

JEKYLL ISLAND – STATE PARK AUTHORITY  
May 17, 2022 – Approved Minutes

The Jekyll Island State Park Authority (JIA) and Committees met in Public Session on Tuesday, May 17, 2022 at the Jekyll Island Convention Center and via teleconference.

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

Members Absent: Ms. Joy Burch-Meeks

Key Staff Present: Jones Hooks, Executive Director  
Noel Jensen, Deputy Executive Director  
Zachary Harris, General Counsel  
Marjorie Johnson, Chief Accounting Officer  
Jenna Johnson, Director of Human Resources  
Alexa Hawkins, Director of Marketing & Communications  
Tom Alexander, Director of Historic Resources  
Anna Trapp, Executive Assistant

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

Chairman Atkins called the committee session to order at 9:31 a.m. Roll was called for members attending in person and those attending via teleconference, and a quorum was established.

JIA received one online public comment for this meeting:

- Craig Patterson on behalf of the Jekyll Island Citizens Association – Code Revision Project

## **I. Historic Preservation/Conservation Committee**

A. Tom Alexander, Director of Historic Resources, presented an update highlighting the following items:

- Revenues and Participation
  - Revenue for March and April were the best on record.
  - Revenues for the Mosaic and museum gift shop are expected to reach \$1,000,000 during fiscal year 2022.
  - There have been 40,857 participants in Historic District tours and programs so far during the fiscal year.
- Preservation
  - The small and large dorms (JIA Admin and Annex Buildings) have been painted.
  - The lift station behind Goodyear Cottage has been stabilized and revitalized.
  - The porch at the Infirmary/Furness Cottage has been stabilized.
  - Deaccession has taken place to remove items from storage that have no historic significance.
  - The Cypress Breezeway at the Jekyll Island Club Resort has been completed.
- Curation, Archives, and Collections
  - 832 items added or updated in the software system used to maintain documents.

- JIA’s archivist has processed and digitized 37 cubic feet of printed materials.
- 33 interpretive panels have been updated around the Island.
- Education
  - *Making a Museum* program offered to provide a history of the museums that have been on Jekyll Island.
  - The project for Living History Characters has been finalized.

Alexander closed his presentation by sharing a promotional video produced by Brian Lee, Marketing’s Digital Content Manager, which is used for presentations and lectures at the Mosaic.

There were no public comments.

## **II. Finance Committee**

A. Mr. Bill Gross, Finance Committee Chair summarized the April Financials including an overview of Revenues, Expenses, Net Operating Cash, and Traffic Statistics.

- Revenues were \$3,196,329.
- Expenses were \$3,049,515.
- Net Operating Cash Income was \$146,814.
- Total Traffic Counts were 137,479 vehicles.

B. Marjorie Johnson, Chief Accounting Officer presented the request to accept a non-competitive grant from the Georgia Trauma Commission (GTC) to purchase (1) King Vision Intubation kit for \$1,479.99 and (2) Samsung Tablets for \$1,180.98. These items, which will support the fire department’s response to trauma related emergencies, were selected by staff from the pre-approved equipment list provided the GTC.

A motion to recommend accepting the grant award from the Georgia Trauma Commission in the amount of \$2,395.76 for the purchase of the pre-approved equipment was made by Dr. Evans and seconded by Mr. Tollison. The motion carried unanimously.

There were no public comments.

## **III. Human Resources Committee**

A. Jenna Johnson, Director of Human Resources presented an update to the Uniform Dress Code and Personal Appearance Policy. The update provides additional guidelines on appropriate attire.

- For uniformed positions: the length of shorts can be no shorter than three inches above the knee and footwear excludes any kind of heel, wedge, or sandal.
- For non-uniformed positions: business casual guidelines have been updated to include the wearing of jeans on Fridays and to restrict footwear of heels higher than three inches. Additionally, the updated policy states that it is the department manager’s duty to enforce the dress code standards and promptly address any noncompliance with the policy.

A motion to recommend accepting the Uniform Dress Code and Personal Appearance Policy Update as recommended by staff was made by Mr. Krueger and seconded by Mr. Atkins. The motion carried unanimously.

- B. Jenna Johnson, Director of Human Resources, continued by thanking the Board for approving the pay increases at the April Board Meeting, highlighting how that decision has impacted recruitment. Since April 22, 2022, when the pay increases went into effect, Human Resources has seen a 68% increase of new applications compared to the first three weeks of April. The pay increase also appears to be assisting with filling the positions that have been challenging to find applicants for in the past, including positions at Summer Waves and Golf Course Maintenance.

J. Johnson also introduced JIA’s Recruiting Specialist, Brandy Dow who has been attending career fairs, both in-person and virtual, to reach potential applicants. The virtual career fairs allow Dow to promote positions with the JIA and communicate with thirty individuals in one session through chat rooms, opposed to in-person fairs that may not be well attended.

There were no public comments.

#### **IV. Marketing Committee**

- A. Alexa Hawkins, Director of Marketing & Communications, provided an update highlighting the following items:
- The Man o’ War attraction opened on Saturday, May 14<sup>th</sup> at Summer Waves for its 35 year anniversary. The rope drop ceremony included branded cookies, free temporary tattoos with the Man o’ War logo, photos with Dolly the Dolphin, and a live remote broadcast with WAPE 95.1 JAX. Man o’ War is the largest attraction at Summer Waves with four slides and can move about 700 riders an hour.
  - The 75<sup>th</sup> Anniversary Brand Campaign co-op advertising with *Explore Georgia* has proved successful with Jekyll Island’s custom dedicated email being *Explore Georgia’s* highest performing custom email in FY22, receiving 8,100 clicks, compared to the average 2,000-5,000 total clicks for other partners.
  - The Seventy-Fifth Street Party will take place on Saturday, August 6<sup>th</sup> from 4:00 to 8:00 p.m. at Jekyll Beach Village. The event will include:
    - Family-friendly activities, live music, and free entertainment
    - Photo booths, caricatures, chalk-artist, and vintage cars
    - Free gift with purchase at any Beach Village merchant
    - Mural reveal ceremony in Beach Village
- B. Scott McQuade, President & CEO of the Golden Isles Convention and Visitors Bureau (CVB) presented the results of the 2021 visitor sentiment survey. Respondents to the survey included visitors from Georgia as well as states from across the U.S., totally almost 43,000 responses. Results from the survey show:
- The Golden Isles is attracting first-time visitors and has a significant number of repeat visitors.
  - The number of Fall visitors has grown significantly, and is on par with the high-volume seasons, Spring and Summer.
  - When visiting the Golden Isles, 44% of visitors are staying on St. Simons Island and 36% are staying on Jekyll Island.
  - A few predominant activities and attractions that visitors feel are lacking include festivals, live music, an outdoor amphitheater, nightlife offerings, and more restaurants. Additionally, 37% of respondents said a ferry transportation between St. Simons and Jekyll Island was needed.

- Jekyll Island received overwhelmingly positive responses for being naturally beautiful, historically well-preserved, and authentic as well as for offering activities for all ages and promoting wildlife protection/education.

Jones Hooks, Executive Director, thanked McQuade and his team for elevating the CVB over the years and for working with Jekyll Island to ensure it is included in various events across the Golden Isles.

In addition to the Marketing Report, Hooks presented an insert that was included in a recent issue of *The Brunswick News* to celebrate Jekyll Island's 75<sup>th</sup> Anniversary and to highlight JIA employees, noting their years of service.

There were no public comments.

## **V. Legislative Committee**

No report.

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

- A. Jones Hooks, Executive Director, welcomed Glenn Coyne, GMC Senior Planner, back to present the First Reading of the proposed Ordinance Revisions.

Coyne began by highlighting the process. The goal outcome for revising the ordinances is to provide an updated, organized, and concise code that clarifies policies and procedures. This was done by working with JIA staff to draft chapters of the code. Then through additional work sessions with staff and public comments, edits were made to those drafts. The chapter drafts were posted on the JIA website for public review and comment, along with a summary of the changes made to the code. Public comments were received via an online portal and through three in-person public input sessions.

Coyne then summarized the changes proposed in the draft ordinance chapters:

- Minimal or no changes:
  - Beach Lighting: no changes to the ordinance adopted in 2020.
  - Animal Control: existing codes consolidated, and language updated to reflect actual practice of impounding animals with Glynn County Animal Control.
  - Beach and Resource Protection: Reviewed by the Georgia Department of Natural Resources (DNR) and codified into one chapter the State of Georgia regulations that apply to the Jekyll Island State Park.
  - Flood Protection: Based on the coastal model ordinance provided by the State of Georgia and the Federal Emergency Management Agency (FEMA). It requires a one-foot freeboard for new development and additions.
  - Clean Community: Builds on existing prohibitions against littering and addresses waste receptable and trash collection.
  - Water Conservation: Establishes watering restrictions during periods of drought when declared by the Georgia State Board of Natural Resources.
  - Streets and Rights of Way: Consolidates existing language into one chapter, clarifies enforcement of overnight parking, incorporates language regulating Low-Speed Vehicles and Personal Transportation Vehicles, and regulates the licensing procedures and limitations of rentals.
  - Fire Protection: Adopts State of Georgia fire code, clarifies process to apply for a burn permit, allows fires in places designated for safe burning, and allows the Executive Director to establish an emergency burn ban during excessively dry weather.

- New chapters and major revisions
  - Building Codes: The new ordinance defines three project classifications to determine permit regulations: 1. minor work, 2. alterations, additions, pools, and fences, and 3. substantial rebuilding and new construction. It adopts the full suite of the most recent applicable international and State building, fire, and life safety codes. It also adds a requirement for inspections on commercial buildings for structural cracks every five years.
  - Residential: It includes updates to the residential design review standards for building height, lot coverage, requirements for accessory structures, and parking standards. It updates the home occupation standards and clarifies the building permit and design review application process. Also, it introduces a new Planned Community (PC) District and short-term vacation rental (STVR) regulations.
  - Landscaping and Tree Protection: The code has been organized for clarity, includes minimal updates, and provides guidelines and standards for the purpose of protecting the tree canopy and preserving landscaping.
  - Leased Property: This is a new chapter consolidated from other areas of the existing code. It clarifies existing language for disturbing property outside of leased property, adds specific language on use of lease property, adds a series of remedies and penalties for violations, and adds a property boundary survey requirement.
  - Stormwater Protection: Minimal changes were made in this code. It formally establishes the process between JIA and Glynn County for reviewing and approving stormwater management plans and issuing Land Disturbing Activity permits. The code is consistent with the Georgia Stormwater Management Manual and Coastal Stormwater Supplement.
  - Sea Level Rise (SLR) Resilience: This is a new code based on the guidance document, *Enhancing Coastal Resilience with Green Infrastructure* by CRD & UGA Carl Vincent Institute. The purpose of this code is to assist with planning for future sea level rise over the next 50 to 100 years. Commissioner Mark Williams supported the recommendation to create a 75-foot buffer for new infrastructure around tidally influenced waters.
  - Commercial and Business Regulations: It clarifies existing language, formally incorporates the existing project review process into the code, incorporates the complete alcohol regulations into the Commercial chapters, regulates trash compactors and fats, oils, and grease disposal for commercial users, and specifies use and design standards including height, parking, public spaces, and lighting.

Hooks reiterated that this review constitutes the First Reading of the Ordinance Revisions, and the revised ordinances will be up for consideration at the Second Reading. He also noted that the online public comment portal will remain open until May 31, 2022.

- B. Zach Harris, General Counsel, presented amendments to the Beachview Club Hotel & Beach House Restaurant leases located at 721 and 715 North Beachview Drive, Jekyll Island. He noted that these two amendments are a follow-up to the sale and assignment of the hotel and restaurant that the Board approved at the December 14, 2021 meeting. During due diligence, a few items were identified, that require additional Board action for the transfer to close.

The proposed amendment incorporates substantially the same amendment and assignment language approved by the Board at its December 14, 2021 meeting. This Proposed Amendment contains the following additional items:  
Beach House Restaurant:

- The Proposed Amendment documents and permits the existing Beach House Restaurant monument sign within the Beachview Drive right of way and provides for its removal and relocation upon certain events

Beachview Club Hotel:

- The Proposed Amendment incorporates the 2,659 square feet (approximately 0.06 acres) of Borden Lane parking space area within the boundaries of the Leased Premises.
- The Proposed Amendment increases rent by \$1,440.00 per year initially to capture the 2,659 square feet of the parking space area added to the Leased Premises (i.e., \$2,000 per acre at 2.68 acres instead of 2.62 acres); and,
- The Proposed Amendment documents and permits the existing Beachview Club Hotel monument sign within the Beachview Drive right of way and provides for its removal and relocation upon the happening of certain events.

A motion to recommend approval of the amendment to the Beach House Restaurant lease was made by Mr. Gross and seconded by Mr. Tollison. The motion carried unanimously.

A motion to recommend approval of the amendment to the Beachview Club Hotel lease was made by Mr. Gross and seconded by Dr. Evans. The motion carried unanimously.

C. Jones Hooks, Executive Director, Presented the Executive Director’s Report. He discussed the following points:

- Golf Improvement Strategy Update
  - The revised report from Terracon for the Archeology Study is expected to be complete no later than May 20<sup>th</sup> for further review by the State.
  - Richard Singer has submitted the assessment of the Jekyll Island Golf Club conducted by National Golf Foundation (NGF). The final report has been provided in the Board’s Blue Folder packet and will be available online for the public to view.
- The contract has been finalized for the Amphitheater Market Analysis, and the site visit and kick-off interviews are scheduled to begin June 8, 2022.
- A virtual meeting is scheduled with VenTek, the contracted company responsible for the gate system, to address the on-going issues with the software and hardware equipment.
- Over the past twelve years, 250 large sized mature trees have been planted as part of the reforestation effort on Jekyll. An additional 250 smaller trees such as hardwoods, crape myrtles, and cabbage palms have been planted across the Island.
- Seven cold-stunned Kemps ridley sea turtles are scheduled for release both from the beach and offshore on May 17, 2022. The offshore releases are designed for turtles who are in the deep ocean phase of their life cycle. This release is made possible through partnerships with Upwell Conservation and Florida Atlantic University.
- The scheduled June 2, 2022 Finance Committee meeting will now be a Called Board Meeting. Location details will be released at a later date.
- The June 21, 2022, Board Meeting agenda will consist of the Proposed FY23 Budget, the Second Reading of the Revised Ordinances, and the Proposed FY23 Strategic Plan, along with a few other items.

D. Mr. Atkins presented the Chairman’s Comments. He thanked the JIA staff for their reports and the Board members for their participation both in-person and via teleconference.

There were two public comments:

- Craig Patterson, President of the Jekyll Island Citizen Association (JICA), thanked the JIA and GMC for the opportunity to make comments on the Ordinance Revisions and for including some of those comments in the revisions. He further directed the Board to a letter from JICA that further notes areas in the ordinances that they believe still need to be addressed.
- Susan Inman, Coastal Advocate with 100 Miles, thanked JIA for the opportunity to submit public comments regarding the Ordinance Revisions. She continued with additional recommendations from 100 Miles to address concerns of possible future overdevelopment.

The Chairman continued directly into the JIA Board Meeting.

**The Jekyll Island State Park Authority (JIA) Board Meeting**  
**May 17, 2022**

The roll was called at 11:28 a.m., and all members were present either in-person or via teleconference, except for Ms. Joy Burch-Meeks, who was absent.

**Action Items**

1. Mr. Gross moved to accept the minutes of the April 12, 2022 Board Meeting as presented. The motion was seconded by Mr. Tollison. There was no discussion, and the minutes were unanimously approved.
2. The recommendation from the Finance Committee to accept the grant award from the Georgia Trauma Commission carried by unanimous approval.
3. The recommendation from the Human Resources Committee to accept the Uniform Dress Code and Personal Appearance Policy Update carried by unanimous approval.
4. The recommendations from the Committee of the Whole to approve the Beach House Restaurant lease amendment and the Beachview Club Hotel lease amendment carried by unanimous approval.

The motion to adjourn was made by Mr. Krueger and was seconded by Mr. Tollison. There was no objection to the motion and the meeting adjourned at 11:31 a.m.