



Agenda

Tuesday, November 15, 2022

9:30 a.m.

Jekyll Island Convention Center
JIA Committees and Meeting

Public Comment

Written public comments can be submitted online till 12:00 noon on Monday, November 14th at the JIA Board of Directors [website](https://www.jekyllisland.com/jekyll-island-authority/board-directors/). The name of the person and the topic of the comment will be read into the record. The full public comment will become part of the permanent record.

Meeting documents and public comments are available at:
<https://www.jekyllisland.com/jekyll-island-authority/board-directors/>

Chairman, Dale Atkins – Call to Order

I. Historic Preservation/Conservation Committee

Bob Krueger, Chair

- A. Historic Resources Programming Update – Tom Alexander, Director of Historic Resources
- B. Report from Georgia Sea Turtle Center – Michele Kaylor, Director of GSTC

II. Finance Committee

Bill Gross, Chair

- A. October Financials – Bill Gross, Chair
- B. Consideration of Dynamic Pricing for Holly Jolly Jekyll – Marjorie Johnson, Chief Accounting Officer and Jones Hooks, Executive Director
- C. Consideration of Establishing New Account at Ameris Bank – Marjorie Johnson, Chief Accounting Officer

III. Human Resources Committee

Buster Evans, Chair

- A. Retirement Presentation for Ronnie Douglas– Jenna Johnson, Director of Human Resources

IV. Marketing Committee

Joy Burch-Meeks, Chair

- A. Report from Marketing Department – Alexa Hawkins, Director of Marketing & Communications

Jekyll Island, like the rest of Georgia was “left to us as a heritage in trust for our children and their children’s children. It is never to be finished, but always to be improved.”
- Governor M. E. Thompson, 1947

V. Legislative Committee

Glen Willard, Chair

- A. No report

VI. Committee of the Whole

Dale Atkins, Chair

- A. Market Analysis for Jekyll Island Amphitheater – Christina Kruise, DLR Group
- B. Jekyll Island Foundation Update – Dion Davis, Jekyll Island Foundation Executive Director
- C. Jekyll Island Hotel Group Demand Analysis –Ken Bleakly, KB Advisory Group and Linda Wilson, Key Advisors, Inc.
- D. Westin Jekyll Island Consideration of Assignment - Equity Ownership and Hotel Management Change – Zach Harris, General Counsel
- E. Consideration of Awarding Contract for RFP# 370, Ticketing and Point of Sale System –Marjorie Johnson, Chief Accounting Officer
- F. Consideration of Awarding Contract for RFP #371, Construction of Jekyll Island Public Safety Complex – Noel Jensen, Deputy Executive Director
- G. Legal Updates – Zach Harris, General Counsel
- H. Operations Update – Noel Jensen, Deputy Executive Director
- I. Executive Director's Report – Jones Hooks, Executive Director
- J. Chairman's Comments – Dale Atkins, Chair

I f N e e d e d - 5 M i n u t e B r e a k

Board Meeting Agenda

Chairman, Dale Atkins – Call to Order

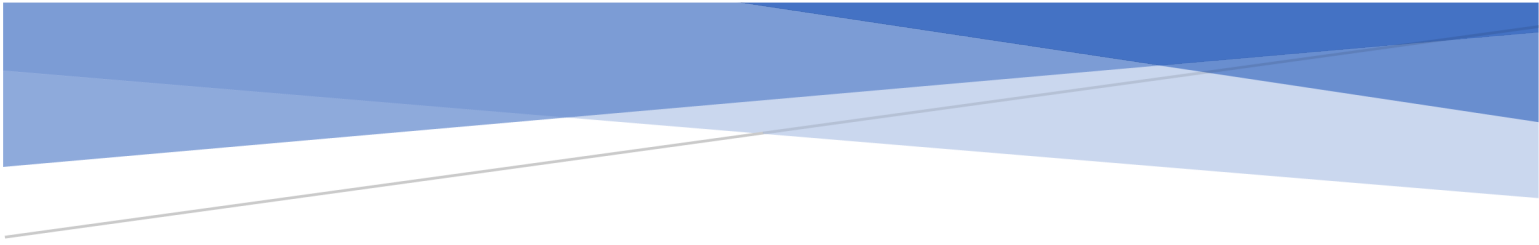
Action Item

1. Minutes of the October 18, 2022 Board Meeting
2. Consideration of Dynamic Pricing for Holly Jolly Jekyll
3. Consideration of Establishing New Account at Ameris Bank
4. Westin Jekyll Island Consideration of Assignment - Equity Ownership and Hotel Management Change
5. Consideration of Awarding Contract for RFP# 370, Ticketing and Point of Sale System
6. Consideration of Awarding Contract for RFP #371, Construction of Jekyll Island Public Safety Complex

Adjournment

Note: Following the Board Meeting, Members are invited to participate in a site visit of the Jekyll Island Campground Expansion.

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- Governor M. E. Thompson, 1947



REPORT ON THE PROGRESS OF JEKYLL ISLAND'S NATIONAL HISTORIC LANDMARK DISTRICT

November 2021-November 2022

Tom Alexander
Director

Jekyll Island's National Historic Landmark District (NHLD) is a marvel for its stately homes, beautiful landscaping, and fascinating history. This unique area, the late nineteenth-century winter retreat for the nation's wealthy and powerful, was dubbed by some as the "Newport of the South." Encompassing approximately 240 acres of Jekyll, the area welcomes thousands of visitors a year to experience the lifestyles of the bygone Gilded Age and to hear the stories of this unique time as well as all of Jekyll's amazing past.

The public is engaged with tours of beautifully curated homes, our fascinating Mosaic: Jekyll Island Museum, and specialty programs offered throughout the year showcasing interesting elements of Jekyll's past.

In addition to Jekyll's amazing historic assets, it possesses something greater still: its human resources. The public-facing aspect of the historic district is maintained and supported by an amazing island-wide staff. From the Executive Director down, support is maintained for preserving and protecting the history of Jekyll.

Within the NHLD itself, a very dedicated, hardworking, very qualified staff works within their areas of expertise to do what is best for the District as we continue to improve, the way we present our story to stakeholders.

Specifically, that staff is made up of the following team members:

Tom Alexander, Director, BS, MS-Georgia Southern University

Taylor Davis, Preservationist, BFA, MA, University of Georgia

Allison Dupuis, Educator, BA-Agnes Scott College, MA-George Washington University

Dana Karstensen, Museum Assistant Manager, BA-Wesleyan College

Andrea Marroquin, Curator, BA-UNC Chapel Hill, MA-College of William & Mary

Faith Plazarin, Archivist & Documents Specialist, BA-Flagler College, MA-University of Massachusetts

Will Story, Museum Manager, BFA-Corcoran College of Art & Design

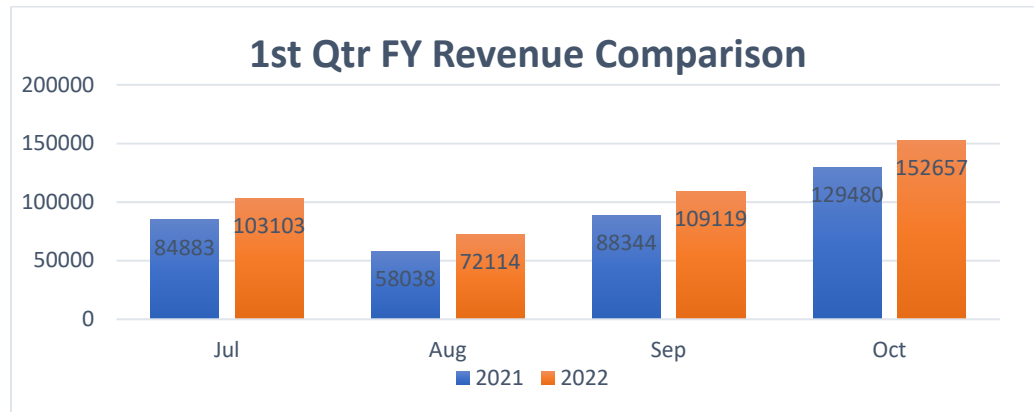
Shalan Webb, Collections Specialist, BA-Pacific Lutheran University, MA-Seton Hall University

Additionally, the Historic Interpreter Staff is comprised of eight individuals, each of whom has a bachelor's degree. Three of these also possess graduate degrees.

General

FY22-The National Historic Landmark District hit an important milestone, *posting the first \$1million year ever (FY22).*

Revenue Benchmarks-The NHLD *has met or exceeded revenue projections* every month since management changed in December 2021. Further, October 2022 was the best revenue month for the NHLD ever.



Indian Mound NRHP-A consulting firm, Brockington, has been contracted to *complete the process for National Registry of Historic Places distinction* through the US Department of the Interior for the surviving nine holes of Indian Mound golf course.

Mid-20th Century Modern Survey-A consultant, LK Preservation, LLC., has been secured *for a comprehensive study of modern homes and buildings on Jekyll Island*. The purpose of this study is to identify and document the historic resources contributing to the mid-century character of many of the neighborhoods on the island.



Oral History Project Phase I-The first phase of what will be a recurring project to capture the important stories of people impacted by their experiences of Jekyll Island *has been completed with twenty-eight stories captured for future study, research, and exhibit purposes.*

Brian Lee, JIA Marketing, setting up to record oral histories

Collaborative Management/Creating An Amazing Team-Management through new hires, retirements and attrition have built a very professional and productive team who are all working to meet the goals of the Authority.

NHLD Staff at a Recent Teambuilding Activity



Lost Buildings Project-Twelve lost structures from the Jekyll Island's Club era were identified and their GPS coordinates identified and recorded. Additionally, old and unattractive marking posts were taken down. Planning was completed for stone markers to be produced to identify six of the important sites and plans are also underway for creating silhouette markings for three of the unique structures. All new markings will have QR codes guests can scan to pull up digital content and graphics about each lost structure. Plans are also underway to create a "Lost Spaces" tour experience that guests can enjoy.

Panels like this will be installed in several areas to interpret some of the JIC's lost buildings.



New Signage at Horton Ruin-New signs were installed at Horton House ruin to interpret the garden and to freshen the appearance of wayfinding elements.

New signage at the Horton House ruin and garden

Improved Booking Process-The Mosaic management team has worked extensively on greatly improving the booking of historic spaces rentals and private tour bookings across all areas, to include a more polished personal interfacing with potential clients and a revised lease contract to better reflect the needs of the JIA.

Preservation

Chichota Ruins Project-Extensive work was completed on this project to include all hardscaping work, paving and the addition of picnic tables, benches, and electricity access to repurpose this millionaire cottage ruin into a space for casual public relaxation, educational programs, and an appealing outdoor venue the public can lease for weddings, receptions, and parties.



Excavation and paving at the Chichota Ruins

Hollybourne Cottage-Work continues in Hollybourne Cottage to create a curated space that will also be available for lease as a venue. Extensive preservation work has been done to interior spaces such as drywall, plastering, plumbing, finish work and flooring to make the space useable. Additional work is underway to bring the preservation phase of this project to a close with cosmetic work done on trim elements in the home and the restoration of a functional bathroom.

Lift Station-Preservation work was completed on showing up the framing and supports to the 1920's era lift station located near Goodyear Cottage. In addition to repairing the supporting elements of the building, volunteers worked on painting the exterior.

Mistletoe Porch-Work has been ongoing to restore the rear porch at Mistletoe Cottage, the supports for which had so deteriorated to make it unusable. The supports have been repaired to make the porch safe and minor cosmetic work to restore its appearance will be completed soon.

Historic Structures Painting-Several structures have seen exterior painting completed during the period to include the Small Dorm (Admin), Large Dorm (Annex) and Villa Ospo.



Painters working on the exterior of Villa Ospo

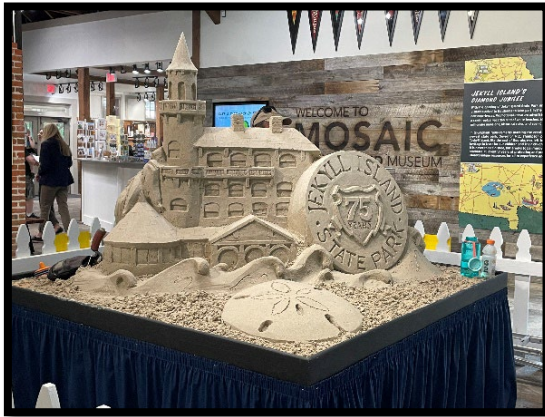


Olivia Kendrick, Preservation Intern

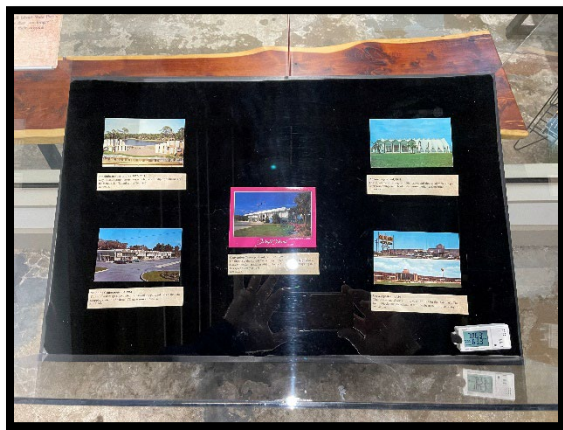
Preservation Interns-With generous funding from the Friends of Historic Jekyll Island, funding was provided to pay two graduate school interns to work under the direction of Taylor Davis, preservationist. Interns participated in numerous projects, large and small. FOHJI has generously approved the funding for two interns for both summer and winter semesters through what will be called the Deifenderfer Preservation Internship, created in the memory of long-time FOHJI member, Chuck Deifenderfer. In addition to the funding for salaries for interns, the Jekyll Island Authority supports the program with housing and administering employee benefits.

Curation/Collections

75th Anniversary (2 Lobby Change Outs)-In celebration of Jekyll's 7th anniversary as a state park, exhibits were installed in the Mosaic lobby to recognize some of the island's milestones over the past seven decades. Exhibits were created for January 2023 and changed again in September 2023 under the research of Andrea Marroquin, Curator, and the Marketing Department (Claire Davis).



Pics from Mosaic's lobby exhibit celebrating 75 years as Jekyll Island State Park



What's New in the Museum-This small gallery exhibit showcases smaller, seldom-viewed items in the collection and will change on a regular basis.

Changing exhibit display in Mosaic's gallery

Deaccessioning-Numerous stored items without provenance or historical data to support their continued maintenance by the NHLD were deaccessioned in accordance with JIA and accepted best-practices for removing items like this from inventory.

Villa Ospe Refurbishment-Painting and décor and artifact items were added to the much-used great room in Villa Ospe to make the room more appealing as a meeting and event space.

Hollybourne Cottage Exhibit Plan-A contractual agreement is in process with the firm, H & W Designs, for the design of exhibits to be created for Hollybourne Cottage as the projects moves toward becoming the District's next historic attraction.

Archives

Pre-Accreditation-Work has been ongoing to complete the American Association of State & Local History's (AASLH) framework, STEPS, for evaluating needs for accreditation for the National Historic Landmark District. STEPS is *Standards & Excellence Programs for History Organizations* and identifies six key elements for evaluation for accreditation. The NHLD has currently completed 4 of the 6 elements.



Collections Management Policy-Work is in process to update the JIA's policy on managing its vast collection of historic assets.



Archives Intern-Documents processing was enhanced during the summer thanks to the addition of an unpaid intern, Patrick Carmody, a graduate student at the University of West Georgia.

Patrick Carmody, Archives Intern

Education/Interpretation

Diverse Tour Content-Work has been done to make the content on all tours more inclusive of Jekyll's full history, to include that of Indigenous Peoples, African Americans, and immigrants—not just that of the Jekyll Island Club Period.

Cottage Spotlights: A format for telling the stories of individual structures in the district was created in the form of a twice-yearly Cottage Spotlight to take an in-depth look at some of our more interesting buildings.



Gilded Age Ghosts & Ghouls-This Halloween-themed program was reworked to be more engaging and **grossed more revenue (\$19,000) than any previous program of this type**. This entertaining experience explored some of the spookier elements of Jekyll's history with real anecdotes from the Club's past and interaction with living history characters.

Costumed lead interpreter, Emily Robertson, as the Jekyll Island Club's Geraldine Rockefeller Dodge, being interviewed by First Coast News reporter on her role in Gilded Age Ghosts & Ghouls

Holly Jolly Light Tours-The Holly Jolly Light Tours in 2021 were a huge success, also **netting more revenue for this tour than in previous years (\$51,562)** with over 2500 people participating.

The Historic District's iconic trolley on one of its very popular Holly Jolly Light Tours



Dolphin Club Days-Two iterations of this popular tour-based tribute to African American Music and Civil Rights on Jekyll were offered to the public.

Lectures-Jekyll's educator, Allison Dupuis and other NHLD staff presented in several lectures during the year on topics such as preservation, Jekyll's early history, women's suffrage, JIC club yacht owners, etc.

Mason Stewart, JIA interpreter, presents on the Hofwyl Plantation-Jekyll Island Club Connection.



Pistols & Privateers-This tour-based program on Jekyll's early Colonial period included interesting tales from the period, living history character demonstrations and a period weapons-firing demonstration.

Arthur Haber & Fisher Calame, two Mosaic interpreters, prepping for the Pistols & Privateers program.

Turtles & Tycoons-Educational programming is being created will include a collaboration with the Georgia Sea Turtle Center called Turtles & Tycoons that will engage young people in both the island's history and the ongoing work of protecting sea turtles.



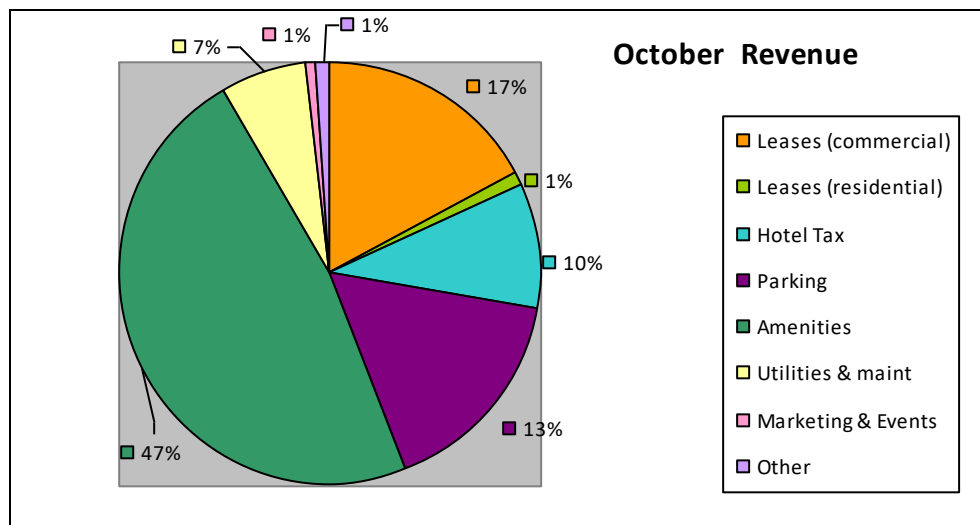
Local School System Collaboration-A two-day professional learning course was conducted with history teachers in the Glynn County School System. The purpose of this training was to enlighten teachers about Jekyll's history and to assist them in developing lessons to meet performance standards.

MEMORANDUM

TO: FINANCE COMMITTEE
FROM: MARJORIE JOHNSON
SUBJECT: OCTOBER FINANCIAL STATEMENTS
DATE: 11/8/2022

Revenues

Revenues for October were \$2,808,961 which reflects a favorable \$406K (17%) variance from budget. Year-to-date revenues reflect a favorable \$1.7M (12%) variance from budget and a favorable \$1.1M (8%) variance from the prior year to date revenues.



The largest variances for the month were:

- Convention Center (+\$117K) – Strong conference registration numbers were the driving force in higher food and beverage numbers this month. We had 17 events at the Center in October with a total of 16,334 attendees.
- Hotel/Motel taxes (+\$97K) – Anticipating some downturn in revenues, we budgeted conservatively for hotel/motel taxes this year and we have been able to surpass the budgeted amounts. Year-to-date hotel/motel taxes are \$46K less than prior year-to-date revenues.

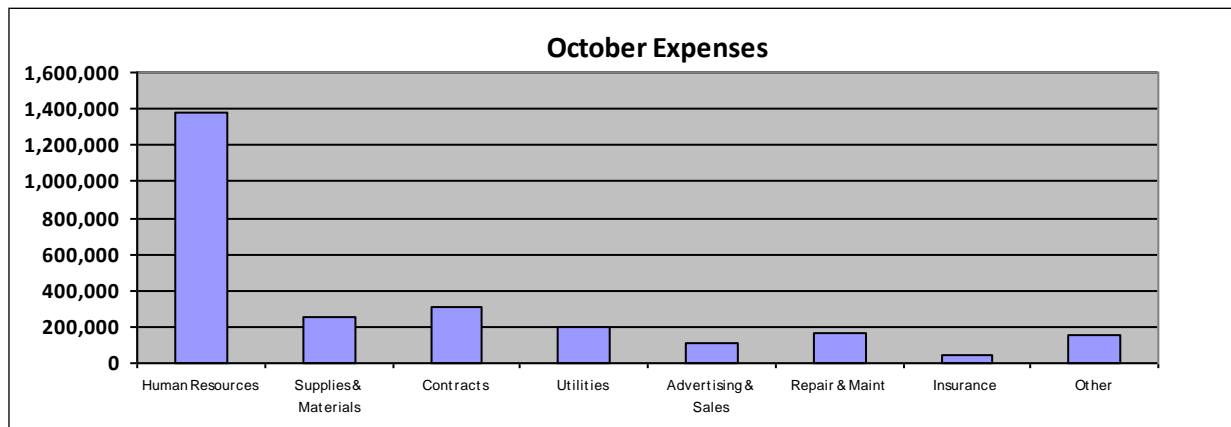
- Business Leases (+\$47K) – revenues for business leases were budgeted flat with the prior year and we were able to exceed those projections for the month. Year to date revenues are \$49K higher than prior year to date revenues.

Expenses

Expenses were \$2,620,007 for October and reflected a favorable budget variance of \$32K (1%) for the month. Expenses reflected a favorable \$208K variance from Year-to-date budget and reflected an unfavorable \$2.6M (29%) variance from Prior Year to Date expenses.

The largest budget variance for the month was:

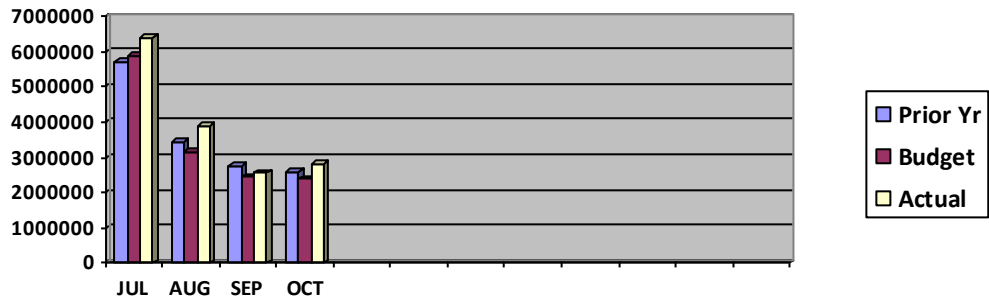
- Human Resources (-\$76K) – Variance is due to vacant full and part time positions.



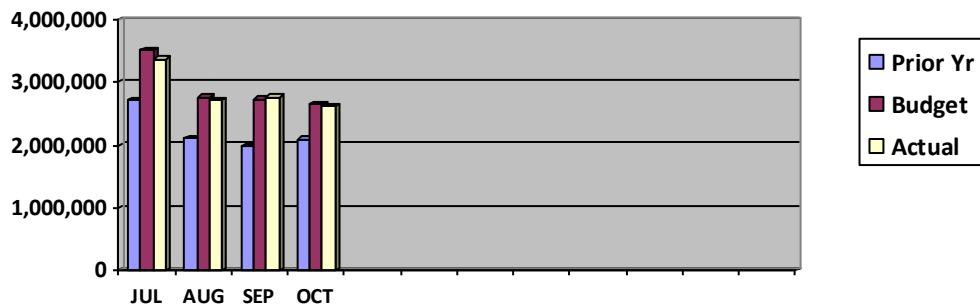
Net Operating Cash

The Net Operating Cash Income for the month is \$188,954, which is a \$437K favorable variance from the budgeted net operating cash loss of \$248,451. Net Operating Cash Income reflects a favorable \$1.9M variance from year-to-date budget and an unfavorable \$1.4M variance from prior year to date income.

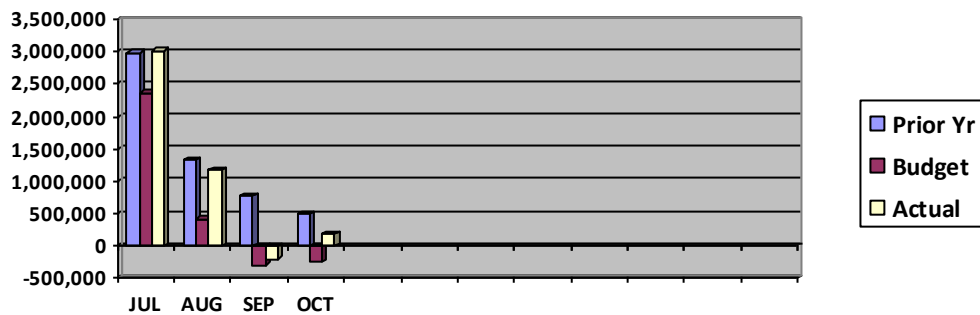
Total Revenues



Total Expenses



Net Operating Cash



Jekyll Island Authority
CONSOLIDATED BUDGET COMPARISON
For the Four Months Ending October 31, 2022

	MONTH ACTUAL	MONTH BUDGET	BUDGET VARIANCE		YTD ACTUAL	YTD BUDGET	BUDGET VARIANCE		PRIOR YEAR ACTUAL	VARIANCE	
			(000's)	%			(000's)	%		(000's)	%
Revenues											
Administration											
Business Leases	484,822	437,907	47	11%	2,213,964	2,006,882	207	10%	2,165,422	49	2%
Hotel Tax	189,760	119,176	71	59%	1,005,265	674,285	331	49%	1,033,987	(29)	-3%
Tourism Development Fund	77,440	51,076	26	52%	426,085	288,979	137	47%	443,137	(17)	-4%
Parking	461,139	436,019	25	6%	2,003,206	2,024,570	(21)	-1%	2,044,363	(41)	-2%
Interest	21,080	700	20	2911%	52,262	2,800	49	1767%	3,048	49	1615%
Lot Rentals	29,796	11,000	19	171%	81,201	43,000	38	89%	86,711	(6)	-6%
Foundation	420	475	(0)	-11%	3,246	3,402	(0)	-5%	2,926	0	11%
Airport	2,452	1,765	1	39%	5,901	6,394	(0)	-8%	5,147	1	15%
Administration revenue	9,070	5,820	3	56%	68,137	46,979	21	45%	77,634	(9)	-12%
Intern Housing	655	4,000	(3)	-84%	13,875	10,920	3	27%	16,850	(3)	-18%
Total Administration	1,276,635	1,067,937	209	20%	5,873,143	5,108,213	765	15%	5,879,224	(6)	0%
Enterprises											
Golf	266,088	228,174	38	17%	811,329	759,171	52	7%	850,750	(39)	-5%
Convention Center	451,048	333,817	117	35%	1,923,565	1,623,150	300	19%	1,423,148	500	35%
McCormick's Grill	-	-	-	0%	-	-	-	0%	1,517	(2)	-100%
Summer Waves	11,120	2,000	9	456%	2,000,582	1,612,375	388	24%	1,435,104	565	39%
Campground	218,998	193,746	25	13%	824,958	709,812	115	16%	733,177	92	13%
Life is Good	28,529	24,811	4	15%	121,765	113,661	8	7%	134,141	(12)	-9%
Museum	126,823	106,976	20	19%	391,108	345,010	46	13%	326,339	65	20%
Georgia Sea Turtle Center	141,459	150,115	(9)	-6%	934,023	938,733	(5)	-1%	1,040,007	(106)	-10%
Conservation	127	280	(0)	-55%	(22,481)	9,616	(32)	-334%	3,700	(26)	-708%
Miniature Golf & Bikes	35,689	20,165	16	77%	157,487	127,621	30	23%	178,072	(21)	-12%
Water/Wastewater	140,761	154,580	(14)	-9%	680,837	643,318	38	6%	673,142	8	1%
Sanitation	47,187	45,286	2	4%	187,030	182,771	4	2%	192,824	(6)	-3%
Fire Department	(14,543)	6,520	(21)	-323%	1,422,874	1,433,131	(10)	-1%	1,339,716	83	6%
Tennis	10,007	15,365	(5)	-35%	41,515	44,141	(3)	-6%	37,519	4	11%
Marketing, Special Events & Sales	16,617	16,178	0	3%	122,792	129,726	(7)	-5%	124,274	(1)	-1%
Guest Information Center	38,762	13,131	26	195%	86,619	57,928	29	50%	65,525	21	32%
Camp Jekyll & Soccer Fields	11,672	23,351	(12)	-50%	68,375	78,309	(10)	-13%	52,482	16	30%
Landscaping, Roads & Trails	670	1,000	(0)	-33%	3,079	3,000	0	3%	5,613	(3)	-45%
Vehicle & Equipment Maintenance	1,199	-	1	0%	1,646	250	1	558%	1,926	(0)	-15%
Facility Maintenance	112	-	0	0%	1,379	-	1	0%	399	1	246%
Golf Course Maintenance	-	-	-	0%	-	-	-	0%	234	(0)	-100%
Total Enterprises	1,532,326	1,335,496	197	15%	9,758,482	8,811,724	947	11%	8,619,608	1,139	13%
Total Revenues	2,808,961	2,403,433	406	17%	15,631,625	13,919,937	1,712	12%	14,498,832	1,133	8%

	MONTH ACTUAL	MONTH BUDGET	BUDGET VARIANCE		YTD ACTUAL	YTD BUDGET	BUDGET VARIANCE		YEAR ACTUAL	VARIANCE	
			(000's)	%			(000's)	%		(000's)	%
Expenses											
Human Resources	1,384,638	1,460,864	(76)	-5%	5,797,341	6,181,232	(384)	-6%	4,449,182	1,348	30%
Supplies & Materials	253,198	248,987	4	2%	775,860	788,466	(13)	-2%	567,806	208	37%
Advertising & Sales	107,424	99,800	8	8%	371,689	360,087	12	3%	222,430	149	67%
Repairs - Facilities & Grounds	139,744	139,997	(0)	0%	525,003	476,537	48	10%	474,784	50	11%
Utilities	183,779	179,908	4	2%	802,422	716,083	86	12%	746,389	56	8%
Insurance	43,930	44,313	(0)	-1%	727,241	726,904	0	0%	677,513	50	7%
Contracts	311,394	304,138	7	2%	1,480,634	1,490,553	(10)	-1%	957,628	523	55%
Rentals	59,799	64,468	(5)	-7%	248,570	276,839	(28)	-10%	217,869	31	14%
Printing	4,029	8,929	(5)	-55%	44,995	66,053	(21)	-32%	26,329	19	71%
Motor Vehicle	27,679	20,597	7	34%	115,345	92,302	23	25%	90,390	25	28%
Telephone	10,286	9,824	0	5%	36,953	39,230	(2)	-6%	35,476	1	4%
Equipment Purchase <\$1K	15,727	11,895	4	32%	37,554	34,154	3	10%	33,760	4	11%
Equipment Purchase \$1K to \$5K	-	-	-	0%	38,597	39,599	(1)	-3%	48,824	(10)	-21%
Travel	7,511	5,665	2	33%	17,498	26,870	(9)	-35%	13,261	4	32%
Dues	26,088	16,946	9	54%	188,578	178,003	11	6%	150,414	38	25%
Credit Card Fees	44,237	35,553	9	24%	251,374	175,898	75	43%	194,990	56	29%
Bank Fees	546	-	1	0%	657	-	1	0%	201	0	227%
Total Expenditures	2,620,007	2,651,884	(32)	-1%	11,460,312	11,668,808	(208)	-2%	8,907,246	2,553	29%
Net Operating Cash Income **	188,954	(248,451)	437	-176%	4,171,313	2,251,129	1,920	85%	5,591,586	(1,420)	-25%

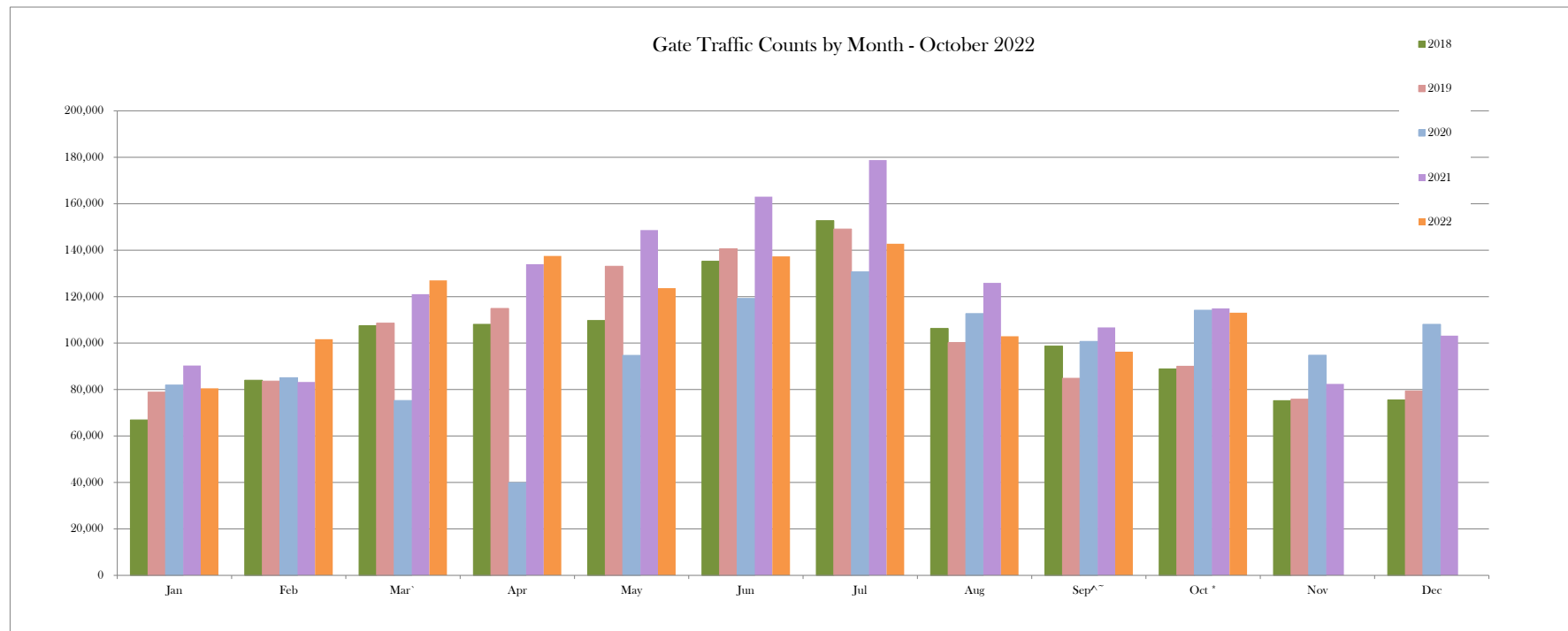
** Does not include depreciation or capital projects

October 2022 Traffic Counts

	2018			2019			2020			2021			2022		
	Daily/Weekly	Annual Passes	Total	Daily/Weekly	Annual Passes	Total	Gate Purchase	Pre-purchased	Total	Gate Purchase	Pre-purchased	Total	Gate Purchase	Pre-purchased	Total
January	21,065	45,842	66,907	28,874	50,037	78,911	29,773	52,159	81,932	23,462	66,875	90,337	22,696	57,843	80,539
February	34,326	49,664	83,990	35,010	48,619	83,629	32,646	52,457	85,103	22,609	60,616	83,225	29,766	71,891	101,657
March	51,052	56,444	107,496	51,682	56,865	108,547	27,012	48,279	75,291	39,560	81,491	121,051	36,635	90,333	126,968
April	55,620	52,474	108,094	61,404	53,529	114,933	12,082	27,810	39,892	47,198	86,746	133,944	44,680	92,799	137,479
May	54,547	55,167	109,714	74,194	58,894	133,088	44,891	49,825	94,716	58,179	90,491	148,670	44,071	79,550	123,621
June	79,575	55,657	135,232	82,105	58,479	140,584	51,147	68,042	119,189	60,141	102,896	163,037	58,450	78,894	137,344
July	95,960	56,773	152,733	89,499	59,595	149,094	56,441	74,236	130,677	60,613	118,185	178,798	62,840	79,953	142,793
August	53,639	52,681	106,320	47,501	52,687	100,188	39,096	73,585	112,681	38,368	87,543	125,911	36,217	66,712	102,929
September	49,032	49,651	98,683	37,317	47,518	84,835	34,055	66,662	100,717	34,300	72,468	106,768	32,371	63,952	96,323
October	38,539	50,366	88,905	39,100	50,923	90,023	33,851	80,276	114,127	37,170	77,713	114,883	35,694	77,360	113,054
November	29,468	45,737	75,205	30,173	45,699	75,872	22,914	71,876	94,790	26,069	56,386	82,455	0	0	0
December	30,104	45,436	75,540	31,871	47,504	79,375	29,842	78,215	108,057	37,396	65,769	103,165	0	0	0
Totals	592,927	615,892	1,208,819	608,730	630,349	1,239,079	413,750	743,422	1,157,172	485,065	967,179	1,452,244	403,420	759,287	1,162,707

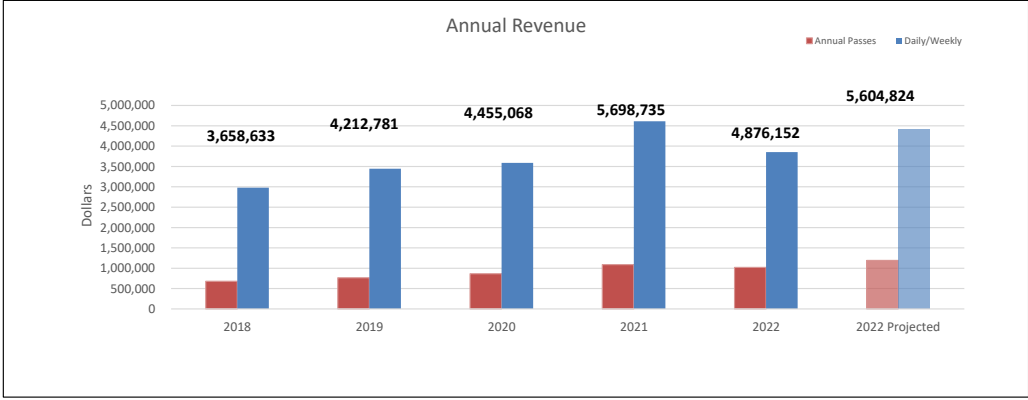
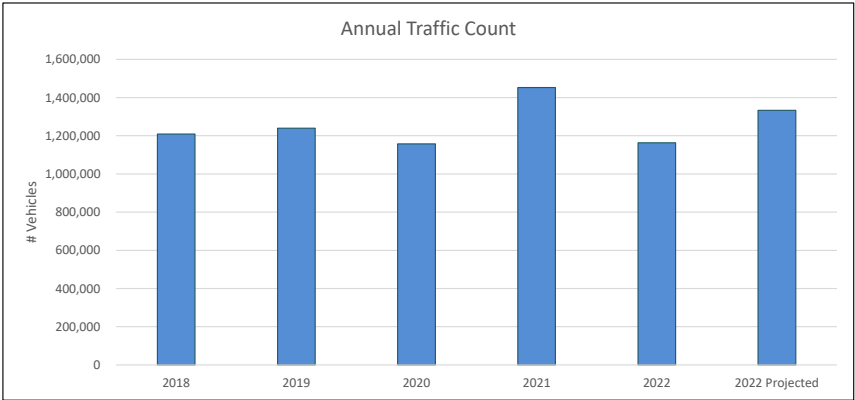
LPR system began April 2020

Year to Date Comparison	2018 YTD	2019 YTD	2020 YTD	2021 YTD	2022 YTD
	1,058,074	1,083,832	954,325	1,266,624	1,162,707



COVID - March 2020 through July 2020 (most significant impact)

~Sept 2019 - Hurricane Dorian



November 2, 2022
Jekyll Island Convention Center ASM Global and JIA combined

October FY 23 Financial Review

	FY 23	FY 22	FY 21	FY 20	FY 19	FY 18	FY 17	FY 16	FY 15
Number of Events	17	14	17	16	20	30	18	31	15
Event Days	44	34	22	46	51	46	32	62	25
Attendance	16,334	4,600	3,439	13,063	13,697	12,029	9170	20382	17317
Revenue	\$468,393 act \$378,717 bud	\$322,123act \$307,741bud	\$99,603	\$380,589	\$484,786	\$406,354	\$206,869	\$458,227	\$282,826
Square feet used	793,520	531,390	300,730	670,350	722,344	N/A	N/A	N/A	N/A

Strong conference registration numbers acted as a driving force to assist in the higher food & beverage numbers. The annual Skylark dinner had an impressive turn out for a single evening dinner. Short term park rentals came together as projected, the warm weather assisting as a big contributor. The two conferences, GA Gov Finance Officers & ICLE, kicked off the month with much higher overall numbers than anticipated. GA EMS, City/County Management and the Tinnin Wedding continued the upward trend for the month. The Center welcomed back the annual Feast of Tabernacles ten-day worship service event. In closing, Family Connection closed the month with strong numbers across the board.

FUTURE Contracts Issued – 13 estimated revenue - \$441,500

Conventions –8– Anticipated rev of \$380,000
Meetings –1 –Anticipated revenue \$ 10,000
Banquet –1 – Anticipated revenue \$ 11,000
Assembly –2 – Anticipated revenue \$ 40,500

PROPOSALS

CVB –13
Westin – 0
Cvent- 3
ASM staff combined sites and planning meetings – 5 total

JEKYLL ISLAND AUTHORITY

HOTEL OCCUPANCY STATISTICS

Calendar Year to Date - October 2022

HOTEL STATISTICS AT-A-GLANCE

2022

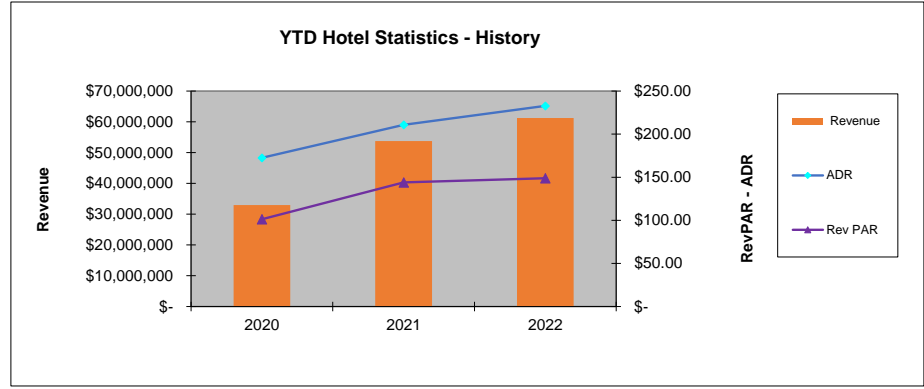
Total Revenue \$ 61,268,573
Occupancy Rate 63.9%
Rev PAR \$ 148.84
ADR \$ 232.82

2021

Total Revenue \$ 53,766,404
Occupancy Rate 68.3%
RevPAR \$ 143.97
ADR \$ 210.84

2020

Total Revenue \$ 32,952,797
Occupancy Rate 58.7%
RevPAR \$ 101.26
ADR \$ 172.57



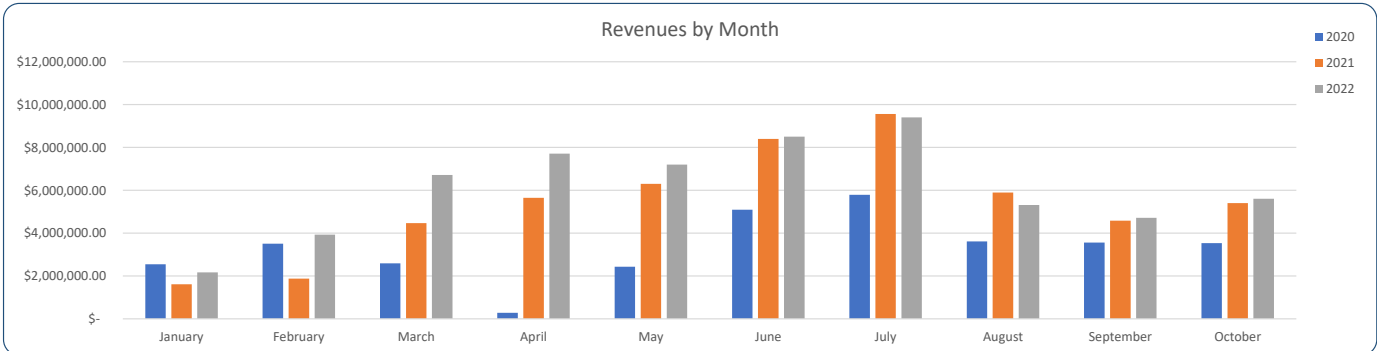
OCCUPANCY REPORT DETAIL

Hotel	# of Rms	Units Availbl	Units Occpd	Percent Occpd	Average Daily Rate	RevPAR	2022 Room Revenue	2021 Room Revenue	Revenue Variance	
Beachview Club	38	11,073	6,734	60.8%	\$ 232.10	\$ 141.15	1,562,938	1,399,540	\$ 163,397	12%
Home2Suites	107	32,528	21,274	65.4%	\$ 211.72	\$ 138.47	4,504,121	4,104,592	\$ 399,529	10%
Holiday Inn Resort	157	47,728	26,068	54.6%	\$ 222.35	\$ 121.44	5,796,229	6,281,645	\$ (485,416)	-8%
Days Inn & Suites	124	36,786	25,040	68.1%	\$ 190.37	\$ 129.59	4,766,950	4,749,441	\$ 17,509	0%
Courtyard by Marriott/ Residence Inn	209	63,327	39,378	62.2%	\$ 228.93	\$ 142.35	9,014,764	3,884,694	\$ 5,130,070	132%
Hampton Inn	138	41,952	25,679	61.2%	\$ 209.83	\$ 128.44	5,388,234	5,282,223	\$ 106,011	2%
Jekyll Island Club Resort	200	60,632	37,909	62.5%	\$ 323.90	\$ 202.51	12,278,684	11,245,512	\$ 1,033,172	9%
Seafarer Inn & Suites	73	20,217	11,833	58.5%	\$ 187.69	\$ 109.85	2,220,898	2,344,828	\$ (123,930)	-5%
Villas by the Sea	112	25,515	16,365	64.1%	\$ 210.89	\$ 135.26	3,451,135	3,179,833	\$ 271,302	9%
Villas by the Sea - Jekyll Realty	18	4,717	3,005	63.7%	\$ 158.74	\$ 101.13	477,011	417,637	\$ 59,374	14%
Villas by the Sea - Parker Kaufman	25	6,167	3,897	63.2%	\$ 132.96	\$ 84.02	518,141	325,655	\$ 192,486	59%
Westin	200	61,000	45,978	75.4%	\$ 245.54	\$ 185.07	11,289,470	10,550,804	\$ 738,666	7%

2022	Total	411,642	263,160	63.9%	\$ 232.82	\$ 148.84	\$ 61,268,573	\$ 53,766,404	\$ 7,502,169	14.0%
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2021	Total	373,459	255,010	68.3%	\$ 210.84	\$ 143.97	\$ 53,766,404
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2020	Total	325,436	190,958	58.7%	\$ 172.57	\$ 101.26	\$ 32,952,797
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MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: JONES HOOKS, EXECUTIVE DIRECTOR
SUBJECT: DYNAMIC PRICING FOR HOLLY JOLLY JEKYLL
DATE: 11/15/2022

Background

Since the completion of the Capacity Study, the JIA has consistently evaluated programs and pricing to better manage capacity on Jekyll Island. During the FY2023 Budget Meetings, several rate changes were discussed and approved, and it was mentioned that internal analysis would continue moving forward to determine any additional dynamic pricing that would be needed to influence behavior and manage capacity. Staff believes that an additional \$4.00 should be added to the parking fee during the Holly Jolly Season on Jekyll. Annual pass holders will be exempt from this additional fee.

This fee was included in the Holly Jolly Budget portion of the approved FY2023 Budget, but it was not included on the rate change sheet. Therefore, no budget adjustment is needed, but additional Board approval is requested for clarity.

Recommendation

Staff is recommending an increase of \$4.00 per vehicle from 5:00 PM to Midnight each Friday and Saturday night during the Holly Jolly Jekyll Season, November 25, 2022 to January 8, 2023.

MEMORANDUM

TO: FINANCE COMMITTEE
FROM: MARJORIE JOHNSON, CHIEF ACCOUNTING OFFICER
SUBJECT: APPROVAL OF BANK ACCOUNT FOR HEALTH INSURANCE PAYMENTS
DATE: 11/15/2022

Last month you approved changing JIA's health insurance from a fully funded program to a self-insured program. With this change, we need to set up a bank account to deposit the premiums and pay the base fees and pay the actual insurance claims.

The account would be set up at Ameris Bank and funds for the employee premiums and JIA funds to cover the cost of the claims and base fees would be deposited into this account each month. An ACH file will be sent from the insurance management company on a weekly basis which will be approved for payment and processed through this account.

Staff requests the Board's consideration in approving the resolution to open a bank account at Ameris Bank to be used for premiums, fees and claims related to the new self-insured health insurance program.



An Assessment of Hospitality Group Demand on Jekyll Island: Trends, Key Findings, and Recommended Goals

Prepared for: The Jekyll Island Authority Board of Directors

November 15, 2022

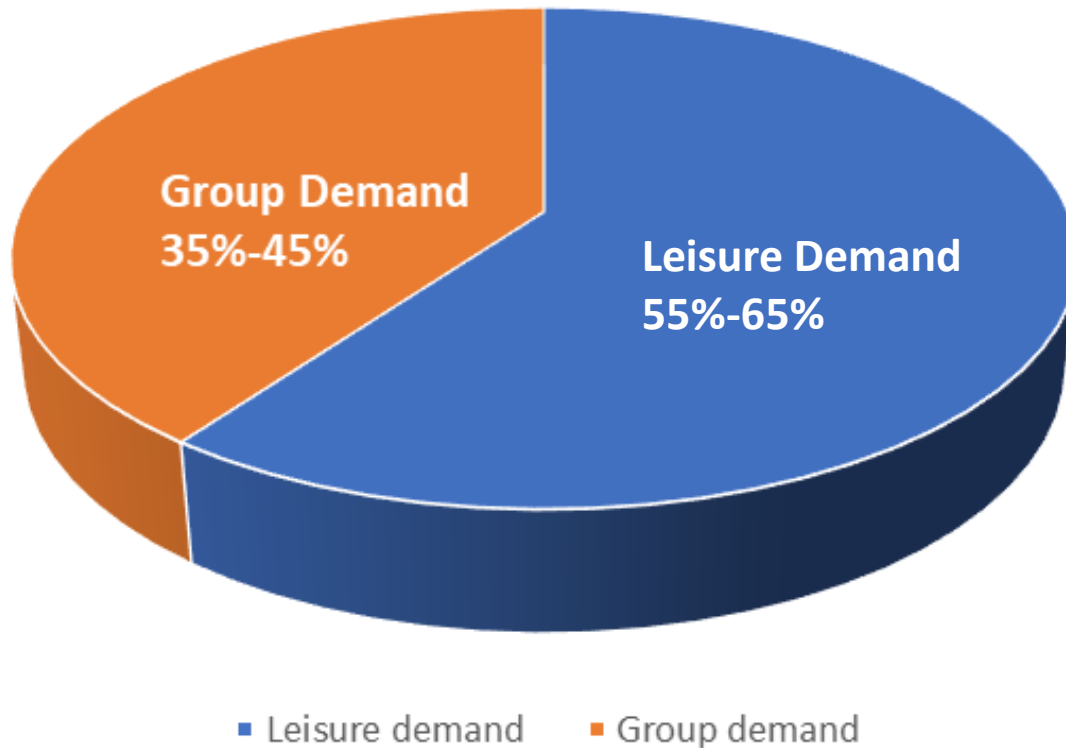
Introduction

KB Advisory Group and Key Advisors were hired by Jekyll Island Authority (JIA) to evaluate best practices to accommodate group demand on Jekyll Island. Specifically, we have focused on:

- Role **group demand** plays in the overall Jekyll hospitality market
- How group demand, especially “**Legacy Groups**,” impact hospitality operations
- Evaluating how Jekyll’s group demand compares with other **comparable destination markets**
- Issues in **managing** group and leisure **demand** on the Island
- Recommendations for the management of **future group** demand at Jekyll
- Working with JIA, Convention Center management and hoteliers to collaboratively establish group demand policies for the **benefit of all parties**

Jekyll Island's Sources of Hotel Demand

Total Hotel Demand on Jekyll Island



Hotel demand on Jekyll Island is comprised of two types:

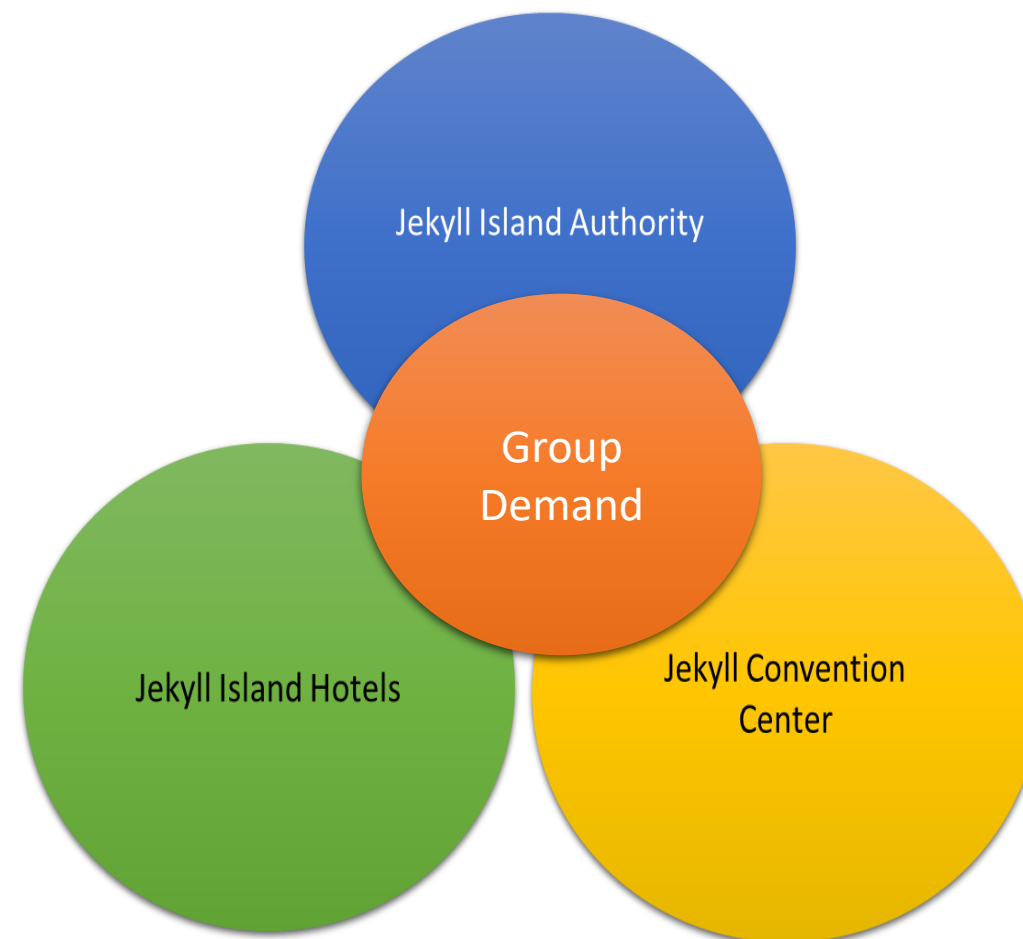
Group Demand— meetings, conventions, tradeshow, family reunions, weddings, sports competitions.

Leisure Demand—visitors on vacation to the island.

Group Demand is a Win-Win-Win for Jekyll

The Jekyll Island Authority (JIA), the Convention Center, and the Island Hotels all benefit from strong future group demand:

- The **JIA** will help achieve its mission of providing a coastal recreational destination that appeals to all Georgians, in particular, state associations and their attendees
- The **Convention Center** should continue to focus on its operational performance and, equally important, help maximize demand for Island hotels and ancillary spending
- The **Island Hotels** benefit from a group base to complement the leisure and in-house group travelers



Jekyll Island's Hotel Inventory

- Total of 1,397 rooms
- 557 rooms (40%) are new construction since 2015 – complete **transformation!**
- Island is **absorbing** new hotels, which is initially hard on existing properties
- Hotels are **diverse**, range in size, age, occupancy and ADRs
- Most hotels are **oceanside** oriented

Jekyll Island Hotel Inventory		
Properties	Rooms	Open
Seafarer Inn	73	1965
Villas by the Sea	151	1973
Days Inn & Suites	124	1979
Holiday Inn Resort	157	1986
Jekyll Island Club/Ocean Club Resort	200	1988
Beachview Club**	38	1998
Hampton Inn	138	2010
Westin	200	2015
Home2 Suites	107	2019
Courtyard/Residence Inn	209	2021
Totals	1,397	

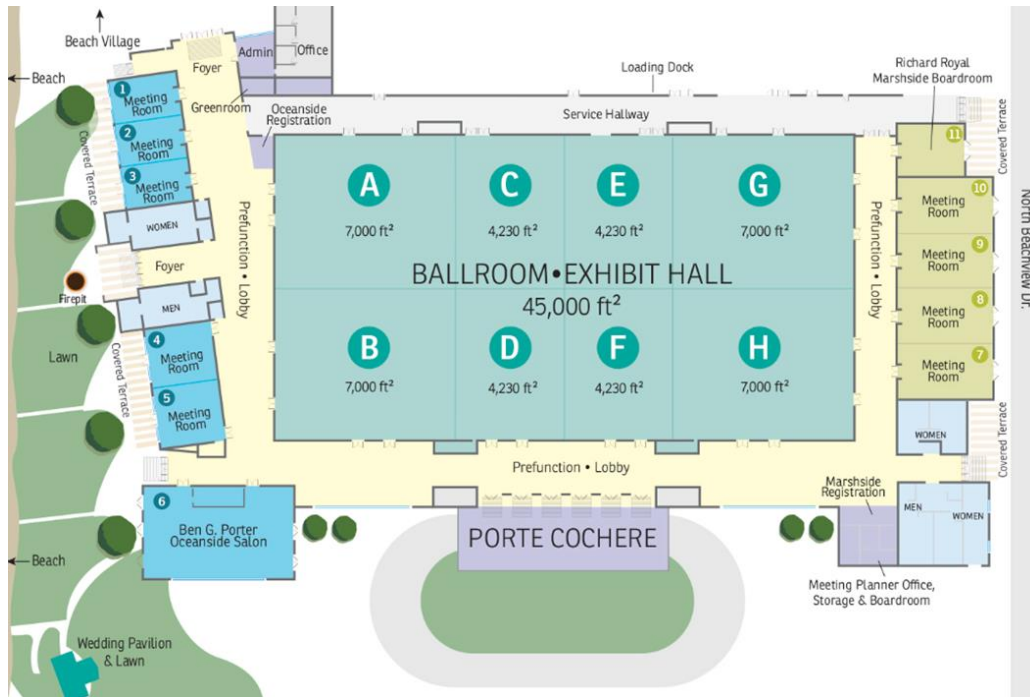
Source: JIA/STR/KBA Group

* Occupancy and ADR for Jan-July.

** will be adding 45 additional rooms as Hilton Tapestry Collection

Jekyll Island Convention Center

- Opened 2012
- 128,000 SF total space
- 45,000 SF Ballroom/Exhibit Hall
- 11 meeting and breakout rooms
- 1,397 hotel rooms on Island
- The Convention Center was developed to bring visitors back to the Island and be a **catalyst** for new hotel development and re-investment



Jekyll Island's Legacy Groups

The following twelve organizations have been identified by JIA as the Legacy Groups that have **a long history of holding substantial annual or repeating events at Jekyll Island, generally predating the opening of the new convention center.** Group business recommendations need to recognize the importance of these Legacy Groups to overall group demand at Jekyll Island.

- GAEL, Georgia Association of Educational Leaders (Jul - 1500)
- GAPT, Georgia Association of Public Transportation (700)
- GAAO, Georgia Association of Assessing Officers (Jul -400)
- GRWA, Georgia Rural Water Association (1200)
- Prosecuting Attorneys of GA (Jul - 650)
- Bluegrass Festival (NYE - 1000)
- Church of God (700)
- GAPPA, Georgia Chapter of the Leadership in Educational Facilities (May - 650)
- GA Environmental Association (Aug - 600)
- GA TSA Georgia Technology Student Association (Nov - 1700)
- Adoptive Foster Parents (Feb - 900)
- GA Farm Bureau (Dec - 1100 and Jul - 350)

Key Takeaways – Convention Center

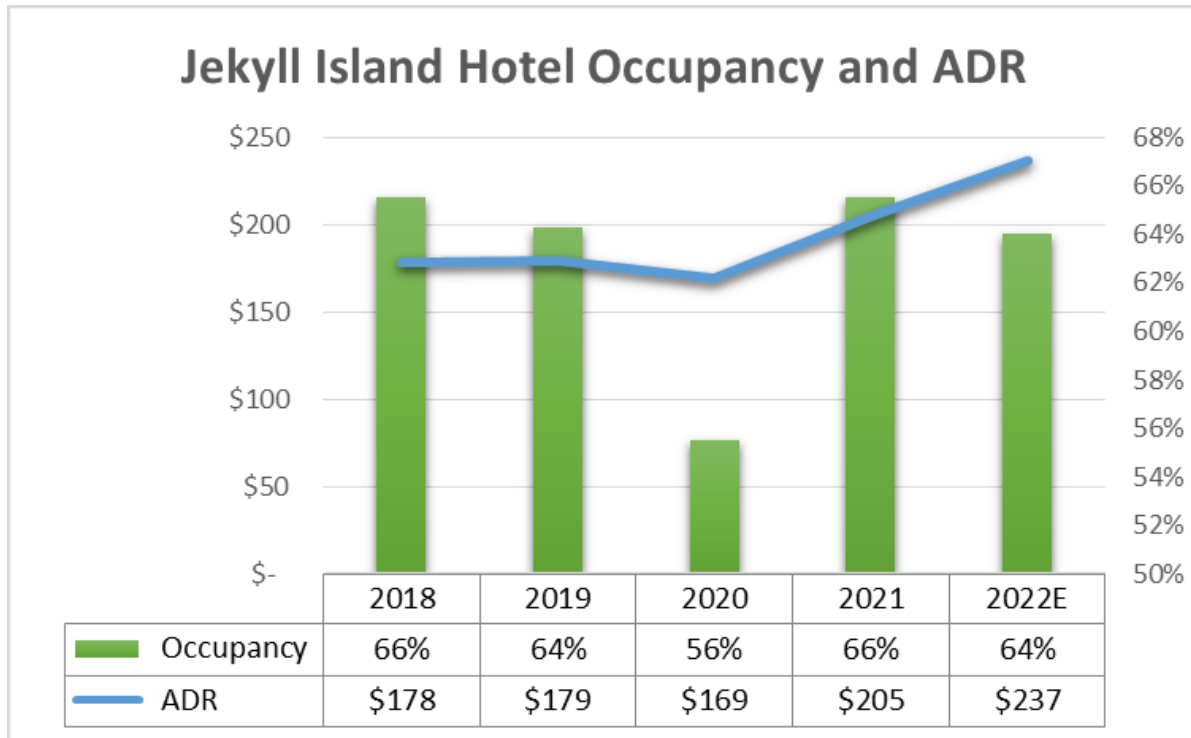
- The Convention Center has been a **game changer** for the Island—a unique coastal meeting venue
- The Convention Center has **recovered** from COVID impacts with 65 groups in 2022 - not typical for Georgia
- The Convention Center's primary market is historically **State Associations**
- The Convention Center continues to generate strong operating income – atypical for the industry and allowing for **re-investment**
- **New** vs. existing groups represent nearly **30% of current sales volume** (JIA Sales)
- 2022 saw a **clustering** during the 2nd quarter, putting stress on an overly strong leisure period
- With **1,397 hotel rooms** on the Island, accommodating large groups in peak periods will always be a challenge (500 rooms on average)

State Association and Corporate Meetings at Jekyll Convention Center					
Quarter	2018	2019	2020	2021	2022
Jan-March	15	14	14	4	14
April-June	16	18	0	12	20
July-Sept.	17	19	0	11	16
Oct.-Dec.	14	13	1	12	15
Total	62	64	15	39	65

Source: Jekyll Island Convention Center

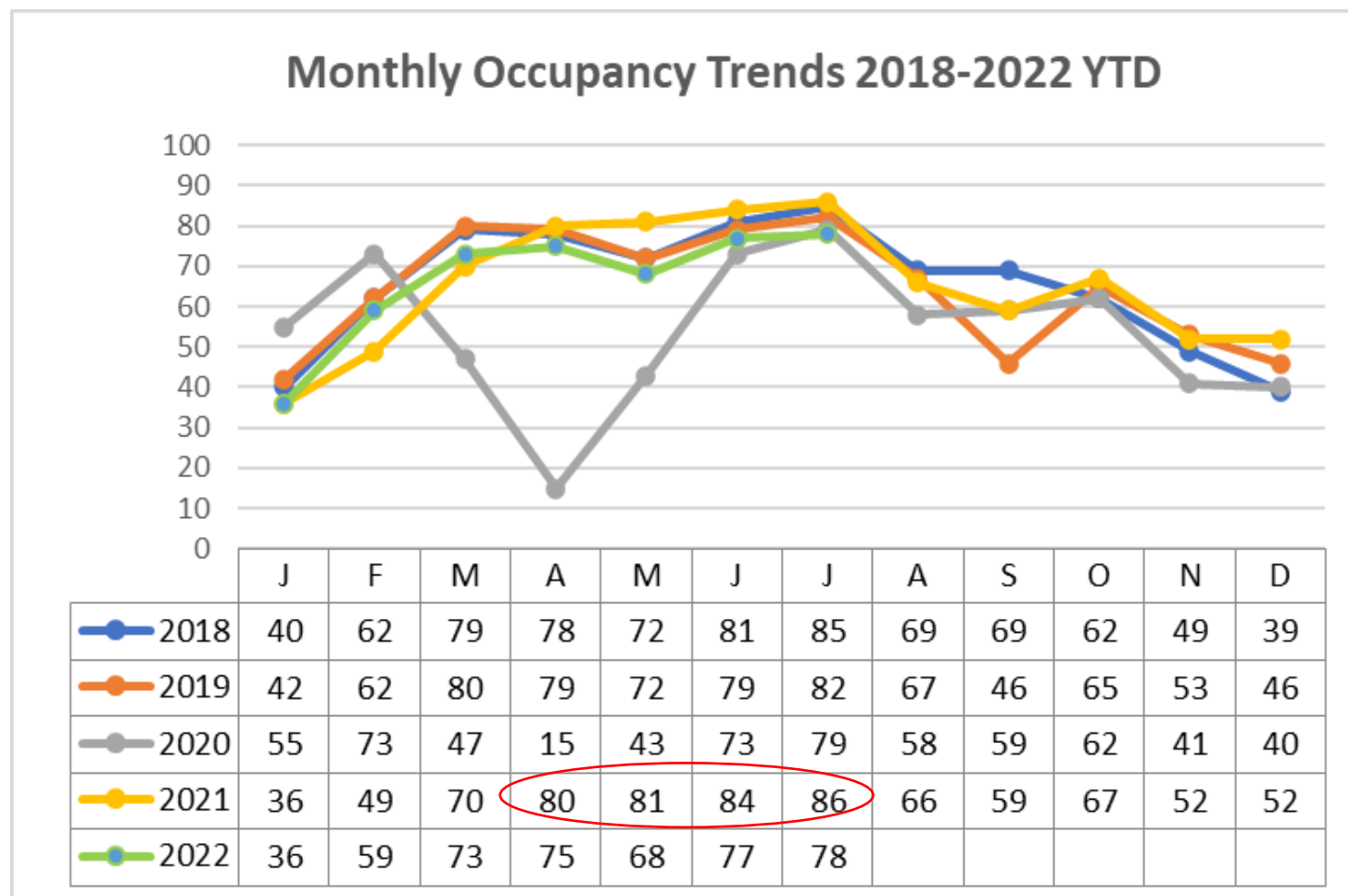
Covid had its greatest impact on group business in 2020, when total meetings dropped to 15. In 2021 with 39 groups – strong leisure demand filled rooms. Leisure remained strong in 2022 plus full group schedule created demand pressures.

Annual Occupancy and Room Rates for Jekyll Island



- Annual occupancy has been consistently in the **mid-60** percent range, excepting 2020
- Relative to declines in the industry in general, Jekyll fared exceptionally well during 2020 with a surge in **leisure demand**, despite limited meetings and conventions during most of the year
- Also causing headwinds were continuous **supply additions** (2019-2021), although these 316 new rooms appear well received
- Looking at rooms occupied, Jekyll experienced more than **30.7% growth in demand** in 2021
- Hotel rates, as measured by their Average Daily Rate (ADR) were flat in 2019 with competitive pressure from new supply. In 2020, the decline was modest relative to the industry. Rate growth in 2021 was substantial at **21.3%**. The first half of 2022 is trending to new highs.

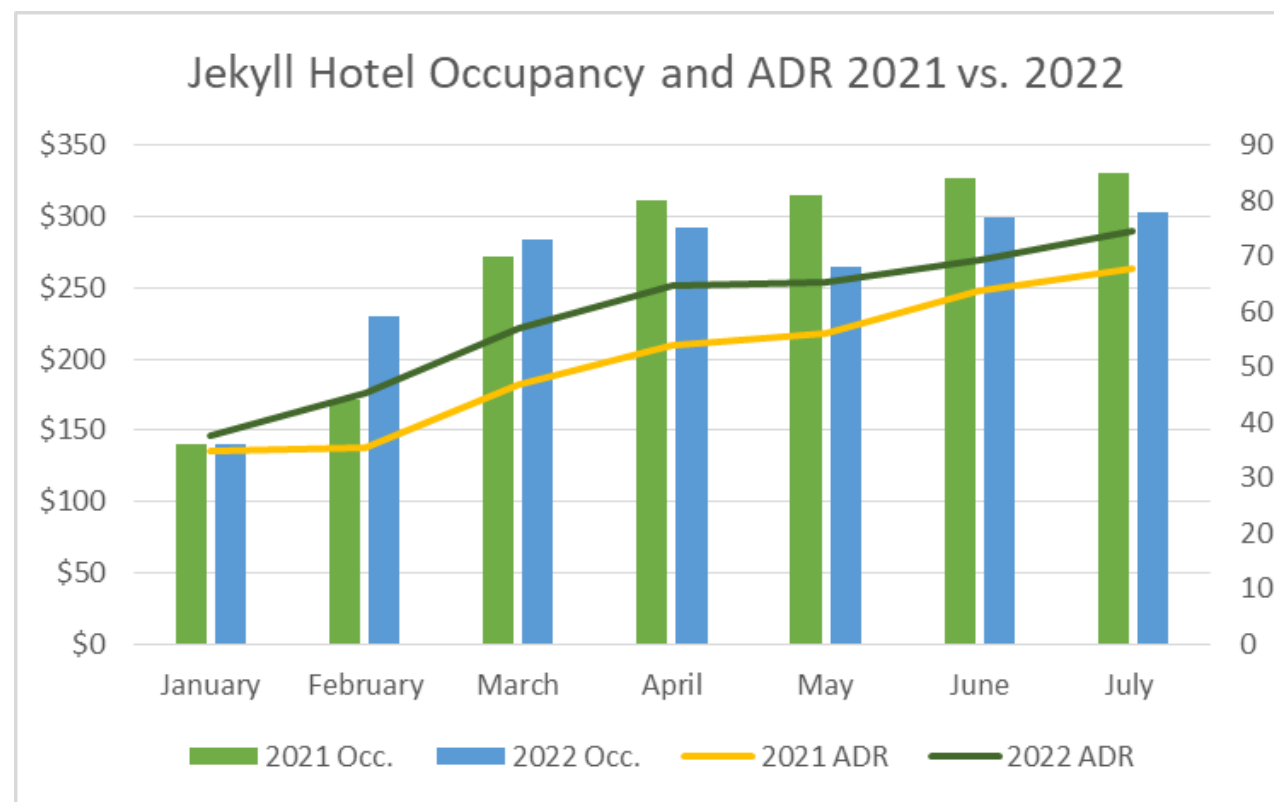
Jekyll Hotel Occupancy Trends 2018-YTD 2022



- **COVID** impact was short lived - March to May of 2020
- Peak occupancy at Jekyll is generally March through July—strong group **AND** leisure demand
- Occupancy in 2021 reached peak levels with strong leisure driving performance April to July and causing tension with groups which started to rebook in 2021
- Occupancy trends for 2022 show a decline from April to July: Some concern by hoteliers

Comparing YTD July 2021 and 2022–

- Trends for the first seven months of 2022 show the very high occupancy levels of 2021 softening from April through July – other markets re-opened (cruise, Europe, etc.)
- Factoring in the new Marriott hotels (209 rooms) that opened in June 2021, the occupancy trends are not alarming, as **rooms occupied are up 1.7%**
- Based on YTD data, the market is estimated to finish 2022 at 64% occupancy, down from 66% in 2021
- Room Rates (ADR) continues to climb higher, estimated to finish 2022 at \$237, up from \$205 in 2021 (+16%)



The market is healthy with positive ADR and demand growth

Key Takeaways--Hotel Trends

- **Hoteliers value group** demand, between 15% and 45% of total business -- necessary for success
- Hotel inventory has grown to 1,397 rooms, a 40% increase since 2015 and a **total transformation!**
- Occupancy remains in the mid-60 percent range – typical for seasonal markets
- Hotels had the strongest year in 2021 – creating occupancy **expectations for hotels in 2022** that are not being achieved/slightly off the 2021 peak
- Rooms occupied grew **30.7%** in 2021 with solid absorption of new supply – up **1.7%** YTD 2022
- In 2022, room rates and occupied rooms continue to increase – as leisure and group demand for Jekyll's drive-to beach destination remains strong

Jekyll vs. Comparables—Occupancy Trends

- Key comparable markets were identified as Savannah Historic District, Amelia Island, and Hilton Head Island.
- Jekyll's room inventory is a fraction of the other destinations
- In 2021, Jekyll occupancy was higher than the simple market average and its 2019 performance
- Winter seasonality (and new supply) in the markets has kept occupancy levels in the 60s for the most part
- As of 2021, the comparable market had not recovered back to 2019 levels, while Jekyll Island had fully recovered.

Jekyll Island Occupancies versus Comparable Markets					
Rooms 2021	Market	2019	2021	CHG 2019 - 2021	CHG YTD 21 - 22*
6,019	Savannah Historic District	78	68	-14%	16%
1,976	Amelia, FL	70	59	-16%	11%
6,512	Hilton Head, SC	62	63	1%	-1%
4,836	Comparable Markets	70	63	-10%	8%
1,397	Jekyll Island	64	66	3%	-3%

Source: JIA and STR

*thru July for JI and June for other markets

Jekyll vs. Comparables—Room Rate Trends

- Room Rates (ADRs) for comparable markets are shown to reinforce strong growth occurring across similar markets
- Jekyll island remains lower priced than the comparables.
- Jekyll Island has seen lower rate growth than the comparables.

Jekyll Island ADR's verses Comparable Markets					
Rooms 2021 Market		2019	2021	CHG 2019 - 2021	CHG YTD 21 - 22*
6,019	Savannah Historic District	\$175	\$200	14%	24%
1,976	Amelia, FL	\$243	\$283	16%	7%
6,512	Hilton Head, SC	\$174	\$230	32%	13%
4,836	Comparable Markets	\$198	\$238	21%	15%
1,397	Jekyll Island	\$179	\$205	15%	15%

Source: JIA and STR

*thru July for JI and June for other markets

Key Takeaways – Comparable Markets

- **Jekyll has recovered faster** than the comparable market average
- Average group attendance is down statewide **but at Jekyll the opposite is true**
- **Room night demand at Jekyll continues to increase**, despite a slight drop in occupancy - relative to the record year in 2021 and new supply
- **Jekyll's average room rates are lower and have increased less** than the comparable markets
- **Room inventory on Jekyll is a fraction** of the comparable markets - guest room ratios to convention space are significantly lower on Jekyll—leading to capacity issues in peak periods

Recommended Key Future Goals for Group Demand





KB | ADVISORY GROUP

TERMS and LIMITING CONDITIONS

- **Accuracy of Report:** Every reasonable effort has been made to ensure that the data developed in this assignment reflect the most accurate and timely information possible and is believed to be reliable. This consulting assignment was based on estimates, assumptions, and other information developed by **KB Advisory Group** (“KB”) from its independent research efforts, general industry knowledge, and consultations with the client for this assignment and its representatives. No responsibility is assumed for inaccuracies in reporting by the client, its agents or representatives, or any other data source used in preparing or presenting this study. The research and reports are based on information that is current as of the date of the report. **KB** assumes no responsibility to update the information after the date of the report. The research may contain prospective financial information, estimates, or opinions that represent our view of reasonable expectations at a particular point in time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular outcome will occur. Actual results achieved during the period covered by our prospective analysis may vary from those described in our research and report, and variations may be material. Therefore, no warranty or representation is made by **KB** that any of the projected values or results contained in the work product from this assignment will actually be achieved.
- **Usage of Report:** The research product may not be used, in whole or in part, in any public or private offering of securities or other similar purposes by the client without first obtaining the prior written consent of **KB Advisory Group**.

404.845.3550

www.kbagroup.com

MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: ZACHARY B. HARRIS, GENERAL COUNSEL
SUBJECT: WESTIN JEKYLL ISLAND - CONSENT TO EQUITY OWNERSHIP
CHANGE AND HOTEL MANAGER CHANGE
DATE: NOVEMBER 15, 2022

Background

Jekyll Island Authority (“JIA”) and Jekyll Ocean Front Hotel, LLC, a Georgia limited liability company (“JOFH”), are parties to that certain Hotel Ground Lease, dated October 15, 2010, by and between JIA and Jekyll Lodging Associates, LLC, as amended, by virtue of that certain Lease Assignment and Assumption Agreement, dated November 14, 2011, by and between Jekyll Lodging Associates, LLC, as assignor, and JOFH, as assignee (collectively, the “Ground Lease”). Pursuant to the Ground Lease, JOFH owns the Westin Jekyll Island Hotel, located at 110 Ocean Way, Jekyll Island, Georgia (the “Hotel”). New Castle Hotel Resorts (“NCHR”) acting as the hotel manager and Leon N. Weiner & Associates, Inc. (“LNWA”) acting as the asset manager since operations commenced in 2015.

JOFH and NCHR have collectively agreed to allow Northview Hotel Group (“Northview”) the opportunity to purchase a majority ownership in JOFH, including those ownership interests currently held by NCHR, and replace NCHR as the hotel manager. LNWA will continue to act as the asset manager. Following closing of the purchase and transfer anticipated in December 2022, JOFH ownership will consist of LNWA, Northview and some lesser number of minority investors. In operation since 2004, Northview is an experienced leader in hospitality development and management with numerous properties under management throughout the United States.

Request

Pursuant to Section 11.1(a), JIA has the right to approve of assignments of the Lease, to include the assignment of any right or privilege appurtenant to the Lease. Before you is a request to consent to and approve the transfer of ownership interests in JOFH, the lessee under the Ground Lease, and the transfer of rights to manage and operate the Hotel, to Northview. Northview meets the definition of an “Experienced Hotel Management Company” set forth in the Ground Lease. Approval of this request does not amend or modify any term of the Ground Lease or change the ground lessee entity.

Staff recommends approval of this request.



NORTHVIEW

HOTELS & RESORTS

THE NORTHVIEW PARTNERS

Northview Hotel Group is led by a core group of seasoned industry veterans focused on a limited number of hotels and resorts. Northview's five partners are shown below.



Mark Mance – Partner

- Oversees all aspects of Northview's business.
- Former President of Sunstone Hotel Investors (NYSE: SHO), a public lodging REIT, and a Principal with Westbrook Partners.
- BA from Duke University and an MBA from Stanford University.



Simon Hallgarten – Partner

- Oversees the Design & Construction Team.
- Former VP of Development at Westin Hotels & Resorts and a VP of Development for Hardin Capital.
- BA Hons. from Bristol University and a degree in hotel management from Hollings Faculty, Manchester University.



Matt Trevenen – Partner

- Leads all of Northview's underwriting and due diligence for acquisitions, financings, and dispositions. Oversees partner relationship, corporate operations and business development.
- Former senior analyst at Lehman Brothers.
- BA from Princeton University and an MMH from Cornell University's Hotel School.



David Zeuske – Partner

- Oversees all of Northview's hotel operations, sales and marketing, and information technology.
- Former EVP for Tarsadia Hotels and an area managing director for Westin Hotels & Resorts.
- BA from Cornell University's Hotel School.



Brent McLean – Partner

- Oversees Northview Performance Marketing and all residential sales initiatives.
- Former VP of Business Development at Tarsadia and Director of Marketing for the Hard Rock Hotel San Diego.
- BA from Colby College and an MBA from Columbia Business School.

CURRENT PORTFOLIO

Northview's current portfolio consists of three properties: The Boca Raton in Boca Raton, FL, Brasada Ranch in Bend, OR, and The Beacon Grand (former Sir Francis Drake Hotel) in San Francisco, CA. Northview is one of the only lodging owner-operators in the U.S. with in-house expertise in investments, property management, and construction management.



PAST PORTFOLIO

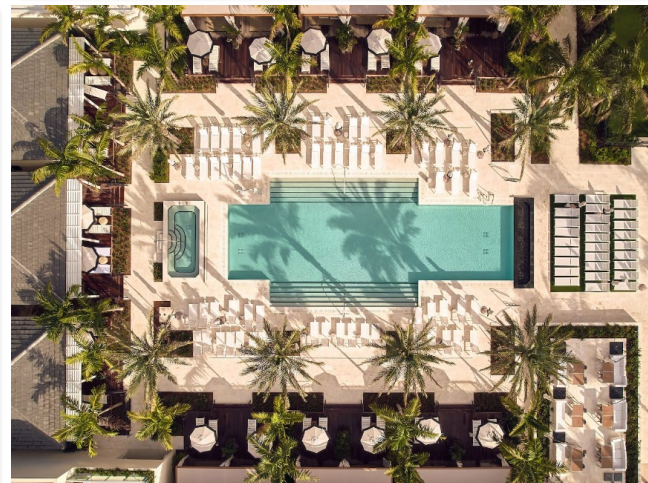
Since its formation in 2004, Northview has established an exceptional track record of successful hospitality investments. Northview's past portfolio consists of eighteen hotels/resorts across the United States.

- Jekyll Island Club/Jekyll Ocean Club – Jekyll Island, GA
- The Beach House – Hilton Head, SC
- Tapatio Springs Resort – Texas Hill Country
- Madeline Hotel & Residences – Telluride, CO
- Q&C Hotel/Bar – New Orleans, LA
- The Sanderling Resort & Spa – Outer Banks, NC
- Hawks Cay Resort – The Florida Keys
- PGA National Resort & Club – Palm Beach Gardens, FL
- Eagle Crest Resort – Bend, OR
- Palm Beach Resort – St. Thomas
- Hotel Washington – Washington, DC
- Bethesda Marriott – Bethesda, MD
- Westchester Marriott – Tarrytown, NY
- Renaissance M Street Hotel – Washington, DC
- Sheraton Raleigh – Raleigh, NC
- Running Y Ranch – Klamath Falls, OR
- Four Points Houston SW – Houston, TX
- Embassy Suites La Quinta – La Quinta, CA

THE BOCA RATON — BOCA RATON, FL



THE BOCA RATON (CONT.)



THE BOCA RATON (CONT.)



BRASADA RANCH — BEND, OR



BRASADA RANCH (CONT.)



BRASADA RANCH (CONT.)



THE BEACON GRAND – SAN FRANCISCO, CA



THE BEACON GRAND (CONT.)

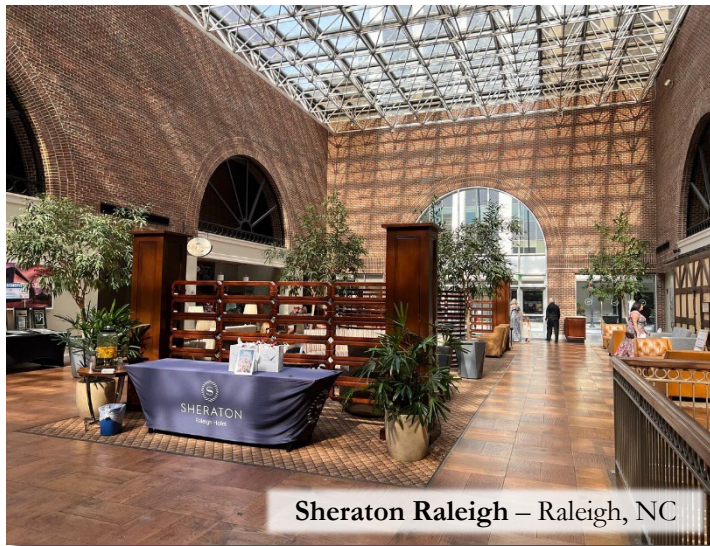


THE BEACON GRAND (CONT.)









MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: BRIAN LEE, DIGITAL CONTENT MANAGER
SUBJECT: RFP #370 – TICKETING & POS SYSTEM
DATE: 11/15/2022

Background

Prior to the deadline of September 15, 2022, at 2:00 p.m. ET, Jekyll Island Authority (JIA) staff received ten bids in response to RFP # 370. This RFP requested proposals from firms interested in providing JIA with a ticketing and retail point-of-sale system for several facilities, including Summer Waves Water Park; Georgia Sea Turtle Center; Mosaic, Jekyll Island Museum; Jekyll Island Mini Golf & Bike Rentals; Jekyll Island Tennis Center; Jekyll Island Golf Club; Jekyll Island Campground; Jekyll Island Guest Information Center; Life is Good® Jekyll Island; and Remember When.

After a thorough review and evaluation of all ten proposals, the evaluation team invited four bidders for interviews: Vivaticket, Accesso, Gateway Ticketing, and Centaman. Following interviews, Vivaticket emerged as the apparent finalist of the RFP.

Recommendation

Based on the evaluation committee's finding, staff recommends awarding RFP #370 to Vivaticket, pending contract negotiation and legal review.

MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: NOEL JENSEN, DEPUTY EXECUTIVE DIRECTOR
SUBJECT: REQUEST TO CONTRACT DABBS-WILLIAMS GENERAL CONTRACTORS FOR THE CONSTRUCTION OF THE PUBLIC SAFETY BUILDING
DATE: 11/10/2022

On November 2, 2022, the review committee of the Jekyll Island Authority hosted formal interviews for RFP #371 for the construction of the Jekyll Island Public Safety Complex. The three contractors that submitted bids on October 17, 2022, were Burke Construction Group, iugis Construction Corporation, and Dabbs-Williams General Contractors.

The selection team, comprised of Jekyll Island Authority and Georgia State Patrol staff, graded the proposals and interviews. Both the submissions and interviews were graded on specific criteria to determine the best value to the Authority and the best fit for the project construction on Jekyll Island. The process was overseen by the Architectural staff and Principal of Jericho Design, Doug Shaw.

Although all three bids were over budget, the process will move to a value engineering phase with the selected contractor to arrive at a final contract value.

After careful consideration, pending legal and contract negotiation processes, the staff hereby recommends Dabbs-Williams General Contractors for constructing the Public Safety Complex.

The Jekyll Island State Park Authority (JIA) and Committees met in Public Session on Tuesday, October 18, 2022 at the Jekyll Island Convention Center and via teleconference.

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

Members Absent: Ms. Joy Burch-Meeks

Key Staff Present: Jones Hooks, Executive Director
Noel Jensen, Deputy Executive Director
Jenna Johnson, Director of Human Resources
Ben Carswell, Director of Conservation and Sustainability
Davide Zailo, GSTC Research Program Manager
Dennis Gailey, Director of Public Safety
Jenna Johnson, Director of Human Resources
Alexa Hawkins, Director of Marketing
Zach Harris, General Counsel
Maria Humphrey, Lease Manager
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 9:30 a.m. All Board members were present either in-person or via teleconference except for Mrs. Burch-Meeks.

JIA received one online public comment for this meeting.

- Jon Stevenson – Golf Improvement Plan and Bike Paths

I. Historic Preservation/Conservation Committee

- A. Davide Zailo, GSTC Research Program Manager, provided an update on Jekyll Island's Bobcat population highlighting the following points:
- The bobcat population on Jekyll has been slowly growing since the first siting in 2014, and there are approximately twelve adult bobcats and four kittens on the island.
 - Third-generation reproduction is a promising sign that Jekyll has a small but stable and sustaining bobcat population.
 - Bobcats need a significant amount of space to thrive. Through tracking, the Conservation Department knows the bobcats are using the entire island.
 - Bobcats have been seen traveling to and from the mainland, which eases concerns of a potential lack of genetic diversity.
 - Unique markings on each bobcat's tail allows the conservation team to identify the individuals when spotted on a trail cam.

- B. Mr. Krueger announced that Ben Carswell, Director of Conservation and Sustainability will be leaving the JIA after over 10 years of service. He thanked Ben for his service and commitment to Jekyll.

Carswell thanked the Board for supporting the growth of the Conservation Department during his tenure. He noted that he could not imagine working for JIA during a better ten years than between the opening of the Convention Center and the adoption of the Greenspace Ordinance. He is proud to have contributed to the legacy of Jekyll Island through his work with the Conservation Department.

Jones Hooks, Executive Director, noted that Ben will be joining the Public Services faculty at the University of Georgia Carl Vinson Institute as the Coastal Military Community Liaison. He thanked Ben for his service, for growing the Conservation Department, and for his valuable contributions to the original 2011 Conservation Plan and the 2020 update.

There were no public comments.

II. Finance Committee

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

- Revenues were \$2,55,966.
- Expenses were \$2,761,152.
- Net Operating Cash Loss was \$205,187.
- Total Traffic Counts were 93,323 vehicles.
- Year-to-date Revenues reported by hotels were \$56 million.

- B. Noel Jensen, Deputy Executive Director, presented a request to accept \$700 from the Southern Tennis Association. The grant funds will be used for food and supplies for the Banana Open Challenge tournament that will be held December 1, 2022 – December 4, 2022.

A motion to recommend accepting the \$700 grant award from the Southern Tennis Association was made by Mr. Wilkinson and seconded by Mr. Joyner. The motion carried unanimously.

- C. Dennis Gailey, Director of Public Safety, presented the award contract for the Jekyll Island Fire Department (JIFD) ladder truck for consideration. He noted that a ladder truck has been a need of the JIFD, but there was the obstacle of where to store the truck. The completion and delivery of the ladder truck will coincide with the construction of the new Public Safety Complex, so storage will no longer be an issue. Gailey further explained the benefits of the truck which include a faster response time in cases that require a ladder truck, the ladder truck is dual purpose and will serve as an additional fire truck, and it offers an opportunity for the JIFD to improve their Insurance Services Office (ISO) rating. Once the truck is ordered, it expected to be completed within 18 to 24 months.

The total cost of the ladder truck from Ten-8 Fire and Safety (Pierce Manufacturing) totals \$1,136,525.00, and a down payment of \$568,262.50 will be required to begin the manufacturing process for the ladder truck. Funding for the purchase of the ladder truck will come from the Fire Equipment Reserve Fund. \$900,000.00 is set aside in this fund, with an additional \$175,000.00 approved in the FY2023 budget. The remaining funding for this purchase will be requested from parking fees in the FY2024 budget.

A motion to recommend purchasing a ladder truck in the amount of \$1,136,525 from Ten-8 Fire and Safety, with the understanding that a down payment of \$568,262.50 will be required by Pierce Manufacturing was made by Mr. Krueger and seconded by Mr. Joyner. The motion carried unanimously.

D. Jones Hooks, Executive Director, provided a brief update on a Georgia Department of Community Affairs (DCA) grant application. JIA submitted an application for the DCA Rural Innovation Fund. The requested amount totals \$450,000 to fund the Furniture, Fixtures, and Equipment for the Mercer Medical Clinic on Jekyll.

There were no public comments.

III. Human Resources Committee

- A. Matt Bidwell with MSI Benefits Group presented a proposal for a self-insurance health plan for JIA employees. Due to the rising cost of claims paid Per Member Per Month (PMPM), MSI recommended that the JIA switch to a self-insured plan. Bidwell explained that a substantial cost savings will be seen in the proposed pharmacy plan, noting that Glynn County Board of Commissioners saw a 49% YTD cost savings in the first six months after switching to the self-insured plan. The recommended self-insured plan option will be provided through Aetna but administered through a third party, EBMS and will cost \$2,151,211.

A motion to recommend changing the JIA employee health insurance plan from a fully insured plan to a self-insured plan with reinsurance was made by Mr. Krueger and seconded by Mr. Joyner. The motion carried unanimously.

- B. Jenna Johnson, Director of Human Resources, presented an update to the Attendance and Hours Worked Policy. The proposed changes clarify the language to provide the option to apply time and half pay for critical employees during emergency situations, such as a hurricane, as designated by the Executive Director.

A motion to recommend approving the updated Attendance and Hours Worked Policy was made by Mr. Krueger and seconded by Mr. Joyner. The motion carried unanimously.

There were no public comments.

IV. Marketing Committee

- A. Alexa Hawkins, Director of Marketing, presented the report from the Marketing Department, highlighting the following items:
- During Hurricane Ian, in late September, JIA kept consistent and open emergency communications with Glynn County EMA, NWSJAX, and Governor's Office. Additionally, public platforms including the JIA website, social media, and Nixle were utilized to ensure the public was informed of all changes in the weather and closures.
 - After the storm, a media blitz followed promoting the beautiful weekend weather that Jekyll experienced, and several hotels reported a 20-30% pick-up in bookings.
 - GPB reported on the end of Sea Turtle Nesting season on Jekyll, ending with recording-setting numbers.

- Marketing has pushed out a “Coastal Twist on Leaf-Peeping” encouraging visitors to find fall in the south.
- The Fall/Winter 2022 issue of 31•81 has been released and mailed out to subscribers.
- The 31•81, *A Commemorative Collection* is available online for preorder.

There were no public comments.

V. Legislative Committee

No report.

VI. Committee of the Whole

- A. Zach Harris, General Counsel, presented the Second Reading of the Greenspace Ordinance. The Greenspace Ordinance is recommended as part of the Golf Improvement Plan to preserve areas of Jekyll Island. The ordinance establishes specific, limited permitted uses and improvements to an overlay of existing golf course acreage. Those uses must be authorized by the JIA. The ordinance does not change any existing law or alter any existing golf use. Its purpose is to protect approximately 650 acres on Jekyll from unpermitted use.

A motion to recommend approval and adoption of the Enacting Ordinance, Ordinance #2022-2, and the attached Greenspace Preservation Ordinance was made by Mr. Krueger and seconded by Mr. Gross. The motion carried unanimously.

- B. Jones Hooks, Executive Director, presented the proposed concept for Hilton Tapestry at the Beachview Club. This project has been extensively discussed by the Design Review Group and the recommended concept is a 76 total key hotel property. It will be a complete renovation of the existing facility that ties into the new structure and additional rooms, creating a u-shape. The additional structure will be a three-story tower on the south side, which is currently a parking lot. All of the heritage trees at this property will be retained on the property, and additional landscaping will be required to retain the lushness of that area. A parking variance of a 1:1 ratio will also be required, which other hotels on Jekyll are subject to. This encourages additional landscaping at the property. The property will be affiliated with Hilton’s Tapestry brand, which will allow the hotel to keep the Beachview Club name.

A motion to recommend approval of the concept plan for Hilton Tapestry Beachview Club dated May 15, 2022 and last revised October 11, 2022 with a variance for a minimum parking requirement of 1:1, contingent upon the stipulations recommended by staff was made by Commissioner Williams and seconded by Mr. Joyner. The motion carried unanimously.

- C. Jones Hooks, Executive Director, presented the proposed concept for the Anchor Restaurant at Jekyll Holiday Inn. The proposal demolishes the existing pool bar structure and rebuilds a restaurant on the same footprint with an additional 1520 square feet included in the design. The restaurant will have a total dining and staff capacity of 175 persons

A motion to recommend approval of the concept plan for The Anchor Restaurant at Jekyll Holiday Inn was made by Mr. Gross and seconded by Mr. Kruger. The motion carried unanimously.

- D. Zach Harris, General Counsel, presented a revised lease agreement with Mercer Medicine, LLC. The lease was approved pending additional legal review at the September 20, 2022

Board meeting. Upon discussions with Mercer’s counsel, due to the nature of health care services, modifications were needed. The monthly percentage rate has been switched to an annual breakpoint, but it is the same equivalent amount for each month over the year. JIA and Mercer also agreed to other minor changes including removal of the requirement to discount services, correcting the maximum allowance on architectural design plans to accurately reflect the \$35,000 figure discussed, and adding a section addressing and defining Common Area. All other terms remain the same as what was presented and approved on September 20, 2022.

A motion to recommend approval of the revised lease agreement with Mercer Medicine, LLC., was made by Mr. Joyner and seconded by Mr. Gross. The motion carried unanimously.

E. Maria Humphrey, Lease Manager, presented an update on a previously approved lease agreements.

- On April 12, 2022, the Board approved a lease for Purple Turtle, LLC. to operate a Lilly Pulitzer Signature Store at Furness Cottage in the Historic District, pending legal review. During the review process, the tenant raised several concerns including the age of the structure, the third and forth floors only being accessible via stairs, and the limited usable floor space. Due to concerns with the economic viability, the tenant did not sign the lease, but she has asked to be considered in the future should a different space become available.
- On September 20, 2022, the Board approved a new lease for 10 Main Street, Suite 102 with Cardon Enterprises, LLC. to continue operation of Caroline’s Gifts. Verbal confirmation was obtained, but the lessee decided not to sign the lease and vacated the premises on October 20, 2022.
- The JIA will accept business proposals for both properties located at 101 Old Plantation Road and 10 Main Street, Suite 102.

F. Noel Jensen, Deputy Executive Director, provided the Operations Update highlighting the following items:

- The JIA Vehicle Maintenance department obtained two consecutive Tier 1 scores from the Office of Fleet Management. The team consisting of Ben Rushing, Alvin Dixon, John Neal, and Sam Williams received three out four awards issued at a recent State Fleet meeting in Savannah, GA. There are over 200 state fleets under the Georgia Department of Administrative Services, and JIA’s fleet is ranked number one.
- Three parties submitted proposals for the construction of the Public Safety Complex, Dabbs Williams, Iugis, and Burke. Interviews will take place in November.
- Bike path renovations continue on Jekyll and should be complete by the end of October, despite delays with obtaining commitments from concrete plants.
- The design for the bike path that will run from Jekyll Island to end of the causeway has been established. This is a partner project with GDOT, and the anticipated completion date is pending.
- The cart barn that was used at Great Dunes Golf Course will be moved and reconfigured for use as a public works office behind the current warehouse.
- Christmas decorating is underway, beginning earlier than usual to accommodate the Shrimp and Grits festival schedule.

G. Jones Hooks, Executive Director, presented the Executive Director's report highlighting the following items:

- The JIA has \$3.1 million dollars' worth of projects on the proposed SPLOST referendum, and he reminded residents to go vote.
- A video was shared that shows the difference between coastal views on Jekyll Island, Tybee Island, Fernandina Beach, and St. Simons Island. Hooks emphasized the uniqueness of the coastal prairie area and the importance of retaining the naturalness that is Jekyll and protecting acreage through the Greenspace Ordinance.

H. For the sake of time, Mr. Atkins refrained from providing comments.

There were three public comments:

- Beverly Hopkins commented on the bike path update. She supported increased pavement, but she raised concern about the safety aspect of the transition of the bike path off of the bridge onto the causeway.
- Aaron Carone thanked the Board for approving the Greenspace Ordinance.
- Courtney Reich, Coastal Director for Georgia Conservancy, supported the adoption of the Greenspace Ordinance, noting it will help to create, preserve, and restore open spaces on Jekyll.

The Chairman continued directly into the JIA Board Meeting.

The Jekyll Island State Park Authority (JIA) Board Meeting **October 18, 2022**

The Board Meeting was called to order at 10:53 a.m., and all members were present either in-person or via teleconference, except for Mrs. Burch-Meeks who was absent.

Action Items

1. Mr. Krueger moved to accept the minutes of the September 20, 2022 Board Meeting as presented. The motion was seconded by Commissioner Williams. There was no discussion, and the minutes were unanimously approved.
2. The recommendation from the Finance Committee to accept the \$700 grant award from the Southern Tennis Association carried by unanimous approval.
3. The recommendation from the Finance Committee to purchase a ladder truck in the amount of \$1,136,525 from Ten-8 Fire and Safety, with the understanding that a down payment of \$568,262.50 will be required by Pierce Manufacturing carried by unanimous approval.
4. The recommendation from the Human Resources Committee to change the JIA employee health insurance plan from a fully insured plan to a self-insured plan with reinsurance, carried by unanimous approval.
5. The recommendation from the Human Resources Committee to approve the updated Attendance and Hours Worked Policy carried by unanimous approval.

6. The recommendation from the Committee of the Whole to approve and adopt Enacting Ordinance, Ordinance #2022-2 and the attached Greenspace Preservation Ordinance carried by unanimous approval.
7. The recommendation from the Committee of the Whole to approve the concept plan for Hilton Tapestry Beachview Club dated May 15, 2022 and last revised October 11, 2022 with a variance for a minimum parking requirement of 1:1, contingent upon the stipulations recommended by staff carried by unanimous approval.
8. The recommendation from the Committee of the Whole to approve the concept plan for The Anchor Restaurant at Jekyll Holiday Inn carried by unanimous approval.
9. The recommendation from the Committee of the Whole to approve the revised lease agreement with Mercer Medicine, LLC, carried by unanimous approval.

The motion to adjourn was made by Mr. Krueger and seconded by Mr. Joyner. There was no objection to the motion and the meeting adjourned at 10:59 a.m.

MEMORANDUM

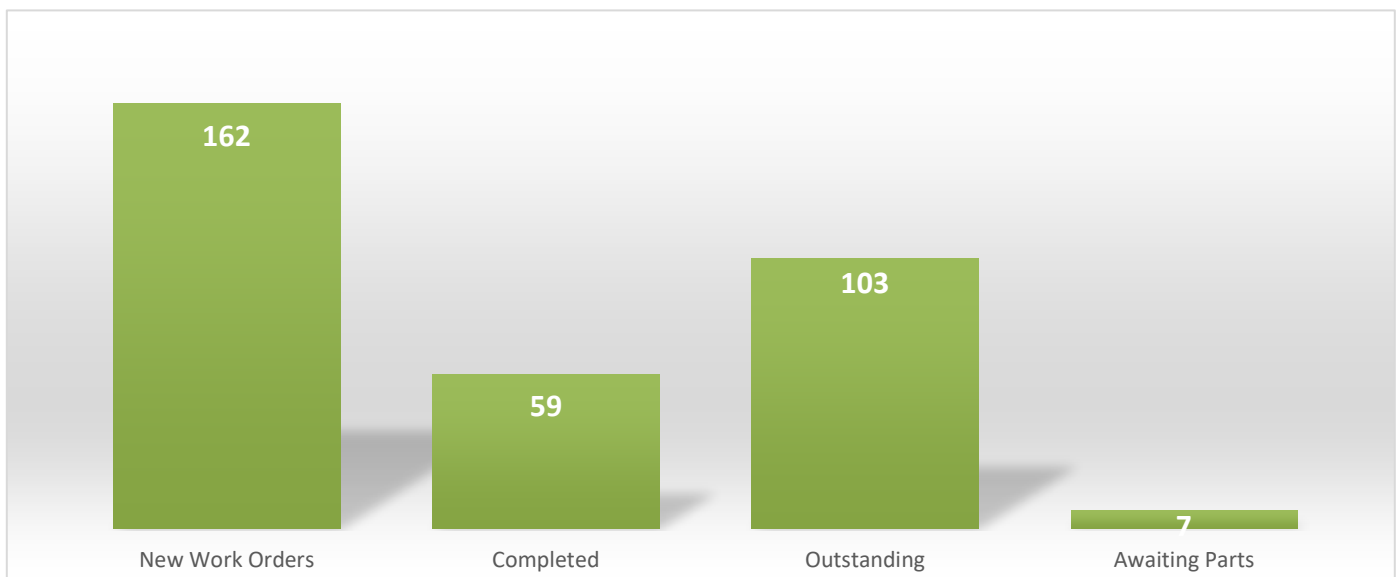
TO: COMMITTEE OF THE WHOLE
FROM: NOEL JENSEN, DEPUTY EXECUTIVE DIRECTOR
SUBJECT: OPERATIONS MONTHLY REPORT – OCTOBER 2022
DATE: 11/15/2022

PUBLIC SERVICES

October Highlights:

- Jekyll Island Airport (09J) self-serve aviation fuel (100LL) sold 1,769.34 gallons of 100LL aviation fuel in 81 transactions totaling \$11,766.11 in sales for the month of October.
- Campground expansion preparation continues onsite with JIA Landscape, Roads and Grounds, and water/wastewater staff. The construction entrance is installed, and selective tree management and road clearing is nearing completion. The bathhouse construction contractor has substantially completed bathhouse #1 and is well underway on bathhouse #2.
- The campground reached 82% occupancy which is considered “full capacity.”
- JIA Operations teams prepared for the Jekyll Island Shrimp and Grits Festival and Holly Jolly.
- Public Safety Complex site work continues, and three bids were received on Monday 10/17/2022 for selection of construction contractor.

Operations Department Work Orders

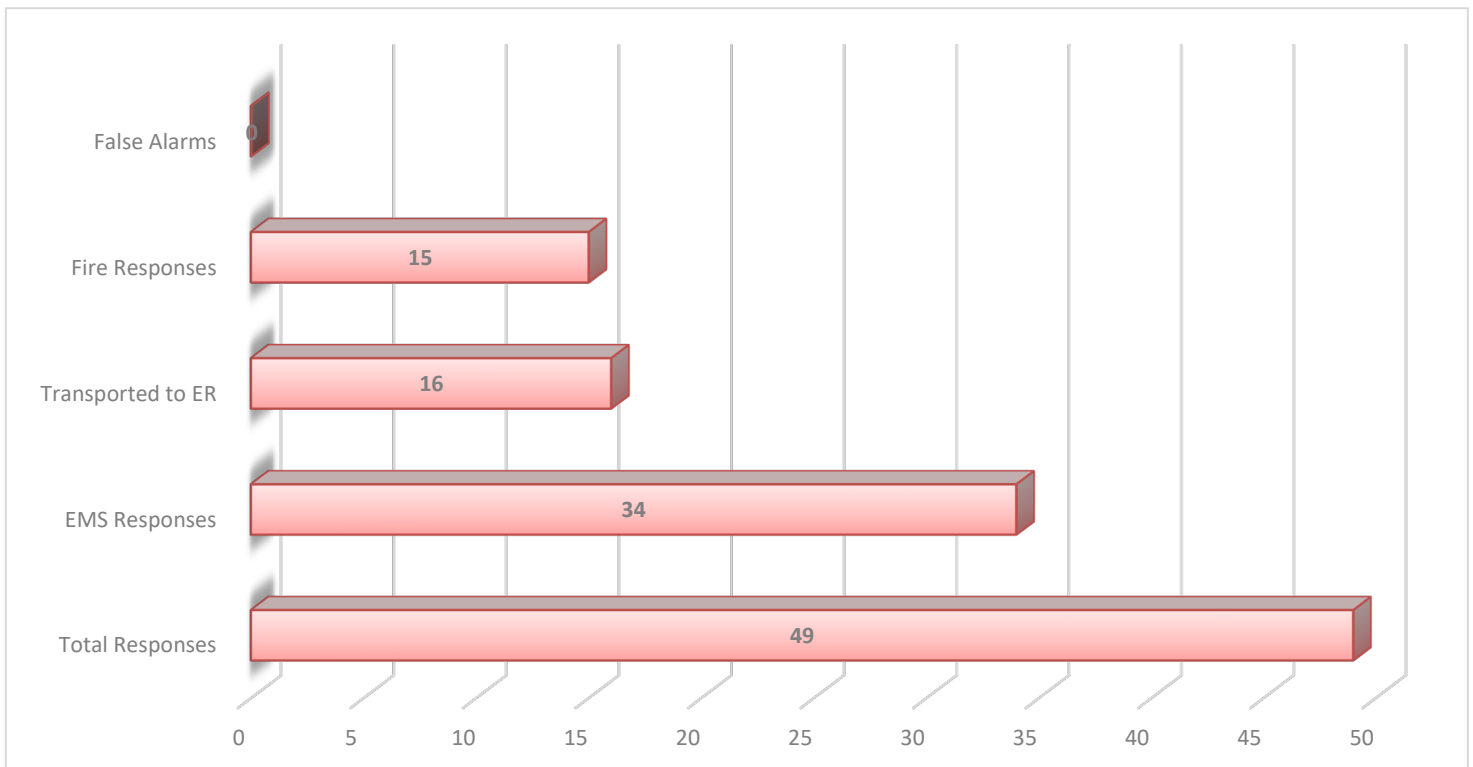


PUBLIC SAFETY – Fire & EMS

October Highlights:

- Completed 324 hours of staff training for the month.
- Captain Billy Lartz was recognized as the JIFD Firefighter of the Year by the Brunswick Exchange Club.
- Eight (8) rental inspections and four (4) annual inspections were conducted in October.
- Twelve (12) permits were issued, and there were two (2) complaints investigated by Code Enforcement.
- The new ladder truck order has been placed with Pierce.
- Will be meeting with DHS about updating the security threat assessment for the Convention Center in the next 90 days.
- Assisted Glynn County with the Frat Beach festivities on Saint Simons Island.
- Hosted the JIA Employee Luncheon.
- Participated in Trunk or Treat at both the Jekyll Island Presbyterian Church and at the GB Public Safety Complex.

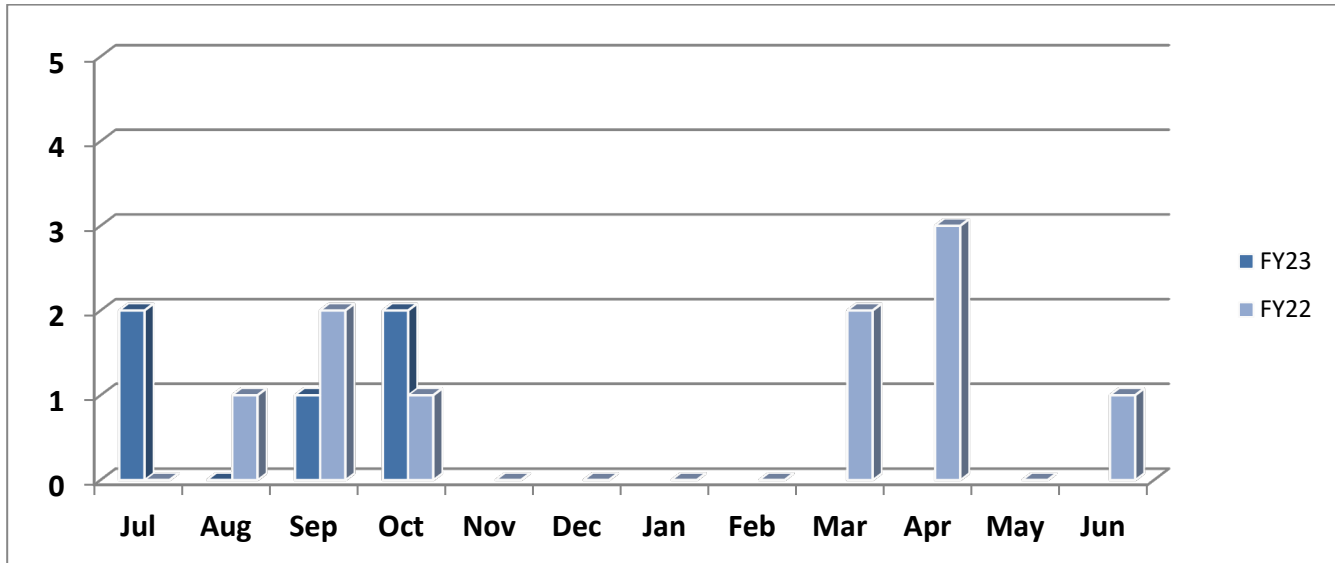
Jekyll Island Fire & EMS Responses



MEMORANDUM

TO: HUMAN RESOURCES COMMITTEE
FROM: JENNA JOHNSON, HR DIRECTOR
SUBJECT: HUMAN RESOURCES COMMITTEE REPORT
DATE: 11/8/2022

JIA Workers Compensation Claims: (Target goal for FY23 = 9).



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY23	2	0	1	2									5
FY22	0	1	2	1	0	0	0	0	2	3	0	1	10

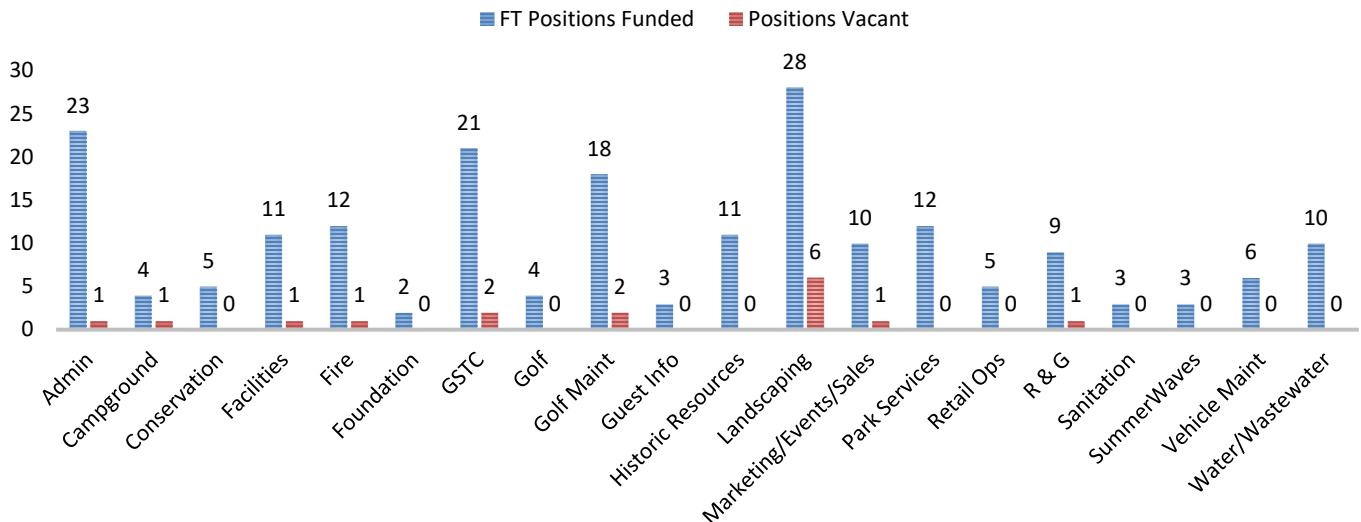
JIA Employee Census:

Month	Full time	Part Time	Seasonal	Interns/ Members	Total Employees
Oct	184	106	2	0	292

Retirements:

- Ronnie Douglas, Campground Manager – Retiring January 1st with 22 years of service to the Jekyll Island Authority

FULL TIME STAFFING



Full-time Staffing as of 11/7/2022

Recognition:

○ **Meet our November Featured Employee: Chris Hollaway**



Originally from Pierce County, GA, Chris has lived in the Golden Isles for 19 years. He began his career with the Jekyll Island Authority (JIA) on March 27, 2017. As the Wastewater Supervisor at the Water Department, Chris is responsible for overseeing repairs along with the installations to the wastewater side of the department. Also, he makes repairs to water mains and the operation of the wastewater plant.

When Chris was asked what he likes most about working for the Jekyll Island Authority, he said “the opportunity to further my learning and understanding of the water and wastewater industry. Additionally, the people I work with throughout the JIA are more like family to me than just coworkers.” If he could improve one thing about Jekyll Island, it would be, “A new and improved Wastewater Treatment Plant. It would make my job less stressful.”

When Chris is not at work, he is restoring a 1955 Ford F100 pickup which he says is a long process. In addition, he likes Georgia football, the Atlanta Braves and spending time with friends and family.

Chris, we appreciate all that you do, thank you for your service!

MEMORANDUM

TO: HISTORIC PRESERVATION/CONSERVATION COMMITTEE
FROM: BEN CARSWELL, DIRECTOR OF CONSERVATION AND SUSTAINABILITY
SUBJECT: CONSERVATION UPDATE
DATE: 11/10/2022

Research and Monitoring

- Wildlife Biologist Joseph Colbert is collaborating with Dr. Michael Kohl, professor at the UGA Warnell School of Forestry and Natural Resources and has contributed to the development of a grant proposal submitted by Dr. Kohl to the National Science Foundation focusing on Jekyll Island's eastern diamondback (EDB) rattlesnake populations. If funded, this grant would contribute to substantially advancing and evolving JIAs long-term EDB monitoring and research program, with a new focus and graduate student support to investigate how currently disconnected rattlesnake populations on the north and south ends of the island may respond to anticipated habitat restoration efforts that could facilitate their reconnection.
- After a two-year hiatus, the Conservation department is now repeating a camera survey methodology used periodically to supplement and validate our spotlight survey-based estimates of the island's white-tailed deer population. The camera survey involves corn bated camera-trap stations distributed through all habitats around the island. The photos collected are used to individually photo-identify a known minimum number of individual bucks based on unique antler morphology.

Management and Planning

- Planting will be taking place over the next month for both the beach prairie restoration project along Beachview Road and for the pollinator meadow project along the western end of the causeway. The beach prairie project will involve a volunteer planting effort on December 10th.

Outreach, Leadership, Staffing

- Director of Conservation Ben Carswell, Natural Resources Manager Yank Moore, and Wildlife Biologist Joseph Colbert attended the Georgia Coastal Research Council Biennial Colloquium.
- Wildlife Biologist Joseph Colbert attended the Coastal Georgia Tourism Conference.
- Natural Resources Manager Yank Moore participated in Session 4 of the Institute for Georgia Environmental Leadership program.
- Land Management Technician Morgan Pierce attended a Georgia Plant Conservation Alliance meeting.
- Graduate student Michael Brennan has joined the team as a Sea Grant State Fellow. He will be focusing on wildlife research and monitoring efforts, contributing to partnership development with the Rattlesnake Conservancy, and other duties as assigned.

Director of Conservation and Sustainability Ben Carswell wishes the Jekyll Island Authority the fondest of farewells and will continue to be found both at play, and at work in his new role with the University of Georgia Carl Vinson Institute of Government, on and around Jekyll Island.



MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: MICHELLE KAYLOR, GSTC DIRECTOR
SUBJECT: GEORGIA SEA TURTLE CENTER UPDATE – OCTOBER 2022
DATE: 11/7/2022

Admissions Comparison with Prior Year

<u>October 2021</u>	<u>October 2022</u>
9,458	8,180

Revenue Categories

- October admissions \$77,337.15 was \$3,602.39 under budget
- October concessions \$106,956.99 was \$2,183.01 under budgeted
- Adoptions 42 | \$2,090
- Donations (General): 26 | \$725
- Memberships: 13 | \$1686.46
- Public Programs | \$4,089.26
- School Field Trips | \$1,735.26
- Daily Programs | 161

Marketing/PR/Events/Grants/Pubs

Trip Advisor: 2,314 reviews, ranking GSTC #4 out of #17 Jekyll attractions.

Events:

- October 13th GSTC Staff welcomed the JIF Board to tour the GSTC and join Michelle Kaylor in the classroom for a presentation reviewing the history and impact of the GSTC and where we want to move into the future.
- October 14th the Stewards of the Georgia Coast and JIF board were invited to a private sea turtle release of Rixen, a green sea turtle.
- October 16th the GSTC welcomed the Southeastern Regional Sea Turtle Network board for a behind the scenes tour.
- October 27th, Ember, the loggerhead hatchling was transported to Boca Raton, FL for release on October 28th.
- October 29th the GSTC hosted Turtleween. The theme was “Icons of Jekyll Island,” and featured costumes and activities of Jekyll Island’s plants, animals, and habitats. Admissions for the day were 336 visitors.

57.K Facebook Followers

Impressions: 276K

Number of Posts: 16

- The top social media post for Facebook: Jekyll Island’s record-setting nesting season GPB article on 10/21 reached 23,719 people and received 2,290 engagements.

28.5K Instagram Followers

Impressions: 51K

Number of Posts: 9 posts, 2 stories

- The top social media post for Instagram: Bandit's a Girl on 10/11 reached 7,318 people and received 1,145 engagements.

Education

- The education team led 17 tours educating 379 participants. 4,218 guests attended a daily program in the center.
- Behind the Scenes tours restarted October 12th. In October, 12 tours were facilitated for 51 participants.
- Nicki Thomas presented on professional advancement in Environmental Ed at the Southeastern Environmental Education Alliance Conference October 1st at Unicoi State Park in Helen, GA.
- At this year's Turtleween we invited to participate to Trick-or-Treat through the Historic District. Six shops participated and handed out treats (candy or other freebies) to guests. The GSTC passed out 105 sea turtle-friendly red flashlight keychains to guests.

Research

- Data compilation and analyses are underway in relation to the now-concluded sea turtle nesting season in Georgia
- Research Program Manager Davide Zailo presented upon the effects of wildlife mitigation fencing at reducing diamondback terrapin road mortality at the national meeting of the Diamondback Terrapin Working Group in Athens, GA.

Rehabilitation

	Sea Turtle	Other Patients
New Patients	2	20
Current Patients	5	12
Released Patients	2	11
Transferred Patients	0	0
Total Since 2007	1013	2523

- Placed a prototype transmitter on our education juvenile loggerhead, Ember and she/he was released offshore in South Florida.
- Our Rehabilitation Technician II, Jamie Gamby, gave a presentation of our 2022 Diamondback Terrapin Nesting Season at the Diamondback Terrapin Working Group Conference at the end of October.

MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: DION DAVIS, E.D.
SUBJECT: JEKYLL ISLAND FOUNDATION UPDATE
DATE: 11/8/22

FY23 Board Updates

- Board Retreat
 - Held October 12-14, 2022
 - Approved FY23-28 Strategic Plan
 - GSTC Campaign Pre-Planning
 - Teambuilding Activity – The Great Immersion Excursion
- Executive Committee:
 - Hollis Linginfelter-Chair, Russell Jacobs-Immediate Past Chair, Ember Bishop Bentley-Vice Chair, Gary Wadsten-Secretary, Tom Lines-Treasurer
- Finance Committee
 - Tom Lines-Treasurer/Chair, Kyle Chard, Guyton Cochran, Christie Kinsey, Nancy Seymour
- New Board members
 - Kyle Chard – CEVA Logistics, VP Business Development (Jacksonville, FL/Jekyll Island, GA)
 - Guyton Cochran – Southwire, Exec. VP / CFO (Carrollton/Sea Island, GA)
 - Casey Cox Kerr – Longleaf Ridge Farms, President (Camilla, GA)
 - Melissa Furman – Career Potential/Consultant, Owner (Augusta, GA)
 - Lee Hughes – Hughes Public Affairs, Owner (Savannah/Jekyll Island, GA)
 - Nancy Seymour – Elbert Memorial Hospital Fdn., Exec. Dir. (Elberton/Jekyll Island, GA)

Sustainable Revenue Streams

- Memberships – 6 Levels
- Corporate Sponsorships – 4 Levels
- Tribute Gifts – Trees & Benches

2022 Yearend Appeal

- Start – November 1, 2022
- End – January 15, 2023

FY22-23 Projects	Focus	Funding
Hollybourne Cottage - First Floor Repairs/Exhibitry	Preservation/Education	\$70,000
Mosaic Museum Phase 2 - Outdoor Education Space	Preservation/Education	\$78,800
Jekyll Island Living History Experience - Period Clothing	Education	\$2,700
Jekyll Entrance Wildflowers - Pollinator strips	Conservation/Landscaping	\$15,000
Beachview Drive Bioswale	Conservation/Landscaping	\$15,000
Chichota Cottage Phases II & III (Complete)	Preservation/Landscaping	\$25,000
Diamondback Terrapin Jekyll Island Causeway Barrier (Complete)	Conservation	\$5,700
Horton Pond Aeration Replacement (Complete)	Conservation	\$1,180
Wanderer Memory Trail - Upgrades/Repairs (Complete)	Preservation/Education	\$2,500
Captain Wylly Pond Beautification (Complete)	Conservation/Landscaping	\$8,000
	Total	\$223,880



Board of Directors Committee Assignments
Effective August 17, 2022

<p align="center"><u>HISTORIC PRESERVATION/CONSERVATION</u></p> <p>Bob Krueger, Chair Dale Atkins Mark Williams Joe Wilkinson Buster Evans</p> <p><u>Staff:</u> Michelle Kaylor Cliff Gawron Tom Alexander</p>	<p align="center"><u>FINANCE</u></p> <p>Bill Gross, Chair Dale Atkins Bob Krueger Joe Wilkinson Mark Williams Buster Evans Glen Willard Joy Burch-Meeks Ruel Joyner</p> <p><u>Staff:</u> Jones Hooks Marjorie Johnson</p>
<p align="center"><u>HUMAN RESOURCES</u></p> <p>Buster Evans, Chair Dale Atkins Bob Krueger Joe Wilkinson Bill Gross Ruel Joyner</p> <p><u>Staff:</u> Jenna Johnson</p>	<p align="center"><u>MARKETING</u></p> <p>Joy Burch-Meeks, Chair Dale Atkins Bob Krueger Glen Willard Ruel Joyner Joe Wilkinson</p> <p><u>Staff:</u> Alexa Hawkins</p>
<p align="center"><u>LEGISLATIVE</u></p> <p>Glen Willard, Chair Dale Atkins Bob Krueger Bill Gross Mark Williams Ruel Joyner Joy Burch Meeks</p> <p><u>Staff:</u> Jones Hooks</p>	<p align="center"><u>COMMITTEE OF THE WHOLE</u></p> <p>Dale Atkins, Chair Bob Krueger Bill Gross Joe Wilkinson Mark Williams Joy Burch-Meeks Buster Evans Glen Willard Ruel Joyner</p> <p><u>Staff:</u> Jones Hooks Noel Jensen</p>