

The Jekyll Island State Park Authority (JIA) and Committees met in Public Session on Tuesday, August 18, 2020 in the Jekyll Island Convention Center and broadcast to the public via YouTube.

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

Key Staff Present: Jones Hooks, Executive Director
 Andrea Marroquin, Museum Curator
 Taylor Davis, Historic Preservationist
 Jenna Johnson, Human Resource Director
 Marjorie Johnson, Chief Accounting Officer
 Noel Jensen, Chief Operations Officer
 Alexa Orndoff, Director of Marketing and Communications
 Melissa Cruthirds, General Counsel
 Michelle Webb, Executive Assistant

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

Chairman Wilkinson called the committee sessions to order at approximately 9:35 a.m., introduced those participating via teleconference, and confirmed a quorum.

The roll was called, and all members were present except Ms. Joy Burch-Meeks who joined a few minutes into the meeting due to a technical issue. Additionally, State Representative Don Hogan and Mr. Woody Woodside were recognized in the audience.

I. Historic Preservation/Conservation Committee

A. Andrea Marroquin, Museum Curator, introduced the Historic Bond Fund Project. This project, which began in 2017, was a \$1.6 million dollar bond from the Georgia State Legislator. The Americans with Disability Act (ADA) accessibility and Life Safety Improvements project report coincided with the completion of the last project of five years of work and improvements. Taylor Davis, JIA's Historic Preservationist outlined some of the highlights of this huge undertaking. Using both capital funds and state funding a number of potentially dangerous situations in the historical buildings were remedied. Ramps, elevators, and code required improvements were added to historical buildings making them safer and more accessible for all.

B. Ms. Marroquin also announced information regarding the upcoming Mosaic promotion and exhibit. The new exhibit celebrated the 100th anniversary of the passage of the 19th Amendment, guaranteeing and protecting women's right to vote. Several fascinating women from the Jekyll Island Club who were actively engaged in the woman's suffrage movement were recognized. The exhibit included an assortment of images, artifacts, documents, and interactive activities. Alexa Orndoff, Director of Marketing and

Communications, discussed the opening celebration, A Toast for Votes. "... Visitors will be able to enjoy a champagne welcome, expanded exhibitory commemorating this amendment. one on one discussions with our museum docents and guides, as well as those photo ops and the opportunity to cast your vote... this floating exhibit will be up through the end of the year to really commemorate this centennial year. "

There were no public comments.

II. Finance Committee

A. Mr. Bill Gross, Finance Committee Chair, reviewed both the June and the July/year-end financials as included in the board materials. Starting with June, Mr. Gross highlighted continuing losses due to the continuing COVID-19 crisis. Some measures such as online ticketing for Summer Waves had been popular with visitors. Due to expense restrictions and furloughs, the fiscal year ended with a favorable variance of \$151,000 from budget. Mr. Gross remarked how amazing this was given the \$3.9 million less in revenue budgeted for the fiscal year.

July financials were also summarized. July revenues were 9% better than budgeted for the month but 20% less than July of 2019. The largest budget variance was parking fees, with both daily and annual parking fees exceeding expectations for the month. Mr. Gross also noted three of the hotels on Jekyll had their largest ever revenue months in July of 2020. This showed the strength of leisure travel on the Jekyll businesses sector, especially given the complete lack of convention business during the same period.

a. Jones Hooks, Executive Director, spoke to the July 2020/2019 Snapshot Comparison of Revenues. He reminded the Board when looking at revenue percentages of 91%, that percentage reflected a very significantly reduced budget. He was proud to state that the JIA had been able to conclude the fiscal year without dipping into reserves. He stated this was partially due to very aggressive expense cutting, which was still in place with management oversight. While cumbersome, the management oversight for each significant expense was critical to keep spending low. He also highlighted a traffic slide which showing increased visitors to Jekyll heading into fall. However, it would be difficult to predict what would happen in the upcoming season given the current realities of a pandemic. Finally, the last slide showed JIA's severe revenue drop during the spring.

B. Marjorie Johnson, Chief Financial Officer, briefed the Board about the Ratification of Acceptance of the AmeriCorps Grant. The JIA was awarded the 2021 AmeriCorps grant from the Georgia Department of Community Affairs. This was the 12th year the JIA had received this award which requires a 50% match from JIA. These funds were included in the Georgia Sea Turtle Center budget which was passed by the Board on June 30th, 2020. The JIA AmeriCorps program was the third largest funding distribution of this type in the State of Georgia. Due to delays relating to COVID, the signature turnaround time was very short this year. Therefore, staff requested ratification of acceptance of the already completed award. Dr. Evans moved to accept the AmeriCorps Grant, which was seconded by Mr. Tollison. The motion to ratify was unanimously approved.

There were no public comments.

III. Human Resources Committee

A. Jenna Johnson, Human Resource Director, delivered the Annual Staffing Level Report to the Board. She reviewed the turnover statistics for the year, which were less than last year looking at both full time and part time employee statistics. She had also analyzed the reasons people left the organization and the effects of COVID-19 on people leaving employment at the JIA. While job abandonment had increased this year, she stated this was true of other organizations as well. She stated the part time workers accounted for 45% of the total staff, which makes the workforce more fluid than most state organizations.

B. Jenna Johnson then presented the retirement of Timothy Stanley of Golf Course Maintenance who was leaving after ten years of service. Aaron Saunders, Director of Golf Course Maintenance spoke about Mr. Stanley's service and thanked him for the work he had done for the Authority. Mr. Stanley was given a framed photo and a socially distanced picture was taken.

Mr. Hooks thanked Ms. Johnson for her report and great work.

There were no public comments.

IV. Marketing Committee

A. Committee Chair Ms. Joy Burch-Meeks introduced Alexa Orndoff for the Marketing report. Ms. Orndoff reported on several projects her department had been working on this fiscal year including: the newly revamped and streamlined Island Guide, the new mural in the Beach Village featuring refurbished benches from an original trolley, and the newest version of 31-81 magazine.

There were no public comments.

V. Legislative Committee

No report.

VI. Committee of the Whole

1. Melissa Cruthirds, General Counsel briefed the Board on Ordinance O-2020-3, False Alarms, first reading. In her summarization of the memo included in the Board Materials, she stated there had recently been a significant increase in false alarms. These lead to a time, financial, and resource outlay of the first responders on Jekyll. The proposed ordinance would be structured with the first false alarm resulting in a warning, but then fees increasing up to \$1,000 for a fifth false alarm. Ms. Cruthirds clarified fees would be paid to Glynn County. Mr. Hooks stated this ordinance had been spurred by a facility on the island which had registered twenty false alarms recently less than four-weeks. Dennis Gailey, Director of Public Safety, told the Board that the bulk of these false alarms had been set off by smoke. While the occurrence of smoke was not a false alarm, the repeated nature of these alarms without making needed improvement to prevent them in the future was the impetus of this ordinance. The location in question has had a recent drop in alarms, and they were aware of this ordinance's first reading. Mr. Hooks also brought the Board's attention to line 94 and 95 which outlined the ability of the Authority to issue warnings at their discretion. Mr. Krueger asked what action would be taken if an offender refused to pay the fine. Ms. Cruthirds and Mr. Hooks stated it would be the same as any other court fines charged by Glynn County. Dr. Evans asked if there were similar

ordinances in Glynn County, and if so, how consistent this ordinance was with theirs. Ms. Cruthirds answered there were similar ordinances in Glynn County, but with lower fines.

2. Ms. Cruthirds then presented the Contract Amendment with ASM Global for the Jekyll Island Convention Center as outlined in the Board materials memo. Mr. Hooks stated the current largest ongoing budgeting expenditure was convention center operations. Due to the COVID-19 pandemic there had been no convention center activity since March 14 other than the meeting today and a JIA internal meeting. Mr. Hooks worked with ASM management and an agreement had been reached. If the JIA extended the ASM contract for the Jekyll Island Convention Center for an additional year, then six months of operator fees and half of the fiscal year 2021 incentive fee would be deferred and forgiven. In consultation with senior staff, no downside was seen to the proposal. However, SMG stated facilities like the convention center on Jekyll Island would be in the lead when convention center business comes back, predicted in the second quarter of next year. Staff recommended the approval of the amendment. Mr. Krueger moved to approve the amendment, and it was seconded by Mr. Gross. The motion was unanimously approved.

3. Jones Hooks introduced the working document of the Jekyll Island Authority Strategic Plan which was presented to the Board. The JIA was contacted by the State of Georgia Office of Planning and Budget (OPB) on August 10th that this year's update would be due September 1st. Due to this timing, the working document was presented to the Board for their input. The draft kept many of the goals deferred by the COVID-19 crisis and incorporated new goals both in response to COVID-19 and beyond. Board Members were invited to submit any comments or changes by August 25, 2020 in order to meet the September 1st deadline. If there were substantive changes or objections by the Board, a Special Meeting would be called by the Board. If there were no substantive changes or objections by the Board, staff would submit the finalized plan to OPB on or before the September 1 deadline. Once submitted to OPB, the document would be shared with the Legislative Oversight Committee. Mr. Krueger moved to recommend approval and forwarding of the Jekyll Island Authority strategic plan by September 1, 2020 to the State of Georgia Office of Planning and Budget, conditioned upon no substantive changes or objections by the board. The motion was seconded by Dr. Evans and was unanimously approved.

4. The Executive Director's Report was presented by Mr. Hooks. Mr. Hooks stated the Golf Master Plan would be moving toward completion and the final public input session would be August 26 from 4:00 p.m. to 6:00 p.m. at the Jekyll Island Convention Center with social distancing enforced. An additional public comment period would be available online from August 26 till September 2. The final Golf Master Plan presentation for the Board will be on September 15 during the JIA Board meeting.

Next, Mr. Hooks spoke to the Green Dream Team Award from the US Corps of Engineers for the Jekyll Creek Beneficial Use Project using dredge materials in marsh areas. Ben Carswell, Director of Conservation stated this sustainability award is an internal award for the US Corps of Engineers focused on reaching out to stakeholders that work together to create successful projects. Mr. Carswell listed a number of other groups who were involved in making this project a success, including Georgia DNR.

NV LNWA JIC Hotel, LLC group was listed as a #10 top taxpayer in Glynn County. Mr. Hooks stated that it was important to note the tax impact of Jekyll Island commercial businesses on the county.

Mr. Hooks announced that the 2019 Shrimp and Grits poster had been chosen as the overall winner of the Sunshine Artists Magazine Best Poster Contest. It was chosen from 61 entries from all around the country.

Mr. Hooks also reported that several of Jekyll Island's retailers had record sales this month. While he emphasized that these records often did not make up for months of being closed during the pandemic. Life is Good, operated by the JIA, had their best month ever at \$70,000 in sales. He also noted that the comparatively small Jekyll Island store was currently the #3 franchise outlet within the Life is Good company.

Mr. Hooks acknowledged the JIA team's work during the recent hurricane turned tropical storm.

Mr. Hooks explained to the Board that the JIA State audit had been delayed due to COVID and was being conducted remotely.

Finally, Mr. Hooks announced that the Georgia Florida Golf Classic would be replaced with the Paulk Cup, in memorial to Jekyll Island Golf legend Johnny Paulk. More details would be forth coming.

There were no questions from the Board

Chairman Wilkinson stated he was pleased that Representative Hogan was in attendance. He offered Rep. Hogan assistance to draft a resolution honoring Johnny Paulk. The Chairman praised the staff for their work and dedication during the trying times.

There were no public comments.

The Board moved directly into the Board Meeting Agenda.

The Jekyll Island State Park Authority (JIA) Board Meeting
August 18, 2020

Announcements:

1. The committee appointments by Chairman Wilkinson were read into the record as provided in the Board Meeting materials. There were no changes from last year's appointments.

Action Items:

1. Mr. Krueger moved to approve the minutes of the July 21, 2020 Board Meeting as presented. The motion was seconded by Mr. Atkins. There was no discussion and the minutes were approved without objection.

2. Mr. Krueger moved to ratify, affirm, and adopt the previous actions, approvals, appointments, or other actions taken by this Board of Directors as a whole, that were within the Board's authority, from July 1, 2019 to June 30, 2020. The motion was seconded by Mr. Gross. Mr. Hooks stated he felt this action was important due to the number of remote meetings. The motion was unanimously approved.

3. Dr. Evans nominated Mr. Krueger to continue the position of Vice Chair. The motion was seconded by Commissioner Williams. Mr. Krueger consented to the nomination. There were no other nominations, and therefore the Chair declared Mr. Krueger elected to Vice Chair position for the next year.
4. Mr. Tollison nominated Mr. Gross to continue the position of Treasurer/Secretary. Mr. Gross consented to the nomination. There were no other nominations, and therefore the Chair declared Mr. Gross elected to Treasurer/Secretary.
5. The ratification of acceptance of the AmeriCorps Grant, a recommendation from the Finance Committee, was adopted unanimously.
6. A recommendation from the Committee of the Whole to amend the contract with ASM Global by granting a one-year extension for the operations of the Jekyll Island Convention Center, was adopted unanimously.
7. A recommendation from the Committee of the Whole, to approve and forward the Jekyll Island Authority Strategic Plan by September 1, 2020 to the state of Georgia Office of Planning and Budget, conditioned upon no substantive changes or objections by this board submitted to the executive director by August 25, 2020, was adopted unanimously. The motion to adjourn was made by Mr. Atkins; Mr. Krueger seconded. There was no objection to the motion and the meeting adjourned at 11:14 a.m.