

The Jekyll Island State Park Authority (JIA) and Committees met in Public Session on Tuesday, March 21, 2023 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
Dr. Buster Evans
Mr. Joseph B. Wilkinson Jr.
Mr. Glen Willard (via Teleconference)
Ms. Joy Burch-Meeks (via Teleconference)
Mr. Ruel Joyner (via Teleconference)
Commissioner Mark Williams (via Teleconference)

Key Staff Present: Jones Hooks, Executive Director
Noel Jensen, Deputy Executive Director
Tom Alexander, Director of Historic Resources
Yank Moore, Director of Conservation
Marjorie Johnson, Chief Accounting Officer
Brian Lee, Digital Content Manager
Jenna Johnson, Director of Human Resources
Alexa Hawkins, Director of Marketing
Zach Harris, General Counsel
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 9:32 a.m. All Board members were present either in-person or via teleconference. Mr. Joyner left the meeting at approximately 10:30 a.m.

I. Historic Preservation/Conservation Committee

- A. Tom Alexander, Director of Historic Resources discussed the conservation and restoration of the Tiffany Window at Faith Chapel. The window titled *David Sets Singers Before the Lord* was installed on Good Friday, 1921 in the Jekyll Island Club's Faith Chapel. During the past 100 years, the window has received very little restoration, as it was not needed. Through an assessment by Restoric, LLC., it was determined that the window was in good condition, but it required preservative action to ensure its integrity for the next 100 years.

The three window panels have been removed and transferred to a secure location for cleaning and restoration in the needed areas. Temporary panels were created by the JIA Marketing team and installed in Faith Chapel to create the illusion of the window's presence. The restoration is scheduled to continue through late summer 2023, and a rededication ceremony and other events are planned following the reinstallation of the window.

Any additional costs that may occur will be paid through existing preservation funds. Alexander thanked the Friends of Historic Jekyll Island for their support of this restoration project and their generous matching donation for two-thirds of the cost.

B. Yank Moore, Director of Conservation, provided a department update, highlighting the following items:

- JIA partnered with Georgia Audubon to plant native sweet grass seed in the Beach Prairie area. Approximately 30,000 plugs were planted over four and half days between December and January. This stretch of habit along Beach View Drive is protected under the most recent Conservation Plan and updated Master Plan
- Four acres of native and pollinator seeds were planted along the south side of the Jekyll Causeway. This project was funded by a \$15,000 donation through the Jekyll Island Foundation.
- A bioswale was created across from the mini-golf course on Beachview Drive as a natural stormwater management system. The vegetation for this project was also paid for by a single \$15,000 donation paid through the Jekyll Island Foundation.
- Another two bioswales will be at the site of the new Public Safety Facility, and combined they will be able to hold approximately 65,000 gallons of stormwater or rainwater. This project was funded by an in-kind grant through the UGA Marine Extension.
- Following five years since implementation of the second phase of the revetment project, a survey will be done to assess loss caused by Hurricanes Ian and Nicole and to develop a maintenance plan.
- The sand motor or feeder berm concept that was presented by the U.S. Army Corp in June 2022 is entering the modeling phases, and a presentation will be given on the most recent findings.

Dr. Evans commented on the significance of the revetment project and noted that he believes its protection has prevented millions of dollars of potential damage.

There were no public comments.

II. Finance Committee

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

- Revenues were \$2,736,726.
- Expenses were \$2,447,103.
- Net Operating Cash Income was \$289,623.
- Total Traffic Counts were 107,847 vehicles.
- Revenues reported by hotels was \$4.6 million.

Jones Hooks, Executive Director, added that the Convention Center report included in the Board's packet shows the highest revenue numbers since the center opened.

B. Noel Jensen, Executive Deputy Director, presented for consideration the award of RFP#372 to Midland Communications, Inc of Calhoun, Georgia. Only one responsive bid was received for Request for Proposal (RFP) #372, which entails supplying and constructing a self-supporting Communications Monopole Tower owned and managed by the Jekyll Island Authority. The bid submitted by Midland Communications, Inc. was within the initial budget estimate of \$300,000 to design, build, and commission the communications tower adjacent to water tower #4 at 305 South Beachview Drive.

The communications tower must be approximately 150 feet tall and accommodate four wireless communication carriers. Midland Communications services will include all geotechnical testing, permitting, site preparation, foundation design/engineering, tower erection, and all associated accessories needed for proper operation.

A motion to recommend awarding RFP #372 to Midland Communications Inc. to design, build, and commission the communications tower adjacent to Water Tower #4 at 305 South Beachview Drive pending additional legal review, was made by Mr. Wilkinson and seconded by Dr. Evans. The motion carried unanimously.

A motion to recommend allocating \$279,302 from current the year's funds for supplying and constructing a communications monopole to accept up to four cellular carriers was made by Mr. Wilkinson and seconded by Mr. Krueger. The motion carried unanimously.

There were no public comments.

III. Human Resources Committee

Buster Evans, Chair

A. Jenna Johnson, Director of Human Resources, presented the revised Drugfree Workplace Policy for consideration. The changes include clarification of repetitive and confusing language throughout the policy. It also clarifies the consequences of a positive drug test and specifies dismissal for illegal drug use and the disqualification from employment due to illegal drug convictions. The policy aids in creating a safe work environment where employees can perform their duties in a safe, efficient, and productive manner.

Jones Hooks, Executive Director, added that the drug testing is completely random, and every JIA employee's name is included in the drawings.

A motion to recommend approving the revised Drugfree Workplace Policy as presented by staff, was made by Mr. Krueger and seconded Mr. Wilkinson. The motion carried unanimously.

IV. Marketing Committee

A. Alexa Hawkins, Director of Marketing, presented the department's report. She announced that Driftwood Beach was included on TripAdvisor's Traveler's Choice Award Best of Best beaches list. It was ranked as number three for best beaches in the United States and number twelve in the world. This particular award is based solely on visitor reviews submitted on TripAdvisor. A short video highlighting the award and actual TripAdvisor reviews was created by the Marketing team and shared on social media.

Hawkins explained that the marketing for Driftwood Beach is strategic and aligns with capacity management. The purpose of Driftwood is to view the natural landscape and to enjoy something that is unique and different from the traditional beach experience, which guests can easily find at the other beaches on Jekyll.

B. An update on Group Sales was deferred to a future meeting.

There were no public comments.

V. Legislative Committee

A. Mr. Glen Willard, Legislative Committee Chair, provided a brief update for the on-going State 2023 legislative session, highlighting the following items:

- As of Thursday, March 16th, the Senate had passed 62 House Bills and the House had passed 12 Senate Bills.
- Sine Die is scheduled for March 29th, marking the end of the 2023 session.
- The 2023 supplemental appropriations bill was approved by the House and Senate and signed by Governor Kemp. This includes \$1.5 million for the Jekyll Island Public Safety Facility.

There were no public comments.

VI. Committee of the Whole

A. Dr. Jeffery Humphreys, Director of Selig Center for Economic Growth at University of Georgia presented the findings of the 2022 Jekyll Island Economic Impact Study which is an update to the study completed for fiscal year 2016. Findings from the study include:

Jekyll Island Spending in Glynn County:

- Total spending by non-resident day trippers: \$18,450,393
- Total spending by non-resident short stay visitors: \$660,100,178
- Total spending by long-stay visitors (30+ Days): \$2,669,200
- Average spending by nonresident homeowners: \$32,645,633

The fiscal year 2022 economic impact of Jekyll Island on Glynn County includes:

- \$1.1 billion in sales (output or gross receipts)
- \$625 million in production (value added)
- \$387 million in income
- 9,905 full- and part-time jobs
- \$35 million in tax revenues for local government

The economic impacts of Jekyll Island on the state include:

- \$639 million in sales (output or gross receipts)
- \$369 million in production (value added)
- \$218 million in income
- 5,489 full- and part-time jobs
- \$18 million in tax revenues for state government

B. Brian Lee, Digital Content Manager presented the contract with VivaTicket for a Point-of-Sale System. In November 2022, the Board approved awarding RFP #370 for a new Ticketing & Point of Sale System to VivaTicket. Funding for the project was subsequently approved by the Board in February 2023.

The contract encompasses initial setup, third-party integrations, staff training, and deployment. Given the breadth of this project, setup is expected in April 2023 with a full deployment during January 2024. Amenities supported by the system are Summer Waves Water Park, Georgia Sea Turtle Center, Mosaic, Jekyll Island Tennis Center, Mini Golf & Bike Rentals, Guest Information Center, Life is Good, and Remember When. After initial setup,

maintenance and Application Programming Interface (API) fees will renew annually, which include major software upgrades each year.

A motion to recommend approving the contract with Vivaticket for the installation and implementation of the Ticketing and Point of Sale System was made by Mr. Gross and seconded by Mr. Krueger. The motion carried unanimously.

- C. Noel Jensen, Deputy Executive Director, presented for consideration the awarding of RFQ #343 to Roberts Civil Engineering. Request for Quote (RFQ) #343 for Wastewater Professional Engineering Services, including subcontracting and supervising wastewater line cleaning with interactive sewer line mapping services was issued on January 17, 2023. Two responsive bids were received and evaluated from Hofstadter & Associates, Inc. and Roberts Civil Engineering. The outcome of the evaluations based on five criteria resulted in Roberts Civil Engineering as the apparent winner.

A motion to recommend awarding RFQ 343 for Wastewater Professional Engineering Services to Roberts Civil Engineering at a total cost of \$530,728 to be funded from the Wastewater Reserve and SPLOST funding was made by Dr. Evans and seconded by Mr. Gross. The motion carried unanimously.

- D. Zach Harris, General Counsel presented RFP#374 for the ground lease and redevelopment of Gould Casino. The Gould Casino building is located at 203 Old Plantation Road and is currently used for storage by JIA. It was originally built during the Club Era for recreational use and was later used as an auditorium and convention center by the JIA. RFP #374 will be released with the intention to find a more suitable use for the current structure while considering historic rehabilitation standards. The JIA would prefer operation as an indoor/outdoor food, beverage and activity amenity complementing the Jekyll Island Historic District. The RFP will be posted on March 22, 2023, and respondents will have until May 5, 2023 to submit responsive proposals. Following evaluation and award by the Board, the successful respondent would commence redevelopment upon execution of a commercial ground lease with JIA.

A motion to recommend releasing RFP#374 for the Ground Lease and Redevelopment of the historic Gould Casino located at 203 Old Plantation Road was made by Mr. Krueger and seconded by Mr. Gross. The motion carried unanimously.

- E. Noel Jensen, Deputy Executive Director, presented RFP #375 for the New Great Dunes Golf Course Design. The release of this RFP aligns with phase two of the approved Golf Improvement Plan (GIP). This phase of improvements to the Jekyll Island Golf Course (JIGC) includes the restoration of the original Great Dunes 9-hole course to its former splendor and combining it with a selection of nine holes from Oleander to create an 18-hole course that gives the JIGC a signature golfing experience while allowing substantial cost savings to golf operations and maintenance.

RFP #375 conceptualizes and designs “for construction” drawings in detail of a complete restoration of the Great Dunes and rehabilitation of nine holes from Oleander. The strategy of Walter Travis and his predecessors, such as Willie Park, designer of Olympia Fields, and Karl Keffer, the original Great Dunes architect, will be used to transform nine holes of the current Oleander course, resulting in a “classic” course. The architecture will follow as closely as possible the original design, bringing the course back to a links-style golf course. The new Great Dunes Course would reestablish an enhanced golfing experience and generate needed marketing opportunities for golf on Jekyll Island.

A motion to recommend releasing RFP#375 to engage and contract a Golf Course Architecture Firm to prepare golf course design and construction documents for the New Great Dunes Golf Course was made by Mr. Krueger and seconded by Dr. Evans. The motion carried unanimously.

- F. Jones Hooks, Executive Director, presented the Anchor Restaurant Design Development Plan for consideration. The design presented will replace the poolside restaurant at Jekyll Holiday Inn. The Board approved the concept plan in October 2022, the site plan in January 2023, the schematic design in February 2023. The Design Review Group (DRG) approved the presented design development plan on March 3, 2023, and recommends Board approval. This is the last item requiring Board approval for this project. DRG will review the final construction documents and construction will commence once approved.

A motion to recommend approving the design development plan for the Anchor Restaurant at Jekyll Holiday Inn Resort was made by Mr. Wilkinson and seconded by Mr. Krueger. The motion carried unanimously.

- G. Jones Hooks, Executive Director presented the Beachview Club Design Development Plan for consideration. The presented plan includes the expansion at the Hilton Tapestry Beachview Club. The Board approved the concept plan in October 2022, the revised site plan in January 2023, and the schematic design in February 2023. The Design Review Group (DRG) approved the presented design development plan on March 3, 2023, and recommends Board approval. This is the last item requiring Board approval for this project. DRG will review the final construction documents and construction will commence once approved.

A motion to recommend approving the design development plan for the Hilton Tapestry Beachview Club Hotel was made by Mr. Gross and seconded by Mr. Krueger. The motion carried unanimously.

- H. Noel Jensen, Deputy Executive Director, presented the Operations Update highlighting the following amenities:
- Historically the tennis facility typically does not have a large direct revenue impact due to the nature of the operation, but the projected revenue for 2023 is the highest to date. Additionally, tennis has a large indirect impact on revenue through hosted tournaments. The adult and junior tournaments that the Director of Tennis, Stewart Atkins has attracted to Jekyll Island bring visitors from all over the country onto Jekyll for three to four days, creating revenue through retail sales, hotel stays, and other amenity fees.
 - Campground revenues have grown significantly since the Board approved gradually reducing the amount of time campers could reserve a space at the campground from 180 days to 90 days max during the winter season. This change in policy has increased visitor turnover, resulting in higher revenues for the campground, more guests experiencing the Jekyll Island Campground, and a 97% occupancy rate during February.
 - Summer Waves revenue for FY 2023 is projected to be over \$3 million. This prediction is due in large part to the newest attraction Man-O-War. This slide is able to move 600-700 guests an hour, which has distributed the density of people at waterpark which makes for a more enjoyable guest experience. The 2023 Summer Waves season will begin on May 13th. New group cabanas have been installed, and a sensory room has been built that will allow parents to take their children into a quiet place to desensitize themselves from the park noises.
- I. Jones Hooks, Executive Director, presented the Executive Director's report which included the following highlights:

JEKYLL ISLAND – STATE PARK AUTHORITY
March 21, 2023 – Approved Minutes

- An agreement has been signed with R.M. Woodworth & Associates to begin conducting reviews of lessees' capital reserve accounts and expenditure requirements, as included in standard leases.
 - The Historic Resources Department will apply for the Great Dunes Golf Course to be recognized under the National Registry of Historic Places.
 - The Mosaic staff has developed new tours and offerings for guests. Printed details were provided to the Board.
 - The Mercer Medical Clinic on Jekyll is under construction following completion of the demolition. JIA staff is still waiting to hear the final decision from the Department of Community Affairs (DCA) regarding the innovation grant to cover the furniture, fixtures & equipment costs. The DCA Board's next meeting will be in April, and staff anticipates receiving a response following that discussion.
- J. Dale Atkins presented the Chairman's Comments. He thanked the Board and the JIA staff for their support and discussion. He also thanked Dr. Humphreys for his time and presentation of the Economic Impact study.

There were no public comments.

The Chairman continued directly into the JIA Board Meeting.

The Jekyll Island State Park Authority (JIA) Board Meeting
March 21, 2023

The Board Meeting was called to order at 11:06 a.m., and all members were present either in-person or via teleconference except for Mr. Joyner who was absent.

Action Items

1. Mr. Krueger moved to accept the minutes of the February 21, 2023 Board Meeting as presented. The motion was seconded by Mr. Gross. There was no discussion, and the minutes were unanimously approved.
2. The recommendation from the Finance Committee to award RFP #372 to Midland Communications Inc. to design, build, and commission the communications tower adjacent to Water Tower #4 at 305 South Beachview Drive pending additional legal review carried by unanimous approval.
3. The recommendation from the Finance Committee to allocate \$279,302 from current year funds for supplying and constructing a communications monopole to accept up to four cellular carriers carried by unanimous approval.
4. The recommendation from the Human Resources Committee to approve the revised Drug-free Workplace Policy carried by unanimous approval.
5. The recommendation from the Committee of the Whole to approve the contract with Vivaticket for the installation and implementation of the Ticketing and Point of Sale System as recommended by staff carried by unanimous approval.
6. The recommendation from the Committee of the Whole to award RFQ 343 for Wastewater Professional Engineering Services to Roberts Civil Engineering at a total cost of \$530,728 to be funded from the Wastewater Reserve and SPLOST funding carried by unanimous approval.

JEKYLL ISLAND – STATE PARK AUTHORITY

March 21, 2023 – Approved Minutes

7. The recommendation from the Committee of the Whole to release RFP #374 for the Ground Lease and Redevelopment of the historic Gould Casino located at 203 Old Plantation Road carried by unanimous approval.
8. The recommendation from the Committee of the Whole to release RFP#375 to engage and contract a Golf Course Architecture Firm to prepare golf course design and construction documents for the New Great Dunes Golf Course carried by unanimous approval.
9. The recommendation from the Committee of the Whole to approve the design development plan for the Anchor Restaurant at Jekyll Holiday Inn Resort carried by unanimous approval.
10. The recommendation from the Committee of the Whole to approve the design development plan for the Hilton Tapestry Beachview Club Hotel carried by unanimous approval.

The motion to adjourn was made by Mr. Krueger and seconded by Dr. Evans. There was no objection to the motion and the meeting adjourned at 11:09 a.m.