

JEKYLL ISLAND – STATE PARK AUTHORITY
June 1, 2023 – Approved Minutes

The Jekyll Island State Park Authority (JIA) Board of Directors' Finance Committee met in Public Session Thursday, June 1, 2023, in the JIA Administration Conference Room located at 100 James Road, Jekyll Island and via teleconference.

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

Members Absent: Commissioner Mark Williams
Mr. Dale Atkins, Chairman

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

Mr. Bill Gross, Finance Committee Chair, called the committee session to order at 9:35 a.m. Roll was called for members attending in person and those attending via teleconference, and a quorum was established. All members, except for Mr. Atkins and Commissioner Williams, were present.

No public comments were received online for this meeting.

I. Finance Committee

A. Mr. Bill Gross, Finance Committee Chair, opened discussion for the Fiscal Year 2024 Proposed Budget. He stated that all Board Members were presented with a summary of the FY24 budget, which totals \$41 million, for review. He reminded everyone the responsibility of the JIA which includes running a city that is all encompassing from tourism to public works to water and sanitation as well as a conservation program that reflects the east coast and entire state of Georgia.

Jones Hooks, Executive Director, explained how inflation rates associated with health care insurance, retirement costs, labor repairs, and maintenance costs have increased the budget this year. Additionally, the state's decision to increase the salary of all state employees by \$2,000 means that Jekyll must also raise salaries to remain competitive. He asked Jenna Johnson, Director of Human Resources, to discuss challenges seen with part-time labor.

J. Johnson explained that finding part-time laborers has become increasingly difficult since the pandemic. The JIA relies heavily on part-time labor within gift shops and amenities. Due to people not looking for part-time work leaves college students and retirees, who tend to be more transient. Because of this trend, she recommends evaluating how to shift some of those part-time positions to full-time positions and increase not just the number of applicants but the

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quality of employees. Hooks added that this transition will also benefit the JIA with succession planning ensuring employees have a firm grasp of JIA operations at all levels.

Proposed Rate Increases:

The discussed cost increases result in a need for rate increases. Hooks explained the proposed non-amenity rate changes for FY24:

- Parking Passes
 - Daily passes: increase from \$8 to \$10 per day
 - Daily passes - oversized vehicles Increase from \$12 to \$15 per day
 - Annual passes Increase from \$75 to \$100
 - Annual passes - oversized vehicles Increase from \$120 to \$150
 - Jekyll Island Residential Owner Discount 2 - \$25.00 coupons will be mailed to Jekyll Island residential property owners. Coupons can be used to purchase or renew annual passes between 7/1/2023 and 6/30/2024.
 - Additional fees for Event Days are recommended, which is a dynamic pricing strategy.
 - July 4th Additional \$5 charged for regular and oversized vehicles
 - Shrimp & Grits 11/3/2023 - 11/4/2023 (Fri & Sat) Additional \$5 charged for regular and oversized vehicles
 - Holly Jolly season 11/24/2023 - 1/7/2024 (Fri & Sat) (5pm - 12am) Additional \$5 charged for regular and oversized vehicles
- Fire Department
 - BLS Emergency transports Increase from \$350.00 to \$450.00 (Comparable to other area rates)
 - Specialty Care transports Increase from \$600.00 to \$850.00 (Comparable to other area rates)
 - Other EMS rates No change
- Administration
 - Residential Rental License Increase from \$30.00 to \$75.00 (due January 1) - increases to \$100.00 if paid after 3/1
- Water/Wastewater
 - Water base fees and usage fees No increase
 - Wastewater base fees and usage fees 7% increase (Begins 1/1/2024)
- Sanitation increases correlate with the Waste Management Contract
 - Base rate for regular trash pickup (1 can 1 recycle) Increase from \$32.16 to \$33.76 (\$1.60 increase per month)
 - Base rate for backyard pickup (1 can 1 recycle) Increase from \$42.69 to \$48.22 (\$5.53 increase per month)

Revenues:

Hooks continued by comparing the FY23 Revenue to the Proposed FY24 Revenue Budget. Revenues will remain approximately the same for amenities, parking fees, and leases. Utilities and Maintenance revenues are anticipated to increase from 7% to 11% due to the fee increases. Revenue from hotel taxes is expected to increase from 7% to 9% due to the occupancy trends on Jekyll. Parking fee revenues are allocated to specific items that benefit people visiting or living on Jekyll Island. This includes the entire budget for Conservation, Landscaping, Park Services, Guest Services, and Roads and Grounds as well as portions of the Sanitation, Public Safety, Special Events, Historic Preservation, and Capital Project budgets. Hooks informed the Finance Committee that the Capital Equipment and Projects requests would be presented at the June 20, 2023, Board meeting. Hooks also highlighted that 40% of revenue from the Hotel/Motel Tax can be used only for tourism, promotion, and attraction, so the remaining

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Marketing budget must be paid by other JIA revenues. JIA staff has had discussions with Glynn County to increase the current County wide bed tax.

Incentive Plans

Jenna Johnson, Director of Human Resources, discussed the State required incentive plans which include a Hiring Incentive Plan, Goal Based Incentive Plan, and Performance Incentive Plan. She noted that no changes were made to the plans from the previous FY, but it is required the plans be reviewed annually to outline how the JIA would implement incentive pay.

Hooks made note that Mr. Gross and Commissioner Williams both reviewed, in detail, the budget with JIA staff the previous day.

The Finance Committee then considered the Fiscal Year 2024 Budget and its components for recommendation to the Jekyll Island Board of Directors.

1. A motion to recommend approval of the Rate Increases to the JIA Board as recommended by staff was made by Mr. Krueger and seconded by Mr. Willard. The motion carried unanimously.
2. A motion to recommend approval of the Incentive Plans to the JIA Board as recommended by staff was made by Dr. Evans and seconded by Mr. Krueger. The motion carried unanimously.
3. A motion to recommend approval of the Fiscal Year 2024 Proposed Budget and its components to the JIA Board as recommended by staff was made by Mr. Krueger and seconded by Mr. Willard. The motion carried unanimously.

Mr. Gross noted that the Fiscal Year 2024 budget, as approved by the Finance Committee, will be posted on the Jekyll Island website, and public comments will be accepted online until Monday, June 12th at noon.

Mr. Wilkinson noted that the proposed budget was well thought out by staff, and he thanked them for their efforts.

There were no public comments.

The motion to adjourn was made by Mr. Kruger and seconded by Mr. Joyner. There was no objection to the motion and the meeting adjourned at 10:13 a.m.