

JEKYLL ISLAND-STATE PARK AUTHORITY  
September 21, 2021 – Approved Minutes

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The Jekyll Island State Park Authority (JIA) and Committees met in Public Session on Tuesday, September 21, 2021 at the Jekyll Island Convention Center and via teleconference.

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

Key Staff Present: Jones Hooks, Executive Director  
Noel Jensen, Deputy Executive Director  
Marjorie Johnson, Chief Accounting Officer  
Melissa Cruthirds, General Counsel  
Jamie Clayton, Human Resources Generalist  
Alexa Hawkins, Director of Marketing and Communications  
Andrea Marroquin, Museum Curator  
Anna Trapp, Executive Assistant

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

Chairman Wilkinson called the committee session to order at 9:30 a.m., and the roll was called for members attending in person and those attending via teleconference.

Jones Hooks, Executive Director introduced Douglas Rucker, the new general manager for the Jekyll Island Club Resort.

No public comments were received online for this meeting.

The Historic Preservation/Conservation Committee items were addressed after the Committee of the Whole, due to HW Exhibits' delayed arrival to the meeting.

## **II. Finance Committee**

**A.** Mr. Bill Gross, Finance Committee Chair summarized the August Financial including an overview of Revenues, Expenses, Net Operating Cash, Traffic Statistics, and Hotel Statistics.

- Revenues were \$3,445,662.
- Expenses were \$2,113,448.
- Net Operating Cash Income was \$1,332,215.
- Total Traffic Counts were 125,911 vehicles.
- Hotel Revenues were reported at \$5.9 million with a 67.3% Occupancy Rate.

**B.** Noel Jensen, Deputy Executive Director, presented the Request for Approval of a new Postage Meter Lease. The current Postage Meter Lease expired on July 31, 2021, and the JIA's current provider, Pitney Bowes, Inc., is one of the companies currently available under the state contract. The proposed lease with Pitney Bowes would cost \$228.19 per month for 60 months, including equipment and maintenance of the machine.

A motion to recommend approval of the Proposed Postage Meter Lease with Pitney Bowes, Inc, as recommended by staff was made by Mr. Krueger and seconded by Mr. Willard. The motion was unanimously approved.

C. Noel Jensen, Deputy Executive Director, presented Requests for Approval of three Operating Equipment Leases:

- a. He explained that the Wells Fargo Golf Course Lease signed four years prior was expiring. To replace needed Golf Course Maintenance equipment, staff recommended a four-year equipment lease at a cost of \$5,154.10 per month.

A motion to recommend the approval of the Golf Course Maintenance Equipment Lease with Wells Fargo as recommended by staff was made by Mr. Atkins and seconded by Mr. Krueger. The motion was unanimously approved.

- b. Next Jensen presented the proposed Landscape Equipment Lease which will replace outdated and failing landscaping equipment. The four-year lease with Wells Fargo accounts for fourteen pieces of equipment ranging from mowers to a small tractor with a bucket attachment. The total monthly payment for this lease equals \$3,660.57

A motion to recommend approval of the Landscape Equipment Lease with Wells Fargo as recommended by staff was made by Mr. Willard and seconded by Mr. Atkins. The motion was unanimously approved.

- c. Lastly, Jensen presented a proposed lease with Caterpillar Financial Services. The purpose of the lease is to update Roads and Grounds Equipment. The lease accounts for one Caterpillar 320 Excavator. The cost equals \$261,916.36 payable over seven years. Mr. Jensen explained that based on previous rental expenditures, purchasing the excavator should prove to be a cost-saving purchase.

A motion to recommend approval of the Roads and Grounds Equipment Lease-Purchase Agreement with Caterpillar Financial Service as recommended by staff was made by Dr. Evans and seconded by Mr. Krueger. The motion was unanimously approved.

There were no public comments.

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

- A. Jamie Clayton, Human Resources Generalist, announced the retirement of Phyllis Gaska, who gave sixteen years of full-time service to Jekyll Island. Andrea Marroquin, Museum Curator, commented on Ms. Gaska's passion for the work she's done for JIA. In her role as a Certified Interpretive Guide, she shared her love of Jekyll Island and its history with others. Executive Director, Hooks further commented on Ms. Gaska's creativity and enthusiasm, noting her ability to bring history to life and her exceptional cooking skills for various staff functions.

There were no public comments.

### **IV. Marketing Committee**

- A. Alexa Hawkins, Director of Marketing and Communications, presented the Marketing Department Report. Her report focused on upcoming events.
- A new event that is scheduled for November 27, 2021 is the Cold-Stunned Plunge which will raise funds for the Georgia Sea Turtle Center.
  - Hawkins noted that the 15<sup>th</sup> Anniversary of the Shrimp and Grits Festival is scheduled for November 4-6, 2022 which will include the Go for the Grits 5k, an online cooking demo, and an anniversary sweepstakes.
  - JIA magazine 31•81 for Fall/Winter 2021 is scheduled to be distributed in late November 2021. Hawkins noted that the Spring/Summer 2020 issue is in the running to receive two Folio: Eddie and Ozzy Awards, for both Editorial and Art Direction.

There were no public comments.

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

- A.** a. Leigh Askew Elkins, JIA’s Consultant from the University of Georgia’s Carl Vinson Institute, presented the final draft of the 2021 Jekyll Island Master Plan Update. Her discussion focused on the Structure and Contents of the plan with an emphasis on the Mapping Updates. She noted that the Master Plan Update is intended to provide guidance as the Board considers policy over the next five years. Implementation of the plan is the responsibility of JIA staff. She explained that the process for developing the plan included gathering information and data from JIA Staff, interviews with JIA Board Members, a Stakeholders Meeting, an External Review Committee, a Town Hall Meeting, and an Online Survey, along with the Vinson Institute Team. The plan itself includes recommendations in the following areas:
- Conservation and Development
  - Economic Sustainability
  - Historic and Cultural Resources
  - Natural Resources
  - Recreation
  - Transportation, Infrastructure, and Municipal Services
  - Mapping Updates: Ms. Elkins elaborated on the Categories of Corrections:
    - Projection Errors
    - Better Imagery and Underlying Shapefiles
    - Established Road, Bike Path, and Service Road Standard Widths
    - Lease Lines
    - Obvious Errors
    - Conservation Plan Consistency
  - Appendix A: Examples of Data and Information that will be inserted into the body of the plan
  - Appendix B: Public Comments from the Town Hall Meeting (will become Appendix A in Final Document)
  - Appendix C: 2021 Master Plan Update Survey Responses (will become Appendix B in Final Document)
- b. Melissa Cruthirds, General Counsel, explained the legal requirements for any Master Plan Amendments. This includes:
- The plan being described in written form and presented publicly at a regular meeting of the Authority.
  - A public notice to be placed in the legal organs of both Glynn County and Fulton County.
  - The public notice to be published online, and Public Comments to be accepted online.
  - A public hearing to be held on October 14, 2021 at 5:30 PM.
  - Additionally, law requires that a notice of the proposed amendment be sent to the Speaker of the House, the President of the Senate, the JIA Oversight Committee, and the Office of Legislative Counsel.
- Ms. Cruthirds requested that the Board approve sending the Master Plan Amendment to the state entities mentioned and noted that no action is required by the State entities. If the Oversight Committee does not object to the Plan Amendments, the JIA Board will consider adopting the Master Plan Amendment at the December 14, 2021 Regular Board Meeting.
- A motion authorizing the Executive Director to send the Proposed Master Plan to Georgia State Officials as recommended by staff was made by Mr. Krueger and seconded by Mr. Gross. Roll was called for this item, and the motion carried unanimously.
- B.** Melissa Cruthirds, General Counsel, presented a request to award the Invitation for Proposal for Residential Construction at 5 Hayes Avenue (IFP#1) to Julia Miller. Pursuant to the requirements of the IFP, Ms. Miller obtained a survey of the property. She also submitted her

plans to the Design Review Group, which were approved on September 10, 2021, subject to award of the IFP. Ms. Miller made an offer to purchase the lease hold for \$175,000. Ms. Miller will have eighteen months from September 10, 2021 to complete the construction.

A motion to recommend Awarding IFP #1, 5 Hayes Avenue to Julia Miller as recommended by staff was made by Dr. Evans and seconded by Mr. Krueger. The motion was unanimously approved.

- C. Melissa Cruthirds, General Counsel, presented a Request for Proposal for Vendor Services for Provision of Historic Carriage Tours and Beach Trail Rides (RFP #367). The current lease for Trail Rides and Historic Carriage Tours expires in January 2022. This RFP offers a competitive procurement opportunity.

A motion to recommend approval of RFP #367, Historic Carriage and Beach Trail Rides as recommended by staff was made by Mr. Willard and seconded by Mr. Krueger. The motion was unanimously approved.

- D. Noel Jensen, Deputy Executive Director, presented a request to award the Request for Proposal for Permitting, Licensing, Code Enforcement, and Lease/Contract Management Software (RFP#363) to Tyler Technologies. This project will streamline the permitting, licensing, and code compliance process for both customers and JIA staff. This contract will be a Software for Services (SAS) agreement with an annual subscription cost of \$31,146. The contract also includes a one-time project set up fees of \$53,100. Additionally, approximately \$3,000 will be needed per year for additional cloud storage and approximately \$3,000.00 per year for the BlueBeam software for plans review. The total of the first-year costs is estimated to be \$90,246. Staff feels the capabilities of this software have been sorely missing from JIA's leasing/enforcement activities.

A motion to recommend Awarding RFP #363, Permitting, Licensing, Code Enforcement and Lease/Contract Management Software, to Tyler Technologies, Inc., pending contract completion and legal review as recommended by staff was made by Mr. Gross and seconded by Mr. Willard. The motion was unanimously approved.

- E. Jones Hooks, Executive Director, presented the request to revise the Request for Proposal for the Jekyll Island Amphitheater (RFP#364). The revisions include a Submission Deadline Date of November 12, 2021, correction of scrivener errors, and a change to the overview of the project, to include not just lease and development but also operation of the amphitheater.

A motion to recommend approval of the Revised RFP#364, Jekyll Island Amphitheater as recommended by staff was made by Mr. Krueger and seconded by Mr. Gross. The motion carried unanimously.

- F. Jones Hooks, Executive Director, presented the request for Adoption of the Fiscal Year 2022 Strategic Plan. A draft of the Plan was shared with Board Members following the August Board meeting with no Board comments received. However, the deadline for submission was September 1, 2021, and Hooks noted that if the Board has any recommended changes, those will be submitted to the Office of Planning and Budget as an amendment.

A motion to recommend Adoption of the FY22 Strategic Plan as recommended by staff was made by Mr. Gross and seconded by Mr. Krueger. The motion carried unanimously.

- G. Noel Jensen, Deputy Executive Director, presented the Operations Update. His discussion included:

- Data on work orders completed during Fiscal Year (FY) 2021 which showed 1805 work orders completed out of 1723 submitted.

- Jekyll Island Fire & EMS Responses. The total number of responses for FY 21 equaled 591.
- JIA's new fleet which included two vans and five trucks to be used by various maintenance departments.
- An update on Crossover Repairs which includes the completion of ten new crossovers and repair of three existing crossovers.
- The arrival of new rental bikes, which were ordered in January 2021 and finally received in June 2021.
- Approximately four miles of bike path construction/reconstruction is underway and will be completed in three-four weeks.
- The playground reconstruction is on-going. The toddler area is 70% complete, the older child area is 10% complete, and the swing sets are about approximately 40% complete.
- Roads & Grounds are building decorations and displays in preparation of Holly Jolly Jekyll.
- A fourth ADA compliant campground bathhouse is under consideration to be funded by the State ADA Office.
- The Public Safety Complex project is moving along. A geotechnical survey will be conducted on October 1, 2021. Final renderings and floor plans are under review, and a complete architectural package should be available by November 2021.

**H.** Jones Hooks, Executive Director, Presented the Executive Director's Report. He discussed the following points:

- A Certificate of Occupancy has been issued for buildings 40, 42, and 44 at The Moorings.
- He noted that the Golf Master Plan should be interpreted as a roadway to a destination, and he sees the destination as an improved and sustainable golf course. He referenced several articles to show how golf and golf courses are evolving.
- Terracon, the company awarded the Golf Course Archaeological Study project, has met with staff to note areas of historical significance. The phase one survey was completed, and no previously unknown cultural resources were identified. Phase two will test to evaluate the significance of known, previously documented sites located within the project area. Terracon anticipates finishing the Phase II test units at the beginning of October.
- He noted the importance of understanding capacity limitations to prevent Jekyll Island from becoming a "Disappointing Destination".
- He noted that the correct residential garbage collection cost through Waste Management increased by 2.9%. Previously Waste Management estimated a 2% increase.
- He noted that the JIA Leadership team completed a Strength Finding Analysis which showed a balance of skills and strengths among staff.
- The State AAAAA Golf Tournament will be held on Jekyll in May 2022.

**I.** Mr. Wilkinson forgo giving Chairman Comments, due to time constraints.

Mr. Wilkinson opened the floor to public comments. There were two public comments made during the meeting:

- Al Tate acknowledged the improvement of the bike paths but noted that he believes additional bike racks would benefit the bike paths. He requested additional signage to support ecotourism. He acknowledged appreciation of the improvements being made to the playground and mini golf course but noted the splintering bike boardwalks as an issue. He lastly noted that he hoped survey results from the Master Plan would be released to the public, to which Mr. Hooks confirmed those results would become available online.
- Susan Inman with 100 Miles voiced concerns regarding the Master Plan Amendment. She noted that 100 Miles and others are concerned about the increased density on Jekyll

Island and believe that this concern is not adequately addressed in the Master Plan. She also expressed disappointment with the public comment process for the Master Plan.

**I. Historic Preservation/Conservation Committee**

**A.** Andrea Marroquin, Museum Curator introduced Andrew Steever and Erika Fox of HW Exhibits to present their recommendations for creating a guest experience at Hollybourne Cottage.

Highlights of their presentation included:

- A design scheme that will create an extension of the guest experience of the Mosaic through use of colors and fonts.
- Welcome banners to be included outside of the Cottage to inform guests of what to expect when entering and to provide general information.
- The first and second floors would include exhibits to highlight architecture stories, preservation stories, and family/staff stories.
- The attic experience will have limited accessibility and may be considered as a paid experience.
- Visitor takeaways should include a deeper understanding of the architectural significance of Hollybourne Cottage, an appreciation of the Maurice family and their legacy at Jekyll Island, and an awareness of the importance of stewardship.

**B.** The AmeriCorps Members Update was deferred, due to time constraints.

**C.** The Conservation Update was deferred, due to time constraints.

There were no public comments.

After the Historic Preservation/Conservation Committee items were addressed, the Chairman continued directly into the JIA Board Meeting.

**The Jekyll Island State Park Authority (JIA) Board Meeting**  
**September 21, 2021**

The roll was called, and all members were present either in-person or via teleconference.

**Action Items**

1. Mr. Krueger moved to accept the minutes of the August 17, 2021 board meeting as presented. The motion was seconded by Dr. Evans. There was no discussion, and the minutes were approved unanimously.
2. The recommendation from the Finance Committee to approve the Postage Meter Lease carried by unanimous consent.
3. The recommendations from the Finance Committee to approve the Equipment Leases including: the Golf Course Maintenance Equipment Lease, the Landscape Equipment Lease, and the Roads and Grounds Equipment Lease carried by unanimous consent.
4. The recommendation from the Committee of the Whole for the Master Plan Update to be sent to State Officials carried by unanimous consent.
5. The recommendation from the Committee of the Whole to Award IFP#1, 5 Hayes Avenue to Julia Miller carried by unanimous consent.
6. The recommendation from the Committee of the Whole to Issue RFP#367 for Historic Carriage and Beach Trail Rides carried by unanimous consent.
7. The recommendation from the Committee of the Whole to Award RFP#363 for Permitting, Licensing, Code Enforcement and Lease/Contract Management Software to Tyler Technologies Inc. carried by unanimous consent.

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8. The recommendation from the Committee of the Whole to Accept Revisions to RFP #364 for Jekyll Island Amphitheater carried by unanimous consent.
9. The recommendation from the Committee of the Whole to Adopt the Fiscal Year 2022 Strategic Plan carried by unanimous consent.

There were no public comments.

The motion to adjourn was made by Mr. Atkins and was seconded by Mr. Tollison. There was no objection to the motion and the meeting adjourned at 12:02 p.m.