

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

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

Members Absent: Mr. Trip Tollison

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

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

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

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

I. Historic Preservation/Conservation Committee

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

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

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

II. Finance Committee

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

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

III. Human Resources Committee

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

IV. Marketing Committee

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

V. Legislative Committee

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

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

VI. Committee of the Whole

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

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

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

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

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

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

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

The Board moved directly into the Board Meeting Agenda.

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

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

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

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

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

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

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

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