach”.

When Grace is not at Life is Good on Jekyll Island she is spending time going to the beach, visiting new places and spending time with my friends and family. Another thing Grace wants to share with us is that she is a full-time student (in her junior year) studying Psychology at the College of Coastal Georgia. Also, after getting her degree she hopes to attend Florida Coastal School of Law.

Grace, we appreciate all that you do, thank you for your service!

MEMORANDUM

TO: HISTORIC PRESERVATION/CONSERVATION COMMITTEE
FROM: BEN CARSWELL, DIRECTOR OF CONSERVATION AND SUSTAINABILITY
SUBJECT: CONSERVATION UPDATE
DATE: 8/10/2021

Research and Monitoring

- Loggerhead sea turtles have deposited 126 nests this year on Jekyll's beaches. Hatching season has begun.
- The Conservation Team recently shared the story of Victoria the bobcat, who has been helping us learn about how a young female bobcat moves around on Jekyll Island since early 2020. More here: <https://bit.ly/3zTciQQ>

Management and Planning

- The Conservation team has been coordinating and participating in a variety of planning discussions surrounding the Jekyll Island causeway. Topics include management of the Georgia Power right-of-way pollinator strip, long term causeway vegetation management, and design/implementation considerations for piloting a terrapin barrier.

Outreach, Leadership, and Personnel

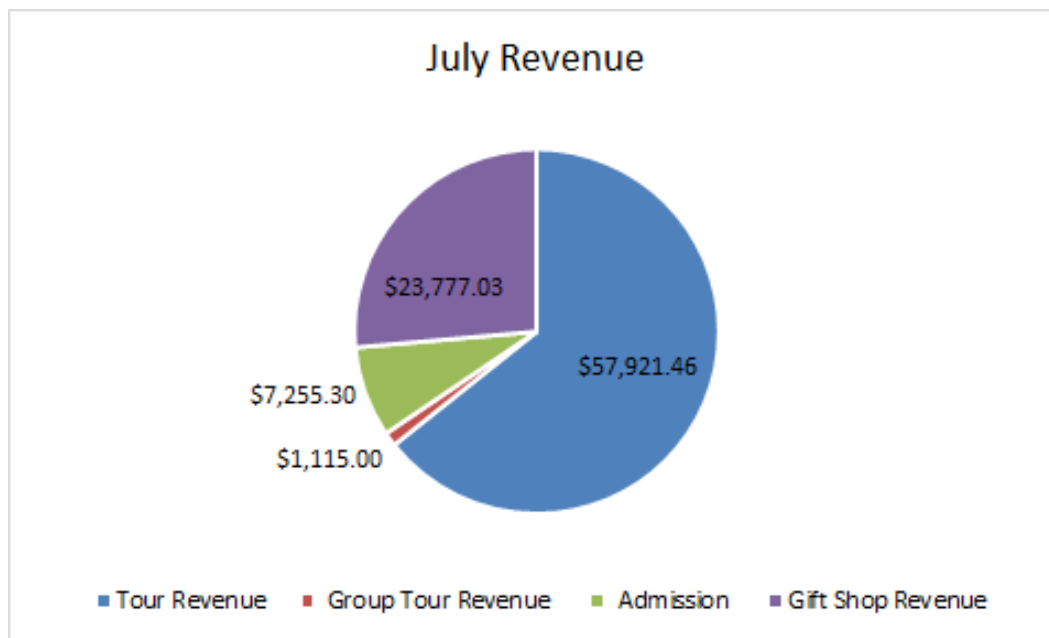
- Director Carswell will be attending two conferences on Jekyll this week and has participated as a steering committee member for both. The Energy Con, coordinated by Public Service Commissioner Tim Echols, will be at The Westin on 8/11. Carswell worked with Allie Kelly, CEO of [The Ray](#) to curate a track of Sustainability focused sessions for the Energy Con. The Georgia Climate Conference, organized by Georgia DNR will be at the Convention Center on August 12 and 13. JIA is a contributing sponsor of The GA Climate Conference.
- We say fond farewell to another cohort of AmeriCorps members at the end of this month and thank them for their service to our nation and community. The public services we are able to offer in stewarding Jekyll Island's environment and wildlife are greatly enhanced by their contributions. Looking forward, we welcome four new incoming AmeriCorps Members who will be joining us in September in support of Conservation and Research for JIA and the Georgia Sea Turtle Center.

MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: MICHAEL SCOTT, HISTORIC RESOURCES
SUBJECT: HISTORIC RESOURCES MONTHLY UPDATE
DATE: AUGUST 9, 2021

Earned revenues are improving as the island's visitation continues to remain high. July showed improved numbers compared to the past month. Visitors continue to react positively to the additional tour offerings. Anticipated return of group tours later in the year look promising. Property rental information requests are steady as we progress thru the summer months. They are expected to increase as we approach the fall season.

Mosaic 2021		<u>Visitors</u>	<u>Revenues</u>
July:	Public Tours:	3,486	\$57,921.46
	Admissions:	914	\$7,255.30
	Groups	75	\$1,115.00
	Museum Store	--	\$23,777.03
	Totals	4,475	\$90,068.79



July Google and TripAdvisor Reviews

- Wow. We had a great time and ended up exploring the museum for about an hour after the tour was over. Our guide was great. A retired teacher. And the museum is full of cool history about the fabulous Jekyll Island. We will do this next year as well!
- This was a little museum but very well done - excellent overview of Jekyll Island through the years with interactive elements. It was included in the cost of the tram tour but it would be worth doing on its own even if you can't get onto the tram (and they do fill up so get there early.)

Mosaic Museum / Historic District

- **Landmark Tours** – Continued to be well attended with 59 trolley tours selling out and over 3,400 visitors.
- **Group Tours** – Received multi-day booking requests from several tour operators for the upcoming tour season.
- **Memberships** – Continued to promote museum membership by adding a new image to the rotating displays on the monitors in the museum lobby.
- **Museum Operations** – Compiled SOPs for different operating aspects of the museum
- **Property Rentals** – Received steady number of requests to see the properties for potential bookings.

Education and Public Programs

- **Programs** - The Tiffany program continues to be steadily attended and will run with the exhibit through the end of the year. Jekyll Island Before the Europeans program is also being continued. Other new / seasonal programs being developed including school group programs.
- **Speakers** - Barbara Stevenson is officially scheduled to give a guest speaker talk at the convention center on Thursday, December 2 at 3pm focused on the Tiffany Window and the religious values of the Gilded Age/Progressive Era.

Curatorial

- **Hollybourne Exhibits** – Worked with contractor to develop a Final Concept Design Plan for exhibits at Hollybourne Cottage. Discussed arrangements with HW Exhibits for a final presentation.
- **Window Treatment Project** – Completed contract to install window treatments in 4 historic cottages to improve guest experiences and protect historic spaces and collections. The project will include new drapes for the Villa Ospo Great Room, decorative blinds for the sunroom in Mistletoe Cottage, and roller shades for the west-facing front windows on the second floors of Moss Cottage and Indian Mound Cottage.
- **RFP 366** - Selection committee conducted interviews of the top 3 candidates and selected the apparent finalist for Phase I and II Archaeological Investigations of Jekyll Island's Golf Courses. Following Board approval, the project was awarded to Terracon Consultants, Inc., pending contract negotiations and legal review.
- **Archaeology** – Monitored excavation of a swimming pool at 829 N. Riverview for archaeology.
- **Collections** – During the month of July, 201 items were added or updated in Past Perfect, including JIA Board Minutes, photographs, slides, rare books, artifacts, and artwork. Responded to 7 research requests, 5 photo requests, and also met with 1 researcher for 3 days.

Preservation

- Went through Club Hotel leased properties to assess materials and artifacts that belong to the JIA
- RFP 366 meetings
- Donor tour
- Received materials for Club Hotel repaving of the wood pavers under the lobby
- Prepped for Moss Cottage preservation projects
- Handled an elevator issue at Goodyear Cottage
- 8 gate issues due to impact or malfunction

Archives and Records

- Annual records training
- completion of Gimmel Physical and launch of Gimmel digital component
- Complete inventory of Moss cottage (approx. 900 objects) and beginning of cleaning process

MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: MICHELLE KAYLOR, GSTC DIRECTOR
SUBJECT: GEORGIA SEA TURTLE CENTER UPDATE – JULY 2021
DATE: 8/10/2021

Amazing!

Jul 2021 • Family Trip Advisor Review

"This was the best part of our vacation to JI! The staff are amazing and everything was super clean! The gift shop was also wonderful. I was not expecting to learn so much and how cute these sweet animals would be. What a treasure!"

Admissions Comparison with Prior Year (July 2020 vs. July 2021)

<u>July 2020</u>	<u>July 2021</u>
15,660	23,217

July 2021 was yet another record-setting month for annual visitation over the history of the GSTC.

(Note: There were capacity restrictions in place during the month of July 2020. Capacity restrictions were lifted at the end of May in 2021.)

Revenue Categories*

- July concessions \$264,378.16 was \$120,355.23 more than budgeted
- July admissions \$221,531.91 was \$46,150.91 more than budgeted
- Adoption (Sea Turtle) 81 | \$3,225 | Donations (General) 47 | \$790.00
- Memberships 15 | \$1,547.60
- Daily Programs 166
- Sub-Total Education Reservations: \$6,120 (Evening Turtle Walks)

Marketing/PR/Events/Grants/Pubs

Social Media, Website, and Communications Updates: Trip Advisor: 2,251 reviews, ranking GSTC #4 out of #17 Jekyll attractions.

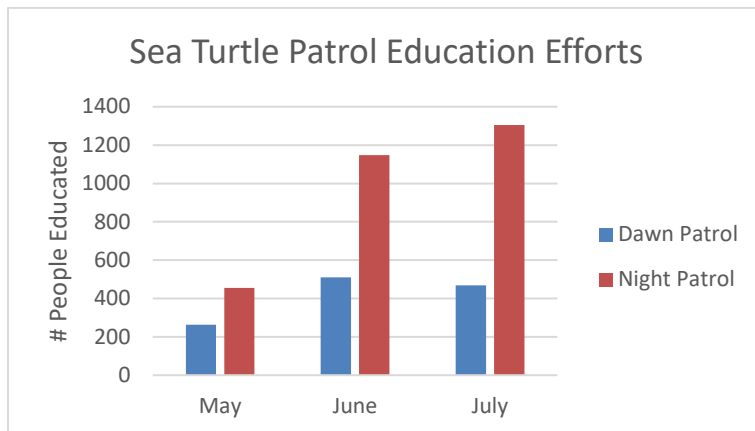
- 52.8K Facebook Page Likes
 - Impressions: 509K
 - Number of Posts: 18
 - The top post for Facebook was the "Breaking News" video of a hatchling from nest #3 making it to the ocean. It reached 60,604 people and received 7,863 engagements
- 23.8K Instagram Followers
 - Impressions: 191K
 - Number of Posts: 14
 - The top post for Instagram was the same "Breaking News" video of a hatchling from nest #3. It reached 45,698 people and received 3,888 engagements

Education

- Adopt-a-Nest had its biggest month ever in terms of units sold; 55 nest adoptions were sold in July. We expect to pull Adopt-a-Nest from sales sometime in August.
- A new sea turtle patient, Genie, was put up for adoption with sales beginning on July 27. She has proven to be popular – in the five days she was up for adoption in July, she gained 26 adoptive parents through purchases (\$1,300).
- The 2020 Diamondback Terrapins were released in July and their adoption concluded at the end of the month.
- We fully opened opportunities for volunteer docents shifts in July.
- Evening Turtles Walks concluded July 24th. Sunrise Walks begin next month.

Research & Patrol

- Sea Turtle Dawn and Night Patrols have located a total of 124 loggerhead sea turtle nests so far this season. We expect that adult female nesting is winding down for the season; however, nests that were laid in May will soon begin to hatch. Patrol reported 43 new nests and 60 non-nesting crawls on the beach during July. We welcomed 31 Ride with Night Patrol guests for revenues totaling \$4,588.85



Rehabilitation

	Sea Turtle	Other Patients
New Patients	5	20
Current Patients	10	81
Released Patients	4	3
Transferred Patients	0	2
Total Since 2007	969	2,157

- Hosted 2 vet students from University of Florida College of Veterinary Medicine during the month of July
- Dr. Norton lectured for the Ross University CVM Sea Turtle Medicine course
- Dr. Norton featured in a podcast by a former student now wildlife veterinarian, Estelle Rousselet
- Dr. Norton participated in collaborative research on green turtle population health in the Florida Keys
- Initiating several collaborative research projects with UGA personnel on sea turtle diseases

AmeriCorps Program, Volunteer Program, and Marine Debris Initiative

- EVENT: A Marine Debris Beach Clean Up will be held on St. Andrews from 8:00-11:00 am, 8/13/21.
- We had 29 volunteers contribute 8 hours or more of service in July- they were eager to get back to the GSTC!

Service Hours			
	Monthly Total	YTD Date Total (see YTD period definitions)	Cumulative Total
AmeriCorps Service Hours**	3,665.25	31,897.25	423,893.92
Volunteer Hours*	368.50	368.50	76,284.09
Marine Debris Hours*	68	68	10,789.58
MDI & Volunteer Program			
MDI Clean Ups	0	0	72
MDI Items Collected			368,566
New Volunteers Oriented	2	0	242
Volunteer Shadow Shifts	0	0	242
Volunteer Advancements	0	0	265

*YTD Based off fiscal year (July 1, 2021-June 30, 2022) | **YTD Based off AmeriCorps Program Year (September 1, 2020-August 31, 2021)



Board of Directors Committee Assignments

<u>HISTORIC PRESEVATION/CONSERVATION</u> Bob Krueger, Chair Joe Wilkinson Mark Williams Joy Burch-Meeks Buster Evans <u>Staff:</u> Ben Carswell Michael Scott Cliff Gawron	<u>FINANCE</u> Bill Gross, Chair Joe Wilkinson Bob Krueger Mark Williams Trip Tollison Buster Evans Glen Willard <u>Staff:</u> Jones Hooks Marjorie Johnson
<u>HUMAN RESOURCES</u> Buster Evans, Chair Joe Wilkinson Bob Krueger Joy Burch-Meeks Dale Atkins <u>Staff:</u> Jenna Johnson	<u>MARKETING</u> Joy Burch-Meeks, Chair Joe Wilkinson Bill Gross Trip Tollison Buster Evans Glen Willard <u>Staff:</u> Alexa Hawkins
<u>LEGISLATIVE</u> Trip Tollison, Chair Joe Wilkinson Bob Krueger Bill Gross Mark Williams Joy Burch-Meeks Dale Atkins <u>Staff:</u> Jones Hooks	<u>COMMITTEE OF THE WHOLE</u> Joseph B. Wilkinson, Jr., Chair Bob Krueger Bill Gross Mark Williams Joy Burch-Meeks Trip Tollison Buster Evans Glen Willard Dale Atkins <u>Staff:</u> Jones Hooks