

JEKYLL ISLAND – STATE PARK AUTHORITY  
June 2, 2022 – Approved Minutes

The Jekyll Island State Park Authority (JIA) met in Public Session for a Called Meeting on Thursday, June 2, 2022, at the Jekyll Island Golf Club and via teleconference. This meeting was also live streamed to the Jekyll Island Authority’s YouTube channel for public viewing.

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

Members Absent: Mr. Trip Tollison

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  
Anna Trapp, Executive Assistant

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

Chairman Atkins called the committee session to order at 9:33 a.m. Roll was called for members attending in person and those attending via teleconference, and a quorum was established.

No public comments were received online for this meeting.

**II. Finance Committee**

A. Mr. Bill Gross, Finance Committee Chair, opened the review of the Fiscal Year 2023 Proposed Budget.

Jones Hooks, Executive Director, highlighted a few items in relation to the Operational Budget:

- The revenues for FY 2023 equate to the largest proposed budget in JIA’s history totaling \$35,466,720.46.
- He noted there are still lingering concerns post pandemic, and JIA staff will be actively monitoring national hotel research reports to evaluate travel habits across the country.
- JIA reserves remain healthy. There is approximately \$4.7 million in reserves, and additional funds are expected to be added to that, depending on the final year reports.
- All special funds are being met in the current projections.
- Revenues from the proposed parking fee will completely fund Guest Information Center operations. Additionally, remaining parking fee revenues will be allocated for specific projects or purchases within Public Safety, Historic Preservation, Conservation, Sanitation, Landscaping, Roads and Grounds, Special Events, and Park Services.

Marjorie Johnson, Chief Accounting Officer, provided a breakdown of the anticipated revenues for FY23.

- Amenities: 46%

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- This includes revenue from the Convention Center, which resulted in the percentage for this area increasing by 2%.
- Residential leases: 2%
- Parking fees: 16%
- Commercial leases: 16%
- Hotel taxes: 7 %
- Utility and maintenance: 7%
- Other: 6%

Hooks then discussed the planned studies included in proposed budget:

- An update to the 2017 economic impact analysis to be conducted by the UGA Carl Vincent Institute.
- Ecological and outdoor recreation concept design that will be included as part of the Golf Course Improvement Plan.
- Water Master Plan
- Water Sewer Rate Study, which ties to the capacity study and will have a direct impact on the rates.
- Auditing of the capital reserves and verification of expenditures for our partners to ensure JIA lessees are adequately planning for the sustainability and longevity of their properties.

Hooks noted the success of JIA's Beach Village store, Life is Good, to highlight the revenue growth on Jekyll. When the shop was established six years prior, it lost \$8,000, and now it's revenues are \$121,473.

Hooks then discussed capacity on Jekyll, noting that the Capacity Study drives many of the decisions made by the Authority. Internal analysis will continue moving forward to determine if additional dynamic pricing is needed to potentially influence behavior and manage capacity.

Commissioner Williams asked for clarification on the proposed pay increases listed in the budget. Hooks confirmed that those increases are the same that were approved by the Board at the April 12, 2022 meeting, and that they were now reflected in the FY 23 budget.

M. Johnson then noted the retirement rates are increasing by 6% for FY 23, which will equal \$600,000. This notification from the State's Employee Retirement System came in after the budget process was complete. It is recommended that instead of revising the budget, funds available from vacant positions may cover additional retirement costs. \$250,000 is included for retirement payouts, and if needed, mid-year budget adjustments can be made.

Hooks then moved on to discuss a few of the FY 2023 Capital Requests:

- \$30,000 for site and design study for pickleball courts.
- \$59,063 for Harbor Road enhancements beyond the development agreement, which requires the widening of Harbor Road by the development group.
- The total revised budgeted amount for Capital Equipment and Projects Requests would equal \$2,132,763.
- \$340,000 for Water/Wastewater Capital Requests.
- \$350,000 for Tourism Development Funds.
  - This includes a portion of matching funds to leverage Jekyll Island Foundation funding for the Georgia Sea Turtle Center (GSTC) expansion.
- \$667,025 for Public Area Improvement Funds.

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A motion for the Finance Committee to recommend approval of the Capital Equipment and Projects Requests to the JIA Board as recommended by staff was made by Mr. Wilkinson and seconded by Mr. Willard. The motion carried unanimously.

Hooks then discussed the proposed rate changes:

- Increasing the Annual Pass price from \$55 to \$75.
  - Considering capacity issues, the purpose of this increase is to balance the purchases of Annual and Daily passes. M. Johnson explained that the purchases of Daily Passes during Memorial Day weekend were down 36%, compared to the previous year.
- Increasing oversized vehicle annual pass from \$100 to \$120.
- A \$2.50 per meter increase for Water and Sewer rates in base fees but no increase usage rates.
- Per Waste Management, there will be a 3% increase for trash fees.
- Golf Round rates were increased in-season only:
  - Rates for June 1st to December 31st will remain the same
  - Rates for January 1st to May 31st will increase as follows:
    - 8:00am – 12:00pm increase from \$69 per round to \$75 per round
    - 12:00pm – 2:00pm increase from \$50 to \$55 per round
    - 2:00pm - Twilight increase from \$45 to \$50 per round
  - Golf Punch card rates:
    - 21 Round with Cart – increase from \$800 to \$900
    - 11 Round with Cart – increase from \$460 to \$500
    - 30 Round walking – increase from \$760 to \$850
- The nightly rate for the Campground will increase by \$3.00 to cover new POS system reservation fee.
- Increase to Intern Housing Rentals:
  - Interns/seasonal JIA staff will increase from \$50 per week to \$60 per week.
  - External rentals would be \$400 per week per house.
- Summer Waves rates were increased and standardized after two years of drasticllay reduced rates during COVID.
  - Daily admission rate increase from \$20.00 to \$25.00 - \$28.00.
  - Group rate increase from \$16.99 to \$22.00.
  - Season pass increase from \$63/\$74.99 to \$80 with no discounts for multiple passes.
  - Season pass buddy rates increase from \$14.00 to \$20.00.
  - Staff pass rates increase from \$14.00 to \$20.00.
- At the GSTC, THE Dawn Patrol rate will increase from \$160 to \$175, and the Night Patrol rate will increase from \$160 to \$250 to cover required extra personnel and fuel costs.
- Venue rental will increase from \$3,000 to \$3,500 at Villa Ospo, and there will be an established \$5,000 rental rate at Hollybourne.

A motion for the Finance Committee to recommend approval of the Rate Increases to the JIA Board as recommended by staff was made by Mr. Krueger and seconded by Mr. Willard. The motion carried unanimously.

Jenna Johnson, Human Resources Director, presented the proposed incentive plans:

- There were no changes to the Performance Incentive Plan from the current fiscal year.
- There was one change to the Goal Incentive Plan, which adds the Guest Information Center Assistant Manager role to list of positions eligible to receive part of the allocation, if the goals are met.

- For the Hiring Incentive Plan, the title position for the Deputy Executive Director role was updated, and the Water/Wastewater Assistant Superintendent role was added to the list.

A motion for the Finance Committee to recommend approval of the Incentive Plans to the JIA Board as recommended by staff was made by Dr. Evans and seconded by Mr. Krueger. The motion carried unanimously.

A motion for the Finance Committee to recommend approval of the Fiscal Year 2023 Budget and its components to the JIA Board as recommended by staff was made by Mr. Krueger and seconded by Mr. Wilkinson. The motion carried unanimously.

There were no public comments.

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

A. Jones Hooks, Executive Director, introduced Glenn Coyne, GMC Senior Planner, who participated via teleconference.

Coyne, briefly presented the Revised First Reading of the proposed Ordinances. He reminded the Board that the First Reading was presented at the May 17, 2022 meeting. Since then, additional public comments and communications with JIA staff have resulted in a few additional changes.

- Changes were made to several chapters regarding violations, penalties, and enforcement for the purpose of clarity and consistency.
- The Landscape and Tree Protection Ordinance now includes additional language that offers an appeal process for tree mitigation, should something happen to a tree that is not the fault of the lessee, such as a storm or disease. Approval of the appeal would be at the discretion of the Executive Director once appropriate documentation has been obtained from the lessee.
- In the Building Code Ordinance, the last section was amended to clarify the standards for inspections on commercial buildings for structural cracks every five years. This is for buildings 40 feet or taller and does not include single family residences.

Zach Harris, General Counsel, reiterated that the purpose of the code revision project from the beginning was to provide clarity to the ordinances, to remove redundancies, to update them, to ensure that they accurately reflect the authority's practices, and to modernize them where appropriate. He noted that throughout the process, the comments from the public have been reviewed by JIA staff and incorporated as applicable. He noted two comments that came up frequently that have not been addressed in these revisions:

- In response to the regulation of e-bikes, Jekyll Island will default to state law under Chapter six of Title 40.
- In response to the request to include a land use map, Harris explained that the Authority regulates land use under a lease regime that's authorized under state law, and the Authority is not supportive of a general zoning land use regime on Jekyll.

There was one public comment:

- Craig Patterson, President of the Jekyll Island Citizen Association (JICA), thanked GMC and JIA for their review of the tree mitigation comments and for including an appeal process in the code.

The motion to adjourn was made by Mr. Wilkinson and seconded by Mr. Willard. There was no objection to the motion and the meeting adjourned at 10:50 a.m.