



Agenda

Annual Meeting

Tuesday, August 15, 2023

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, August 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

JIA Board Member Appointments Update

1. Introduction of Interim Commissioner of DNR, Walter Rabon
2. Reappointment of Dale Atkins and Glen Willard

Announcements

1. Committee Appointments by Chairman Atkins

I. Historic Preservation/Conservation Committee

Bob Krueger, Chair

- A. Report from Historic Resources Department – Tom Alexander

II. Finance Committee

Bill Gross, Chair

- A. June/July Financials – Bill Gross, Chair
- B. Year-End Financials – Marjorie Johnson, Chief Accounting Officer
- C. Consideration of Capital Requests – Marjorie Johnson, Chief Accounting Officer

III. Human Resources Committee

Buster Evans, Chair

- A. Fiscal Year 2023 Staffing Update – Jenna Johnson, Director of Human Resources

IV. Marketing Committee

Joy Burch-Meeks, Chair

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

V. Legislative Committee

Glen Willard, Chair

- A. No report

VI. Committee of the Whole

Dale Atkins, Chair

- A. Consideration of RFP 378 for Public Relations Agency Services – Alexa Hawkins, Director of Marketing and Communications
- B. Consideration of Buccaneer Property Schematic Design - Noel Jensen, Deputy Executive Director
- C. Operations Update - Noel Jensen, Deputy Executive Director
- D. Consideration of FY 2024 Strategic Plan – Mark Williams, Executive Director
- E. Executive Director’s Report – Mark Williams, Executive Director
- F. 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

Annual Board Meeting Agenda

Chairman, Dale Atkins – Call to Order

Action Item

- 1. Minutes of the June 20, 2023 Board Meeting
- 2. Minutes of the July 7, 2023 Called Board Meeting
- 3. Minutes of July 14, 2023 Called Board Meeting
- 4. Ratification of Board Actions taken in Fiscal Year 2023
- 5. Election of Officers
 - Vice Chairman
 - Treasurer/Secretary
- 6. Consideration of Capital Requests
- 7. Consideration of RFP 378 for Public Relations Agency Services
- 8. Consideration of Buccaneer Property Schematic Design
- 9. Consideration of FY 2024 Strategic Plan

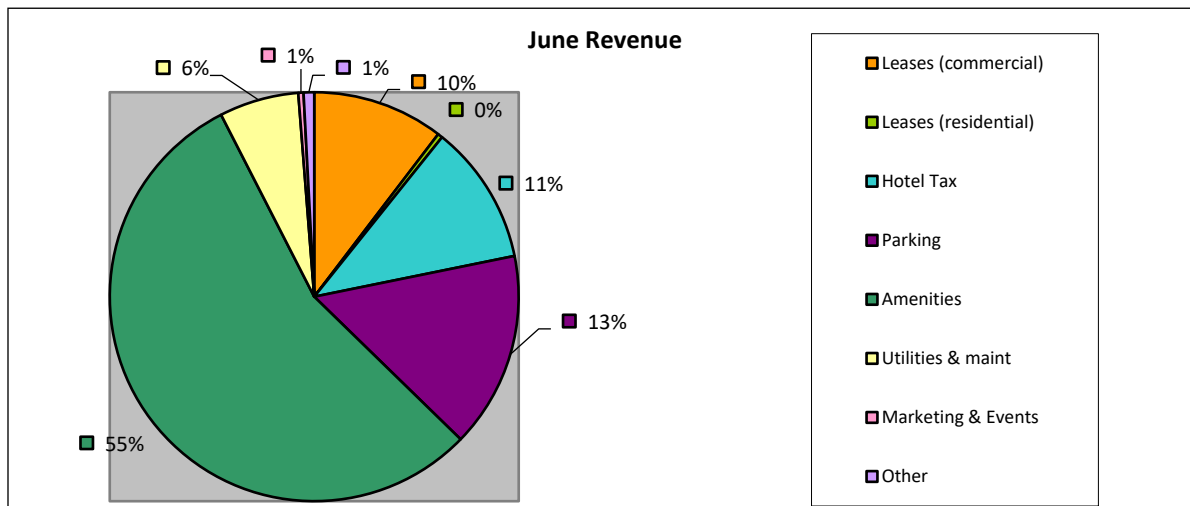
Adjournment

MEMORANDUM

TO: FINANCE COMMITTEE
FROM: MARJORIE JOHNSON
SUBJECT: JUNE FINANCIAL STATEMENTS
DATE: 8/9/2023

Revenues

Revenues for June were \$4,787,955 which reflects a favorable \$800K (20%) variance from the budget. Year-to-date revenues reflect a favorable \$6.4M (18%) variance from budget and a favorable \$3.2M (8%) variance from the prior year-to-date revenues.

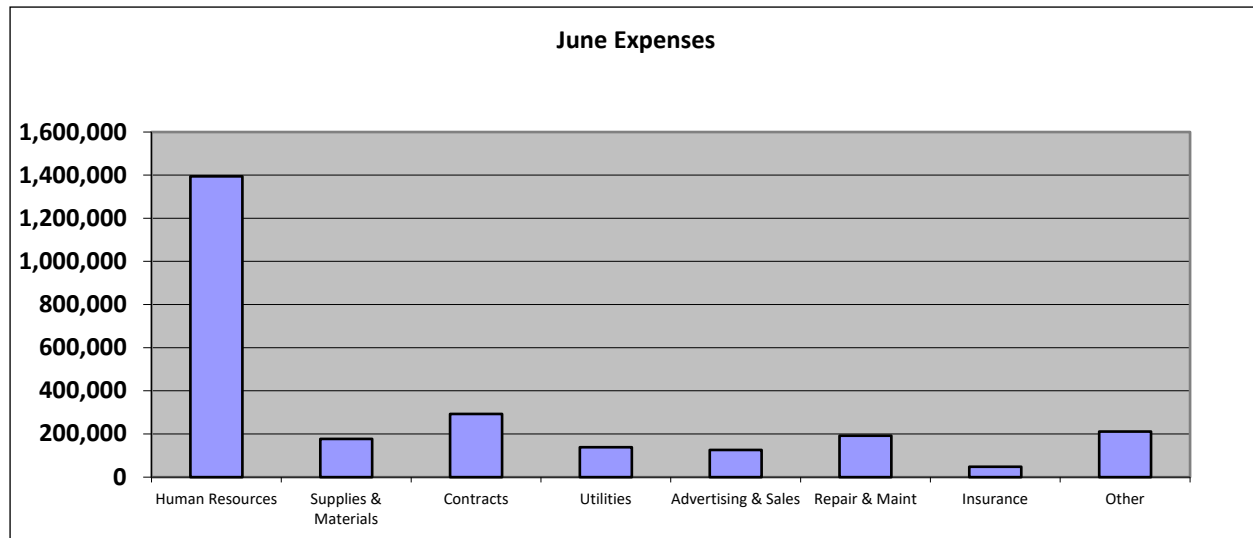


The largest budget variances for the month were:

- Convention Center (+\$199K) – The convention center hosted 22 events with 49 event days and more than 8K attendees. Two significant groups that were added during the month were the Teacher of the Year conference and the Municipal Court Judges seminar.
- Hotel/Motel taxes (+\$272K) – Room revenues for the month of May were \$6.9M, which resulted in hotel/motel taxes reported to JIA being higher than anticipated.
- Golf (+\$80K) – Membership fees were up \$25K over budget, greens fees were \$37K higher than budget and concession sales were \$15K higher than budget.

Expenses

Expenses were \$3,836,965 for June and reflect a favorable budget variance of \$264K (6%) for the month. Expenses reflected a favorable \$469K (1%) variance from year-to-date budget and reflected an unfavorable \$5.3M (19%) variance from prior year-to-date expenses.



The largest budget variances for the month were:

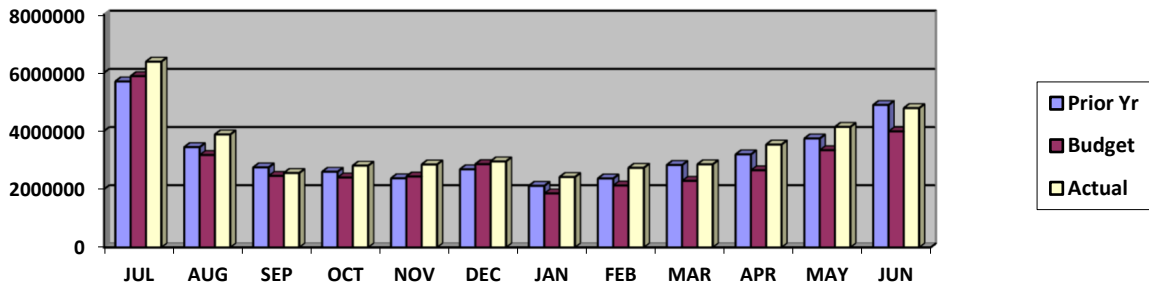
- Human Resources (-\$378K) – Payroll expenses continued to be less than budget in June. The variance this month is primarily due to the change in requirements of the Employee Retirement System related to calculations for forfeited leave when employees retire. We budgeted for these payments, but they were not required this year due to the change.
- Repairs – Facilities & Grounds (+\$150K) – this variance is due to HVAC repairs at the Convention Center and slide and tower repairs at Summer Waves.
- Contracts (-\$131K) – The most significant variance in this account is in the Marketing department (-\$120K), primarily due to a website upgrade for \$100K that was budgeted but not implemented this year.

Net Operating Cash

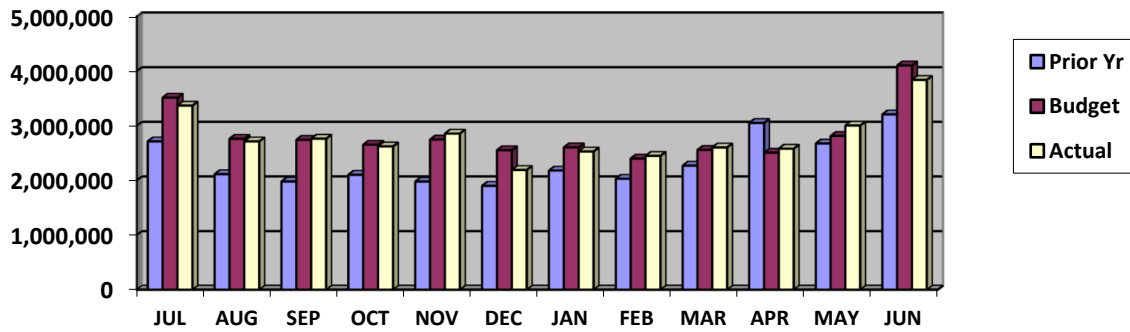
The Net Operating Cash Income for the month is \$950,991, which is a \$1M favorable variance from the budgeted net operating cash loss of \$113,584. Net Operating Cash Income reflects a favorable \$6.9M variance from year-to-date budget and an unfavorable \$2.1M variance from prior year-to-date income.

Net Operating Cash Income for the fiscal year was \$8.4M. From that amount, we contributed \$2.3M to Board Designated reserves and were able to contribute \$1,103,964.61 to the cash reserves for the year.

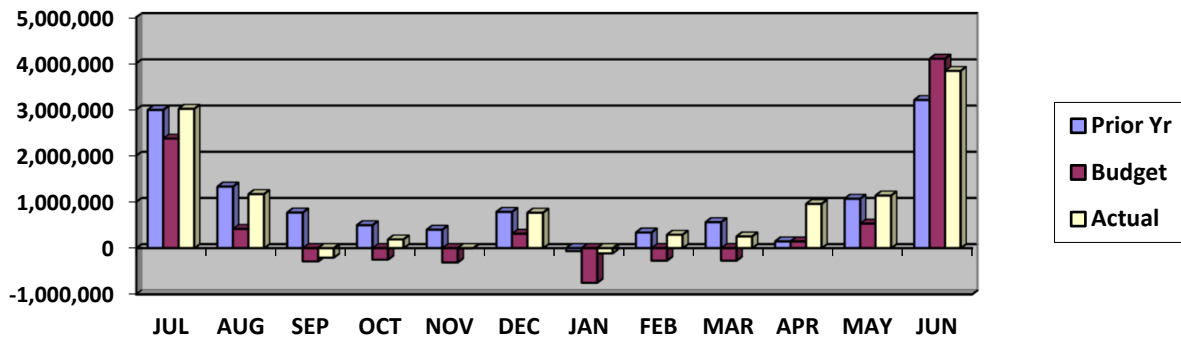
Total Revenues



Total Expenses



Net Operating Cash



Jekyll Island Authority
CONSOLIDATED BUDGET COMPARISON
For the Fiscal Year Ending June 30, 2023

	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	497,067	450,062	47	10%	6,203,995	5,551,483	653	12%	6,311,680	(108)	-2%
Hotel Tax	370,333	179,837	190	106%	2,715,908	1,659,552	1,056	64%	2,671,644	44	2%
Tourism Development Fund	158,714	77,073	82	106%	1,152,917	711,237	442	62%	1,136,953	16	1%
Parking	741,326	707,063	34	5%	5,968,300	5,852,861	115	2%	5,656,157	312	6%
Interest	38,805	700	38	5444%	320,297	8,400	312	3713%	10,511	310	2947%
Lot Rentals	17,837	11,000	7	62%	995,601	652,000	344	53%	1,087,820	(92)	-8%
Foundation	452	392	0	16%	8,497	8,285	0	3%	8,288	0	3%
Airport	(10,047)	2,142	(12)	-569%	22,274	21,301	1	5%	23,123	(1)	-4%
Administration revenue	(3,794)	9,900	(14)	-138%	179,137	160,731	18	11%	319,434	(140)	-44%
Beach Village	915	-	1	0%	1,661	-	2	0%	-	2	0%
Intern Housing	7,785	5,700	2	37%	45,415	49,800	(4)	-9%	49,260	(4)	-8%
Total Administration	1,819,394	1,443,867	376	26%	17,614,002	14,675,651	2,938	20%	17,274,869	339	2%
Enterprises											
Golf	265,362	185,307	80	43%	3,026,390	2,565,685	461	18%	2,797,880	229	8%
Convention Center	690,645	491,500	199	41%	5,719,495	4,271,431	1,448	34%	4,228,622	1,491	35%
Summer Waves	873,321	858,698	15	2%	3,208,684	2,807,183	402	14%	2,771,677	437	16%
Campground	250,829	203,934	47	23%	2,661,921	2,201,464	460	21%	2,316,846	345	15%
Life is Good	32,455	31,397	1	3%	312,356	292,270	20	7%	354,804	(42)	-12%
Museum	110,319	111,578	(1)	-1%	1,383,985	1,083,633	300	28%	1,186,804	197	17%
Georgia Sea Turtle Center	362,799	345,523	17	5%	2,520,337	2,268,613	252	11%	2,596,202	(76)	-3%
Conservation	5,803	1,200	5	384%	10,181	33,932	(24)	-70%	42,072	(32)	-76%
Miniature Golf & Bikes	59,765	50,046	10	19%	455,176	401,286	54	13%	499,089	(44)	-9%
Water/Wastewater	168,196	166,631	2	1%	1,767,907	1,655,808	112	7%	1,796,033	(28)	-2%
Sanitation	46,082	46,001	0	0%	555,222	546,056	9	2%	578,252	(23)	-4%
Fire Department	6,999	6,440	1	9%	1,480,582	1,479,946	1	0%	1,384,286	96	7%
Tennis	8,683	10,148	(1)	-14%	147,488	142,363	5	4%	133,872	14	10%
Marketing, Special Events & Sales	19,599	650	19	2915%	433,012	541,693	(109)	-20%	252,518	180	71%
Guest Information Center	(12,105)	17,229	(29)	-170%	272,547	254,429	18	7%	262,402	10	4%
Camp Jekyll & Soccer Fields	17,933	15,834	2	13%	204,499	222,278	(18)	-8%	175,065	29	17%
Landscaping, Roads & Trails	61,961	1,250	61	4857%	126,687	22,000	105	476%	42,321	84	199%
Vehicle & Equipment Maintenance	(482)	250	(1)	-293%	3,333	1,000	2	233%	10,024	(7)	-67%
Facility Maintenance	397	-	0	0%	10,101	-	10	0%	4,147	6	144%
Golf Course Maintenance	-	-	-	0%	-	-	-	0%	234	(0)	-100%
Total Enterprises	2,968,562	2,543,616	425	17%	24,299,905	20,791,070	3,509	17%	21,433,151	2,867	13%
Total Revenues	4,787,955	3,987,483	800	20%	41,913,906	35,466,720	6,447	18%	38,708,020	3,206	8%

Expenses

	MONTH ACTUAL	MONTH BUDGET	BUDGET VARIANCE		YTD ACTUAL	YTD BUDGET	BUDGET VARIANCE		YEAR ACTUAL	VARIANCE	
			(000's)	%			(000's)	%		(000's)	%
Human Resources	1,635,821	2,014,216	(378)	-19%	17,263,686	18,288,663	(1,025)	-6%	14,806,787	2,457	17%
Supplies & Materials	414,002	480,625	(67)	-14%	2,303,367	2,429,870	(127)	-5%	1,961,292	342	17%
Advertising & Sales	276,632	171,084	106	62%	1,381,956	1,254,329	128	10%	993,937	388	39%
Repairs - Facilities & Grounds	541,050	391,211	150	38%	2,438,286	2,156,922	281	13%	2,082,279	356	17%
Utilities	167,214	178,172	(11)	-6%	1,886,914	1,836,287	51	3%	1,854,138	33	2%
Insurance	2,024	3,388	(1)	-40%	1,023,603	1,013,431	10	1%	933,780	90	10%
Contracts	494,921	625,813	(131)	-21%	4,329,770	4,468,754	(139)	-3%	3,223,443	1,106	34%
Rentals	65,938	56,957	9	16%	835,192	818,958	16	2%	704,724	130	19%
Printing	36,955	2,549	34	1350%	183,744	153,813	30	19%	116,588	67	58%
Motor Vehicle	23,451	27,398	(4)	-14%	310,634	280,520	30	11%	280,358	30	11%
Telephone	8,470	9,651	(1)	-12%	107,412	118,061	(11)	-9%	106,515	1	1%
Equipment Purchase <\$1K	31,978	13,190	19	142%	122,134	101,673	20	20%	111,505	11	10%
Equipment Purchase \$1K to \$5K	(7,363)	1,000	(8)	-836%	89,886	71,099	19	26%	105,093	(15)	-14%
Travel	3,114	9,130	(6)	-66%	68,026	85,830	(18)	-21%	37,318	31	82%
Dues	64,166	60,282	4	6%	458,918	413,490	45	11%	320,360	139	43%
Credit Card Fees	78,034	56,377	22	38%	694,829	477,244	218	46%	550,645	144	26%
Bank Fees	559	25	1	2135%	1,730	300	1	477%	943	1	84%
Total Expenditures	3,836,965	4,101,067	(264)	-6%	33,500,086	33,969,245	(469)	-1%	28,189,704	5,310	19%
Net Operating Cash Income	950,991	(113,584)	1,065	-937%	8,413,821	1,497,476	6,916	462%	10,518,316	(2,104)	-20%

Board Designated Fund Contributions

Parking Fee - Fire equipment reserve	175,000.00	175,000.00	175,000.00
Parking Fee - Water/Sewer Improvements	-	-	0.00
Water/Sewer reserves	311,560.44	49,052.33	424,595.91
Fire Equipment reserves	-	1,104.44	58,028.85
Tourism Development Fund	1,152,917.21	711,236.50	1,136,953.16
Beach Village Entertainment Fees - carryover	-	-	37,147.52
Public area & Utilities improvement fund	568,570.36	321,653.35	1,252,159.86
Ecological & Outdoor area design (Golf course)	100,000.00	-	0.00
Total Board Designated Fund Contributions	2,308,048.01	1,258,046.62	3,083,885.30
Amount Available for Capital or Cash Reserves	6,105,772.54	239,429.27	7,434,430.93
Capital Projects and Equipment (current request)	5,001,807.93	-	5,431,905.00
Balance Available for Cash Reserves	1,103,964.61	239,429.27	2,002,525.93

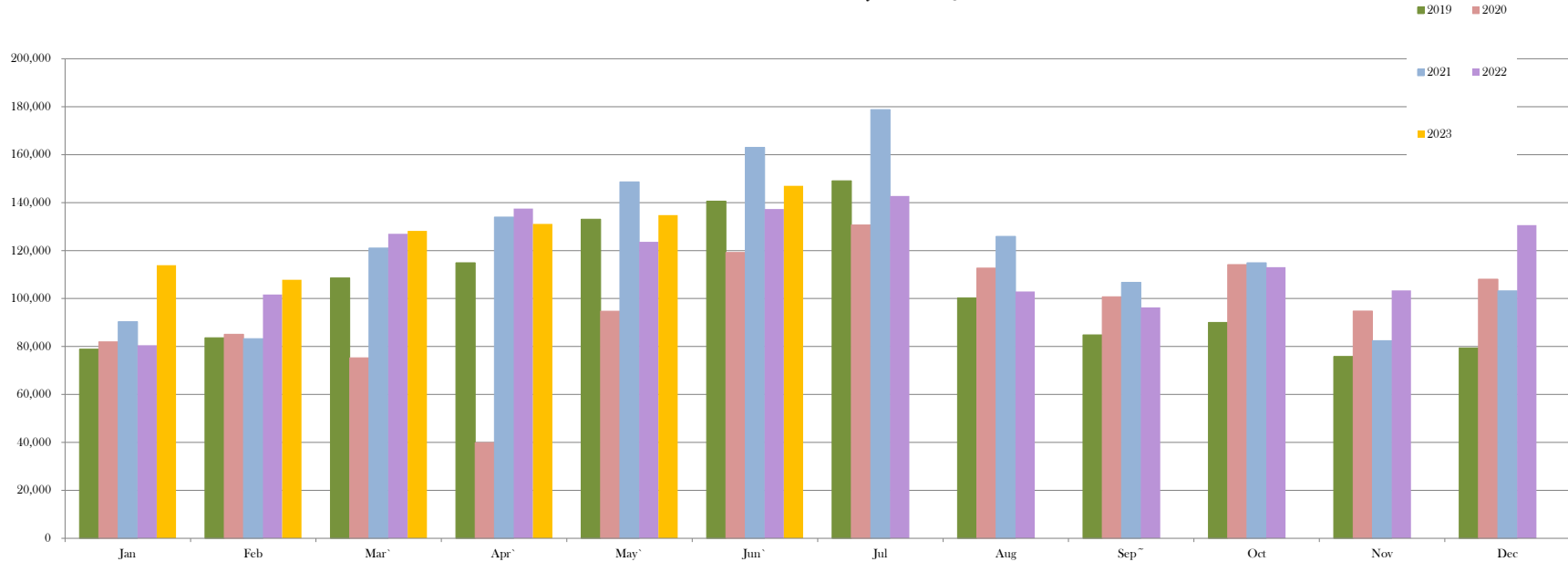
June 2023 Traffic Counts

	2019			2020			2021			2022			2023		
	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	28,874	50,037	78,911	29,773	52,159	81,932	23,462	66,875	90,337	22,696	57,843	80,539	28,395	85,527	113,922
February	35,010	48,619	83,629	32,646	52,457	85,103	22,609	60,616	83,225	29,766	71,891	101,657	32,998	74,849	107,847
March	51,682	56,865	108,547	27,012	48,279	75,291	39,560	81,491	121,051	36,635	90,333	126,968	42,879	85,313	128,192
April	61,404	53,529	114,933	12,082	27,810	39,892	47,198	86,746	133,944	44,680	92,799	137,479	47,452	83,637	131,089
May	74,194	58,894	133,088	44,891	49,825	94,716	58,179	90,491	148,670	44,071	79,550	123,621	46,969	87,805	134,774
June	82,105	58,479	140,584	51,147	68,042	119,189	60,141	102,896	163,037	58,450	78,894	137,344	55,739	91,235	146,974
July	89,499	59,595	149,094	56,441	74,236	130,677	60,613	118,185	178,798	62,840	79,953	142,793	0	0	0
August	47,501	52,687	100,188	39,096	73,585	112,681	38,368	87,543	125,911	36,217	66,712	102,929	0	0	0
September	37,317	47,518	84,835	34,055	66,662	100,717	34,300	72,468	106,768	32,371	63,952	96,323	0	0	0
October	39,100	50,923	90,023	33,851	80,276	114,127	37,170	77,713	114,883	35,694	77,360	113,054	0	0	0
November	30,173	45,699	75,872	22,914	71,876	94,790	26,069	56,386	82,455	28,306	75,088	103,394	0	0	0
December	31,871	47,504	79,375	29,842	78,215	108,057	37,396	65,769	103,165	36,894	93,741	130,635	0	0	0
Totals	608,730	630,349	1,239,079	413,750	743,422	1,157,172	485,065	967,179	1,452,244	468,620	928,116	1,396,736	254,432	508,366	762,798

LPR system began April 2020

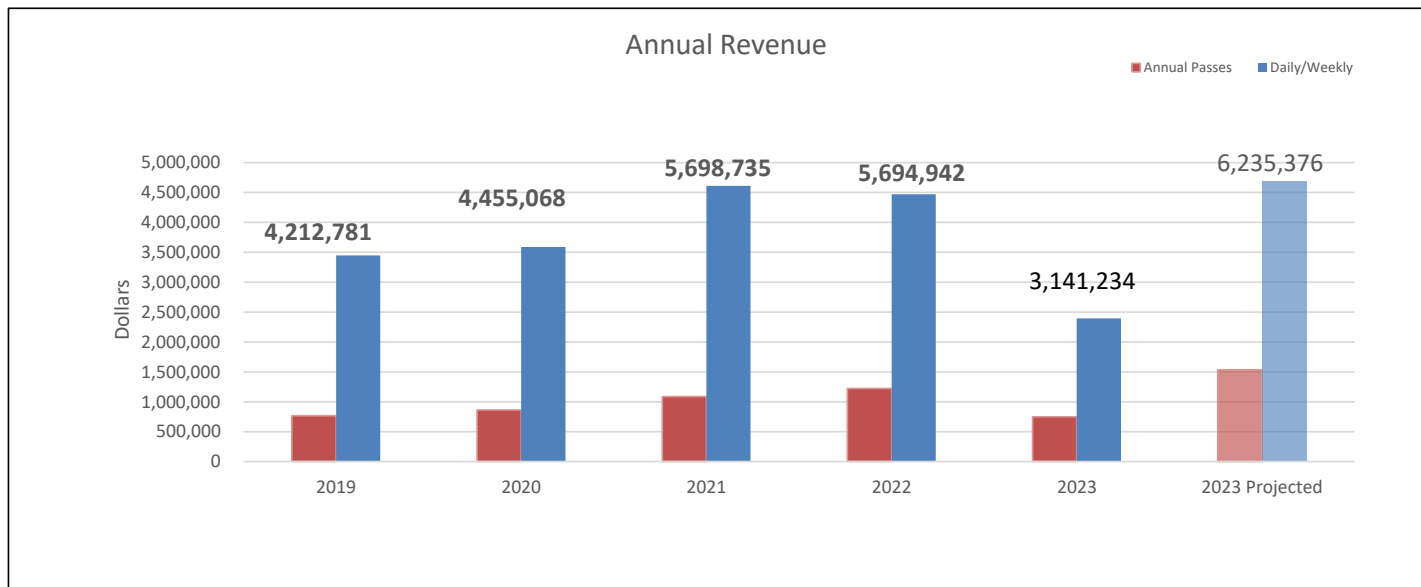
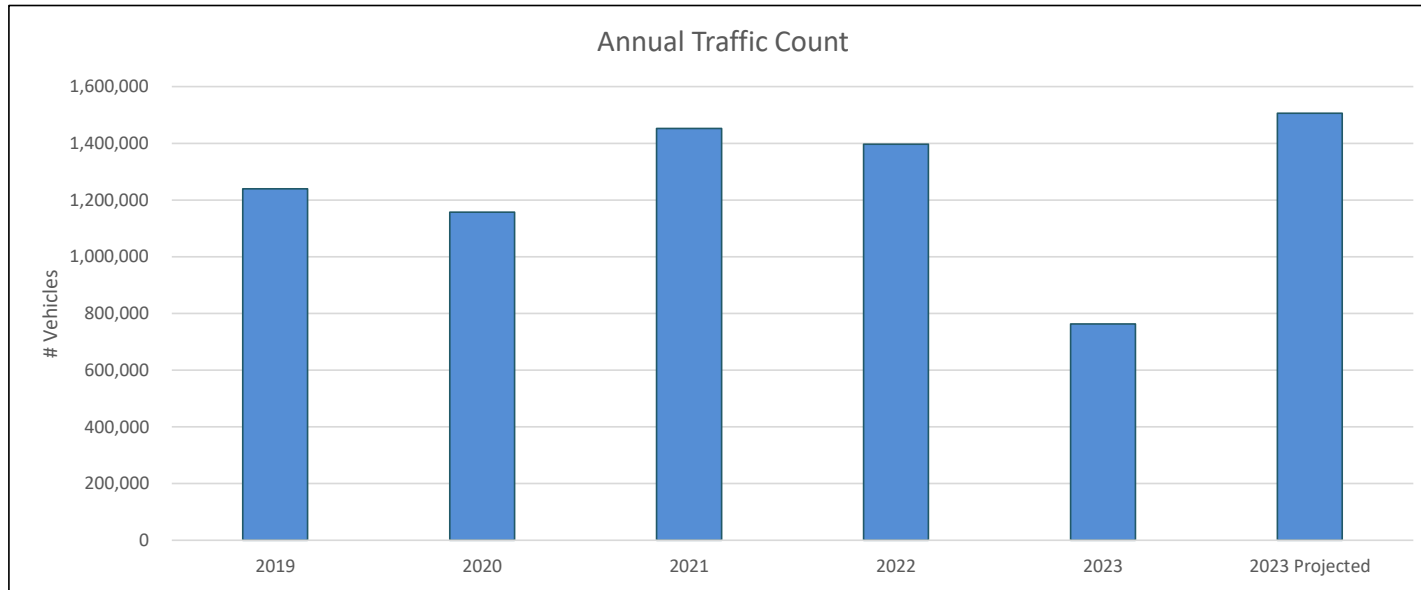
Year to Date Comparison	2019 YTD	2020 YTD	2021 YTD	2022 YTD	2023 YTD
	659,692	496,123	740,264	707,608	762,798

Gate Traffic Counts by Month - June 2023



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

~Sept 2019 - Hurricane Dorian



July 7, 2023
Jekyll Island Convention Center
June FY23 Financial Review

	FY23	FY22	FY21	FY20	FY19	FY18	FY17
Number of Events	22	26	23	18	25	20	24
Event Days	49	56	44	32	46	44	49
Attendance	8,467	10,345	11,495	9343	15,224	13008	11954
Revenue	\$764,379 Act \$589,395 Budg.	\$757,247 Act \$438,206 Budg.	\$613,287	\$420,896	\$595,560	\$576,751	\$461,680
Square FT used	1,023,310	1,026,610	1,011,470	658,110	996,796	N/A	N/A

As the final month of the fiscal year, the event calendar was at full facility activity. With the Medical College of GA on one side, we are hosting the Instructional Coaches Conference on the other. The Workers Compensation's Summer Conference and Constitutional Officers have also learned to maximize both Ocean and Marshside's simultaneously. All four groups increased overall numbers with higher than anticipated F&B revenues and ancillary revenues. GA Leadership, Pupil Transportation, and A4LE Summer Conference all established their own individual full facility footprints. Trade Show attendances are up overall, and booth space locations are in high demand. Pupil Transportation almost doubled their F&B spending from the initial forecast. The Prime for Life training cancelled, but were able to recoup with the Teacher of the Year, Elks, and the Municipal Court Judges.

FUTURE CONTRACTS ISSUED - 8– Estimated revenues \$153,500

Conventions –3 Anticipated revenue \$90,500
Assembly –1 Anticipated revenue \$15,000
Banquet –3 Anticipated revenue \$32,000
Social Event – 1 Anticipated revenue \$16,000

PROPOSALS

CVB –13
Westin – 0
Cvent- 3
Meeting planner meetings and site tours (all staff) – 6

JEKYLL ISLAND AUTHORITY

HOTEL OCCUPANCY STATISTICS

Calendar Year to Date - June 2023

HOTEL STATISTICS AT-A-GLANCE

2023

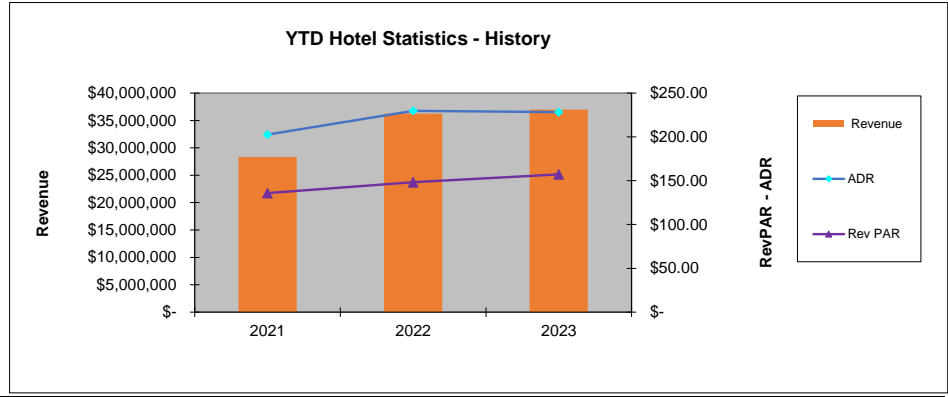
Total Revenue	\$	36,966,719
Occupancy Rate		68.9%
Rev PAR	\$	157.19
ADR	\$	228.27

2022

Total Revenue	\$	36,238,246
Occupancy Rate		64.6%
RevPAR	\$	148.35
ADR	\$	229.74

2021

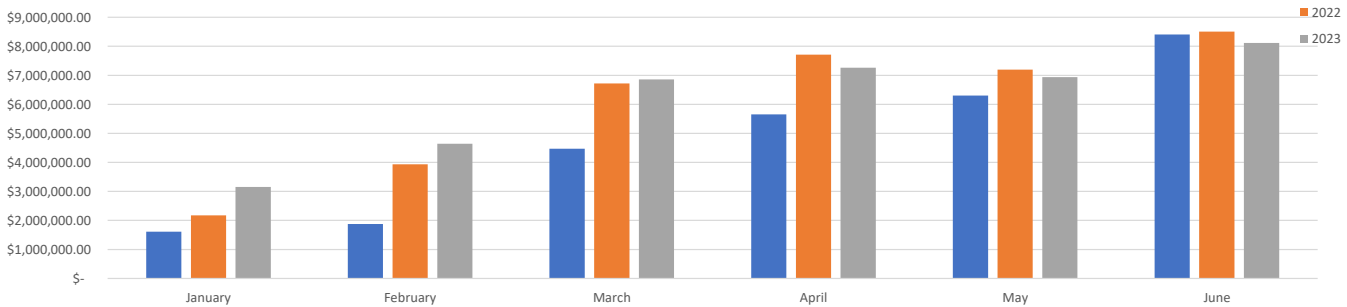
Total Revenue	\$	28,313,869
Occupancy Rate		67.0%
RevPAR	\$	135.82
ADR	\$	202.68



OCCUPANCY REPORT DETAIL

Hotel	# of Rms	Units Availbl	Units Occpd	Percent Occpd	Average Daily Rate	RevPAR	2023 Room Revenue	2022 Room Revenue	Revenue Variance	
Beachview Club	38	6,737	4,325	64.2%	\$ 237.49	\$ 152.46	1,027,142	946,620	\$ 80,522	9%
Home2Suites	107	19,367	14,593	75.3%	\$ 203.68	\$ 153.47	2,972,319	2,823,670	\$ 148,649	5%
Holiday Inn Resort	157	28,048	16,848	60.1%	\$ 209.71	\$ 125.97	3,533,202	3,476,005	\$ 57,197	2%
Days Inn & Suites	124	15,586	12,338	79.2%	\$ 163.04	\$ 129.06	2,011,554	2,908,186	\$ (896,632)	-31%
Courtyard by Marriott/ Residence Inn	209	37,829	27,385	72.4%	\$ 234.00	\$ 169.39	6,407,980	5,158,476	\$ 1,249,504	24%
Hampton Inn	138	24,978	15,886	63.6%	\$ 200.40	\$ 127.45	3,183,537	3,339,990	\$ (156,453)	-5%
Jekyll Island Club Resort	200	29,289	20,328	69.4%	\$ 345.93	\$ 240.09	7,032,015	7,434,621	\$ (402,606)	-5%
Seafarer Inn & Suites	73	12,096	8,761	72.4%	\$ 161.57	\$ 117.02	1,415,473	1,325,801	\$ 89,672	7%
Villas by the Sea	109	16,086	9,963	61.9%	\$ 208.09	\$ 128.89	2,073,249	1,906,118	\$ 167,131	9%
Villas by the Sea - Jekyll Realty	19	3,439	2,082	60.5%	\$ 136.68	\$ 82.75	284,570	244,433	\$ 40,137	16%
Villas by the Sea - Parker Kaufman	33	5,520	3,373	61.1%	\$ 139.69	\$ 85.36	471,160	255,792	\$ 215,369	84%
Westin	200	36,200	26,064	72.0%	\$ 251.48	\$ 181.06	6,554,518	6,418,535	\$ 135,983	2%
2023 Total		235,175	161,946	68.9%	\$ 228.27	\$ 157.19	\$ 36,966,719	\$ 36,238,246	\$ 728,473	2.0%
2022 Total		244,275	157,737	64.6%	\$ 229.74	\$ 148.35	\$ 36,238,246			
2021 Total		208,471	139,697	67.0%	\$ 202.68	\$ 135.82	\$ 28,313,869			

Revenues by Month

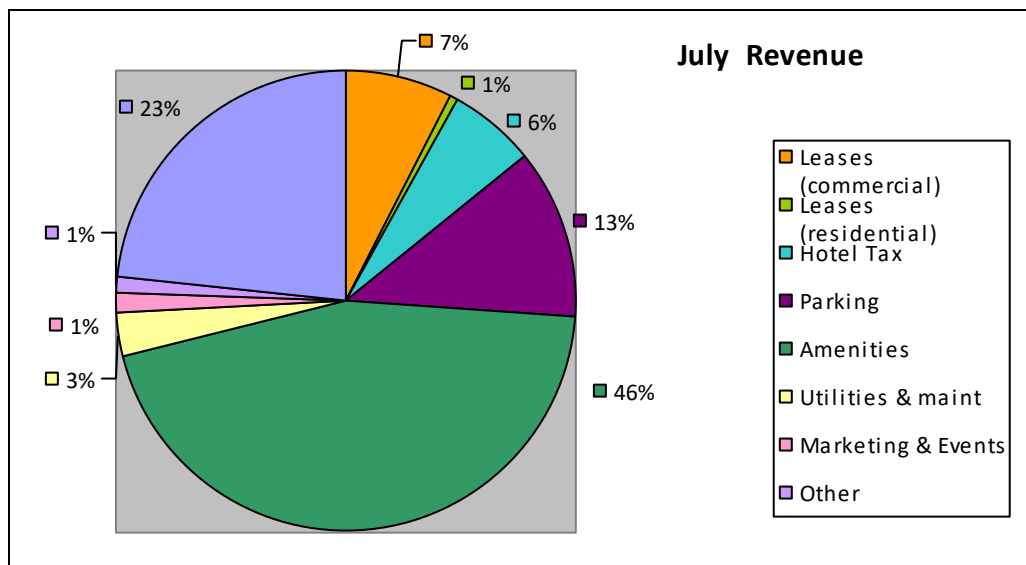


MEMORANDUM

TO: FINANCE COMMITTEE
FROM: MARJORIE JOHNSON
SUBJECT: JULY FINANCIAL STATEMENTS
DATE: 8/9/2023

Revenues

Revenues for July were \$7,468,627 which reflects a favorable \$358K (5%) variance from budget. Revenues reflect a favorable \$1.1M (17%) variance from the prior year-to-date revenues.



The largest variances for the month were:

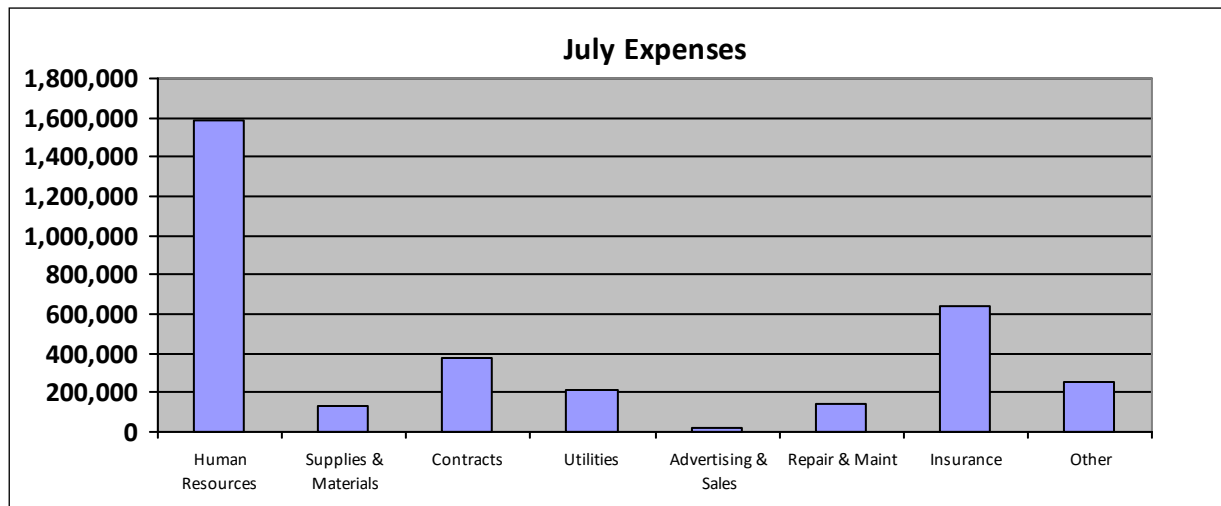
- Golf (+\$46K) – Due to an increase in traffic at the golf courses. Greens Fees were \$20K over budget, and Concession Sales were \$14K over budget.
- Convention Center (+\$173K) – The GAEL conference returned with record attendance, resulting in an additional \$50K in revenue, and a Hindu wedding held 3 events at the center, generating another \$46K above budget. Additionally, other groups saw increases in attendance averaging 10% which resulted in additional revenue.
- Campground (+\$25K) – Occupancy remains high at the campground, resulting in increased revenues. Site Rentals were \$20K over budget and Food Sales were \$6K over budget.

Expenses

Expenses were \$3,765,231 for July and reflected a favorable budget variance of \$242K (6%) for the month. Expenses reflected an unfavorable \$398K (12%) variance from prior year-to-date expenses.

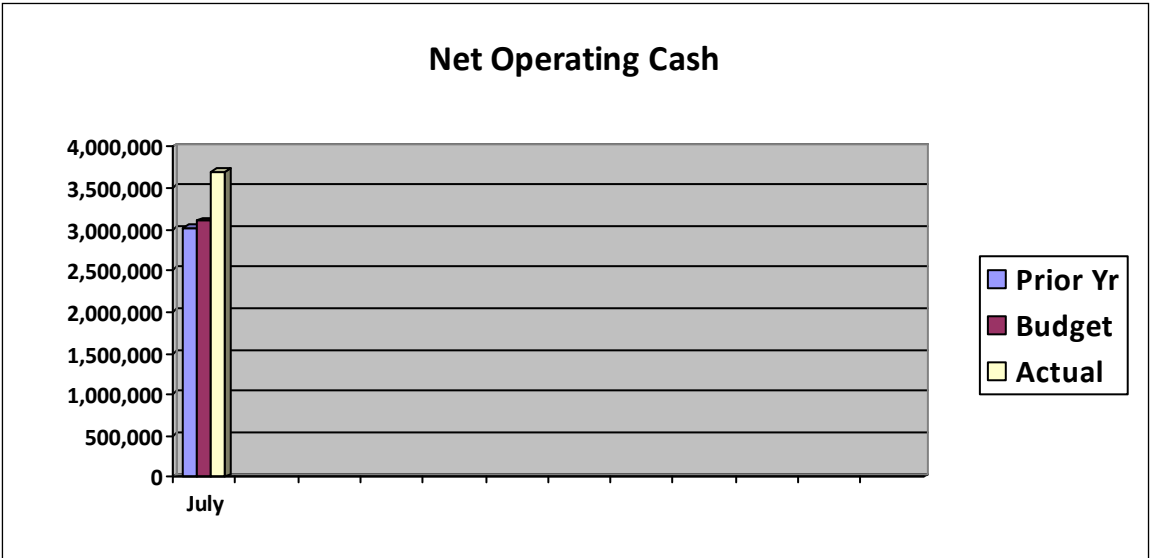
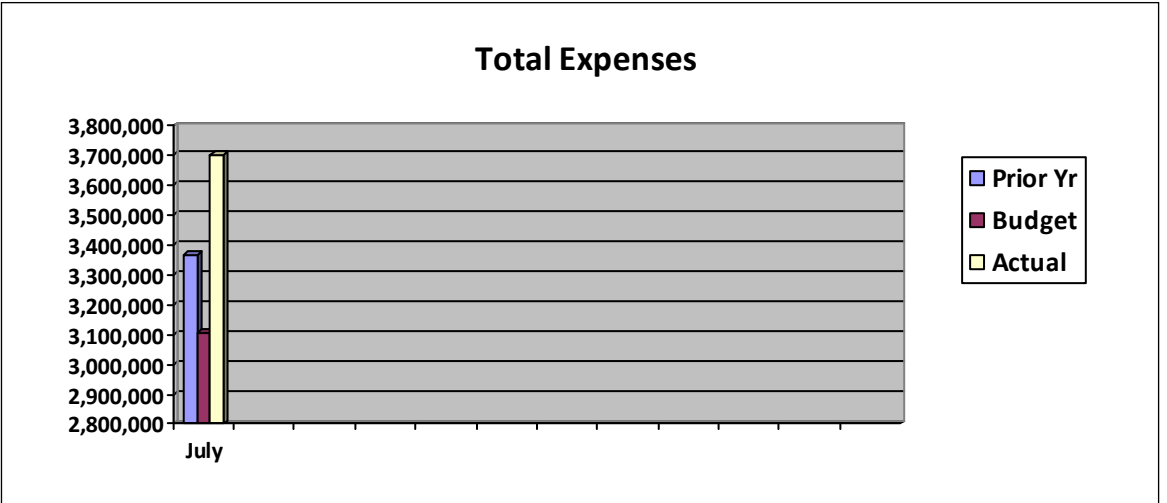
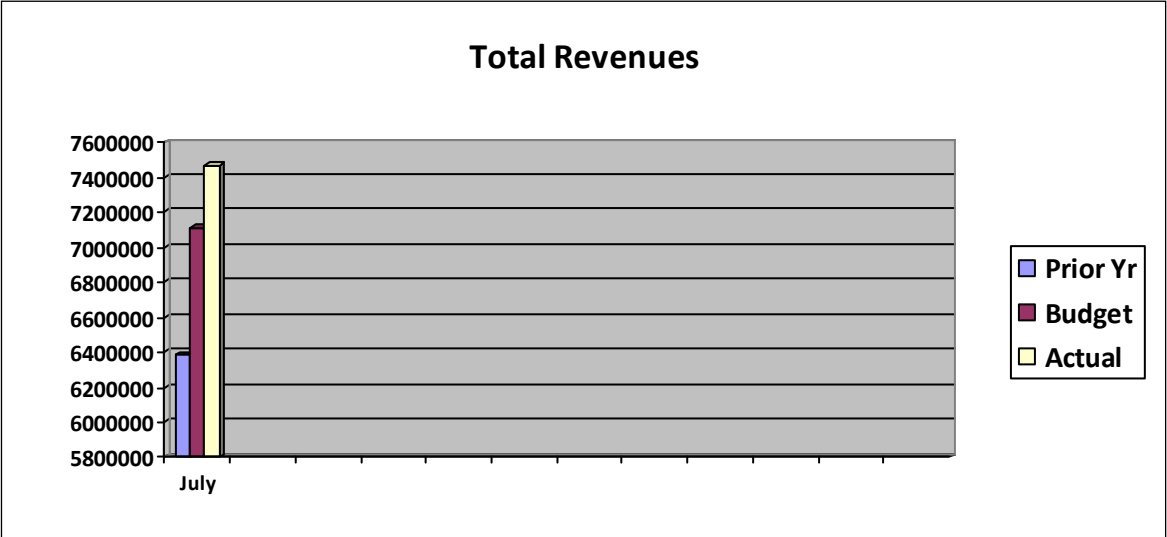
The largest budget variances for the month were:

- Human Resources (-\$57K) – vacant positions – full and part time.
- Supplies & Materials (-\$51K) and Insurance (-\$55K), both reflect favorable budget variances in July. These are assumed to be timing related variances since it is the first month of the fiscal year.



Net Operating Cash

The Net Operating Cash Income for the month is \$3,703,396, which is a \$600K favorable variance from the budgeted net operating cash income of \$3,103,634. Net Operating Cash Income reflects a favorable \$686K variance from prior year-to-date income.



Jekyll Island Authority
CONSOLIDATED BUDGET COMPARISON
For the One Month Ending July 31, 2023

	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	552,042	546,768	5	1%	552,042	546,768	5	1%	539,504	13	2%
Hotel Tax	317,729	307,300	10	3%	317,729	307,300	10	3%	224,280	93	42%
Tourism Development Fund	131,700	131,700	-	0%	131,700	131,700	-	0%	96,120	36	37%
Parking	895,405	831,461	64	8%	895,405	831,461	64	8%	687,234	208	30%
Capital Outlay Surcharge	0	(0)	0	-100%	0	(0)	0	-100%	0	(0)	-76%
Interest	42,383	20,000	22	112%	42,383	20,000	22	112%	6,708	36	532%
Lot Rentals	50,138	10,400	40	382%	50,138	10,400	40	382%	28,535	22	76%
Foundation	516	1,907	(1)	-73%	516	1,907	(1)	-73%	423	0	22%
Airport	1,282	2,280	(1)	-44%	1,282	2,280	(1)	-44%	1,479	(0)	-13%
Administration revenue	8,717	11,722	(3)	-26%	8,717	11,722	(3)	-26%	26,598	(18)	-67%
Beach Village	1,265	777	0	63%	1,265	777	0	63%	-	1	0%
Intern Housing	7,760	9,000	(1)	-14%	7,760	9,000	(1)	-14%	5,270	2	47%
Total Administration	2,008,936	1,873,315	136	7%	2,008,936	1,873,315	136	7%	1,616,150	393	24%
Enterprises											
Golf	234,782	188,298	46	25%	234,782	188,298	46	25%	208,935	26	12%
Convention Center	919,483	746,491	173	23%	919,483	746,491	173	23%	847,569	72	8%
Summer Waves	1,311,243	1,304,147	7	1%	1,311,243	1,304,147	7	1%	1,299,553	12	1%
Campground	260,612	235,340	25	11%	260,612	235,340	25	11%	134,795	126	93%
Life is Good	38,999	39,356	(0)	-1%	38,999	39,356	(0)	-1%	43,251	(4)	-10%
Museum	95,780	94,655	1	1%	95,780	94,655	1	1%	101,519	(6)	-6%
Georgia Sea Turtle Center	429,058	419,622	9	2%	429,058	419,622	9	2%	384,447	45	12%
Conservation	5,270	1,620	4	225%	5,270	1,620	4	225%	1,347	4	291%
Miniature Golf & Bikes	55,153	69,803	(15)	-21%	55,153	69,803	(15)	-21%	64,682	(10)	-15%
Water/Wastewater	168,280	168,630	(0)	0%	168,280	168,630	(0)	0%	170,589	(2)	-1%
Sanitation	47,128	46,905	0	0%	47,128	46,905	0	0%	46,038	1	2%
Fire Department	1,750,484	1,742,144	8	0%	1,750,484	1,742,144	8	0%	1,422,742	328	23%
Tennis	6,854	17,330	(10)	-60%	6,854	17,330	(10)	-60%	6,775	0	1%
Marketing, Special Events & Sales	102,594	120,047	(17)	-15%	102,594	120,047	(17)	-15%	750	102	13579%
Guest Information Center	16,142	17,229	(1)	-6%	16,142	17,229	(1)	-6%	17,909	(2)	-10%
Camp Jekyll & Soccer Fields	16,187	24,017	(8)	-33%	16,187	24,017	(8)	-33%	16,257	(0)	0%
Landscaping, Roads & Trails	1,588	1,500	0	6%	1,588	1,500	0	6%	507	1	213%
Vehicle & Equipment Maintenance	-	-	-	0%	-	-	-	0%	-	-	0%
Facility Maintenance	54	-	0	0%	54	-	0	0%	679	(1)	-92%
Golf Course Maintenance	-	-	-	0%	-	-	-	0%	-	-	0%
Service Station	-	-	-	0%	-	-	-	0%	-	-	0%
Total Enterprises	5,459,691	5,237,136	223	4%	5,459,691	5,237,136	223	4%	4,768,346	691	14%
Total Revenues	7,468,627	7,110,450	358	5%	7,468,627	7,110,450	358	5%	6,384,497	1,084	17%

	MONTH ACTUAL	MONTH BUDGET	BUDGET VARIANCE (000's)	%	YTD ACTUAL	YTD BUDGET	BUDGET VARIANCE (000's)	%	YEAR ACTUAL	VARIANCE (000's)	%
Expenses											
Human Resources	1,750,190	1,806,900	(57)	-3%	1,750,190	1,806,900	(57)	-3%	1,581,927	168	11%
Supplies & Materials	158,587	209,920	(51)	-24%	158,587	209,920	(51)	-24%	131,396	27	21%
Advertising & Sales	60,282	76,100	(16)	-21%	60,282	76,100	(16)	-21%	25,050	35	141%
Repairs - Facilities & Grounds	157,057	155,506	2	1%	157,057	155,506	2	1%	102,620	54	53%
Reserve for Fire Truck	-	-	-	0%	-	-	-	0%	-	-	0%
Utilities	199,342	208,450	(9)	-4%	199,342	208,450	(9)	-4%	206,042	(7)	-3%
Insurance	814,583	869,999	(55)	-6%	814,583	869,999	(55)	-6%	644,911	170	26%
Contracts	285,164	306,470	(21)	-7%	285,164	306,470	(21)	-7%	371,702	(87)	-23%
Rentals	57,314	63,810	(6)	-10%	57,314	63,810	(6)	-10%	62,628	(5)	-8%
Printing	28,442	30,600	(2)	-7%	28,442	30,600	(2)	-7%	856	28	3223%
Motor Vehicle	29,408	36,998	(8)	-21%	29,408	36,998	(8)	-21%	36,493	(7)	-19%
Telephone	8,774	8,994	(0)	-2%	8,774	8,994	(0)	-2%	8,960	(0)	-2%
Vehicle Purchase >\$1K	-	-	-	0%	-	-	-	0%	-	-	0%
Equipment Purchase <\$1K	6,180	13,505	(7)	-54%	6,180	13,505	(7)	-54%	10,075	(4)	-39%
Equipment Purchase \$1K to \$5K	1,998	6,500	(5)	-69%	1,998	6,500	(5)	-69%	20,323	(18)	-90%
Travel	1,367	4,415	(3)	-69%	1,367	4,415	(3)	-69%	1,603	(0)	-15%
Dues	141,667	131,128	11	8%	141,667	131,128	11	8%	96,294	45	47%
Grants expenses	-	-	-	0%	-	-	-	0%	-	-	0%
Satellite Transmitters & time	-	-	-	0%	-	-	-	0%	-	-	0%
Credit Card Fees	64,817	77,471	(13)	-16%	64,817	77,471	(13)	-16%	65,980	(1)	-2%
Debt Service Payment	-	-	-	0%	-	-	-	0%	-	-	0%
Bank Fees	58	50	0	16%	58	50	0	16%	84	(0)	-31%
Interest Expense	-	-	-	0%	-	-	-	0%	-	-	0%
Bad Debt Expense/Recovered	-	-	-	0%	-	-	-	0%	-	-	0%
Debt Service Reserve	-	-	-	0%	-	-	-	0%	-	-	0%
Total Expenditures	3,765,231	4,006,816	(242)	-6%	3,765,231	4,006,816	(242)	-6%	3,366,944	398	12%
Net Operating Cash Income **	3,703,396	3,103,634	600	19%	3,703,396	3,103,634	600	19%	3,017,553	686	23%

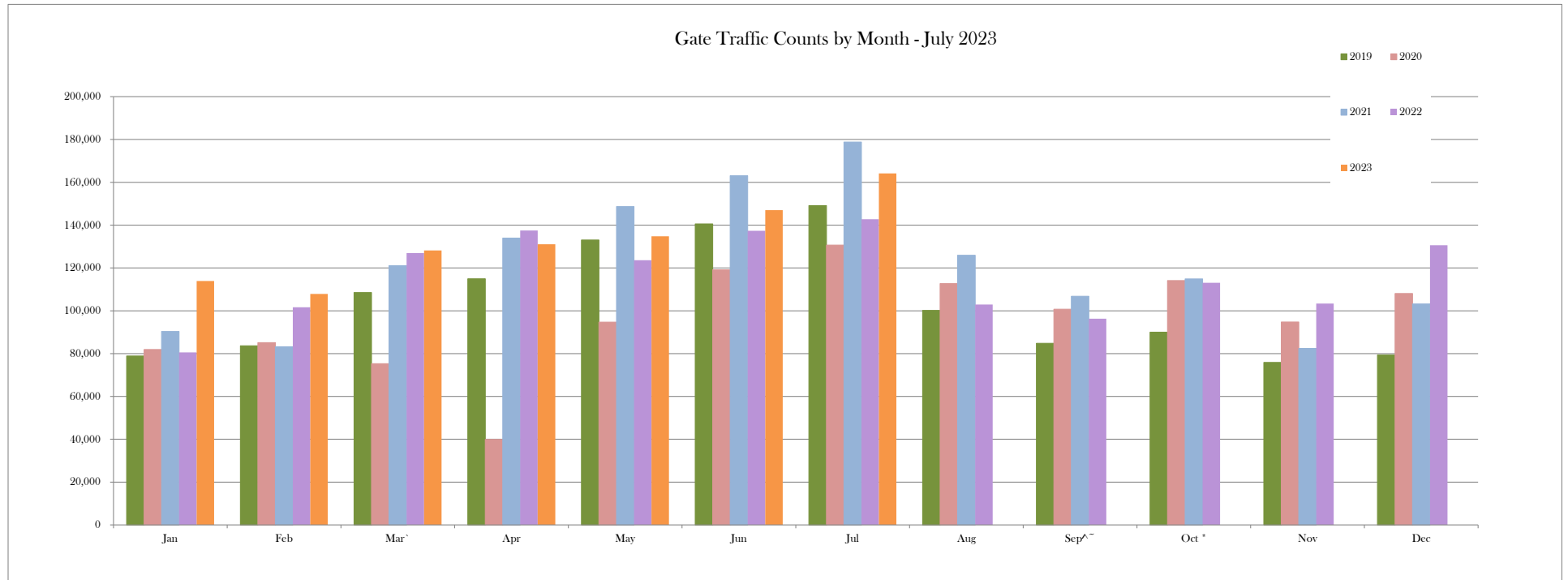
** Does not include depreciation or capital projects

July 2023 Traffic Counts

	2019			2020			2021			2022			2023		
	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	28,874	50,037	78,911	29,773	52,159	81,932	23,462	66,875	90,337	22,696	57,843	80,539	28,395	85,527	113,922
February	35,010	48,619	83,629	32,646	52,457	85,103	22,609	60,616	83,225	29,766	71,891	101,657	32,998	74,849	107,847
March	51,682	56,865	108,547	27,012	48,279	75,291	39,560	81,491	121,051	36,635	90,333	126,968	42,879	85,313	128,192
April	61,404	53,529	114,933	12,082	27,810	39,892	47,198	86,746	133,944	44,680	92,799	137,479	47,452	83,637	131,089
May	74,194	58,894	133,088	44,891	49,825	94,716	58,179	90,491	148,670	44,071	79,550	123,621	46,969	87,805	134,774
June	82,105	58,479	140,584	51,147	68,042	119,189	60,141	102,896	163,037	58,450	78,894	137,344	55,739	91,235	146,974
July	89,499	59,595	149,094	56,441	74,236	130,677	60,613	118,185	178,798	62,840	79,953	142,793	66,229	97,944	164,173
August	47,501	52,687	100,188	39,096	73,585	112,681	38,368	87,543	125,911	36,217	66,712	102,929	0	0	0
September	37,317	47,518	84,835	34,055	66,662	100,717	34,300	72,468	106,768	32,371	63,952	96,323	0	0	0
October	39,100	50,923	90,023	33,851	80,276	114,127	37,170	77,713	114,883	35,694	77,360	113,054	0	0	0
November	30,173	45,699	75,872	22,914	71,876	94,790	26,069	56,386	82,455	28,306	75,088	103,394	0	0	0
December	31,871	47,504	79,375	29,842	78,215	108,057	37,396	65,769	103,165	36,894	93,741	130,635	0	0	0
Totals	608,730	630,349	1,239,079	413,750	743,422	1,157,172	485,065	967,179	1,452,244	468,620	928,116	1,396,736	320,661	606,310	926,971

LPR system began April 2020

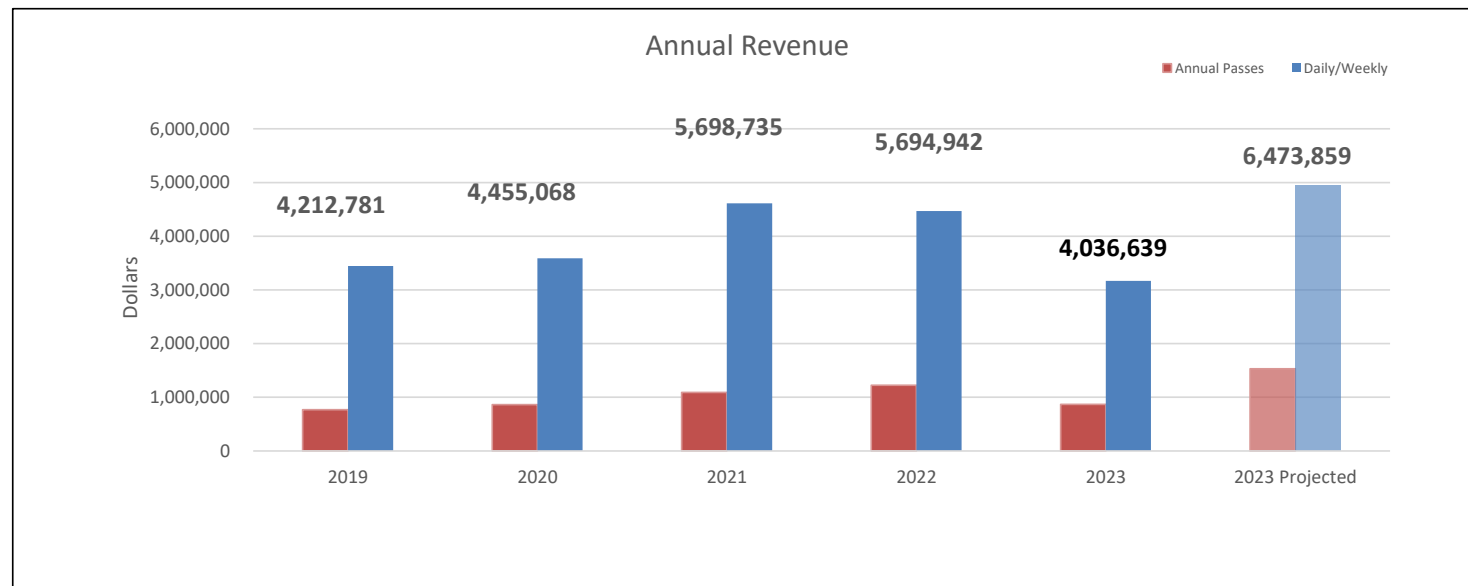
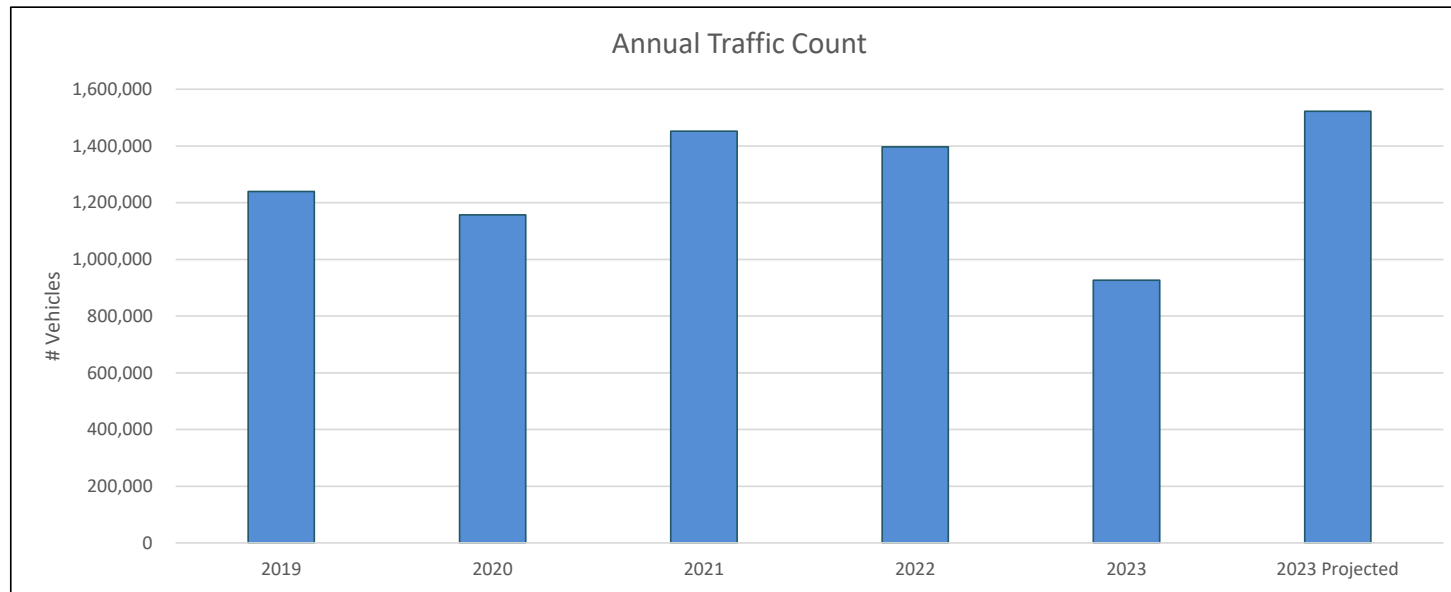
Year to Date Comparison	2019 YTD	2020 YTD	2021 YTD	2022 YTD	2023 YTD
	808,786	626,800	919,062	850,401	926,971



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

~Sept 2019 - Hurricane Dorian

Traffic Counts and Revenue as of July 31, 2023



Aug 5, 2023
Jekyll Island Convention Center SMG and JIA Combined
JULY 2023 Financial Review

	FY 24	FY 23	FY 22	FY 21	FY 20	FY 19	FY 18	FY 17	FY 16	FY 15
Number of Events	15	14	19	0	27	22	21	22	21	11
Event Days	39	47	39	0	54	41	43	38	51	38
Attendance	15,070	14,960	10130	0	18,764	15,746	14,413	21493	30,241	24,214
Revenue	\$1,007,225 Act \$838,306 Budg	\$915,168	\$575,001	0	\$744,051	\$510,802	\$564,380	\$598,922	\$643,239	\$450,534
Square feet utilized	974,620	933,810	686,460	0	1,016,540	N/A	N/A	N/A/	N/A	N/a

July brought traditional legacy groups back to the island. The GAEL conference returned with record attendance generating \$50K in increased revenue overall. The Hindu 2-day wedding held (3) events within and generated an additional \$46K above forecast. The Young Farmers consolidated pieces of their program limiting ancillary revenue and decreased some of the F&B. The Sports Hall of Fame made its return with numbers slightly down from previous years. The Processing Attorneys, Sheriffs, and Assessing Officials all saw increases in attendance by 10% on average, reflecting this within F&B functions. The other budget category that attributed to the total overall increase resided within the miscellaneous pricing. From shipping, excess cleaning fees, and additional F&B labor needed, the Center had stronger revenues than anticipated. Both Great & South Dunes remained booked as projected consistently over the weekends.

FUTURE Contracts Issued – 14 estimated revenue -\$810,000

Conventions	5	Anticipated revenue	\$680,000
Meetings	1	Anticipated revenue	\$3,000
Banquet	1	Anticipated revenue	\$10,000
Sporting	1	Anticipated revenue	\$35,000
Public Event	2	Anticipated revenue	\$82,000

PROPOSALS

CVB –7
Cvent-4
Combined site and planning meeting with all staff – 6

JEKYLL ISLAND AUTHORITY

HOTEL OCCUPANCY STATISTICS

Calendar Year to Date - July 2023

HOTEL STATISTICS AT-A-GLANCE

2023

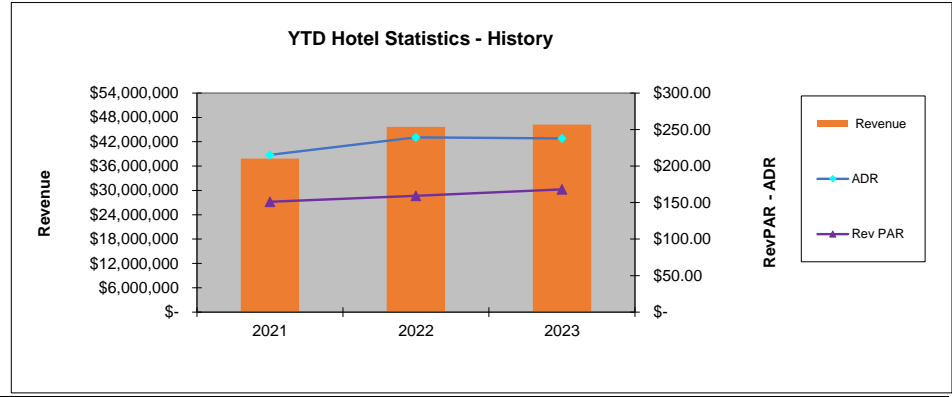
Total Revenue	\$	46,236,741
Occupancy Rate		70.7%
Rev PAR	\$	168.12
ADR	\$	237.90

2022

Total Revenue	\$	45,645,058
Occupancy Rate		66.5%
RevPAR	\$	159.19
ADR	\$	239.37

2021

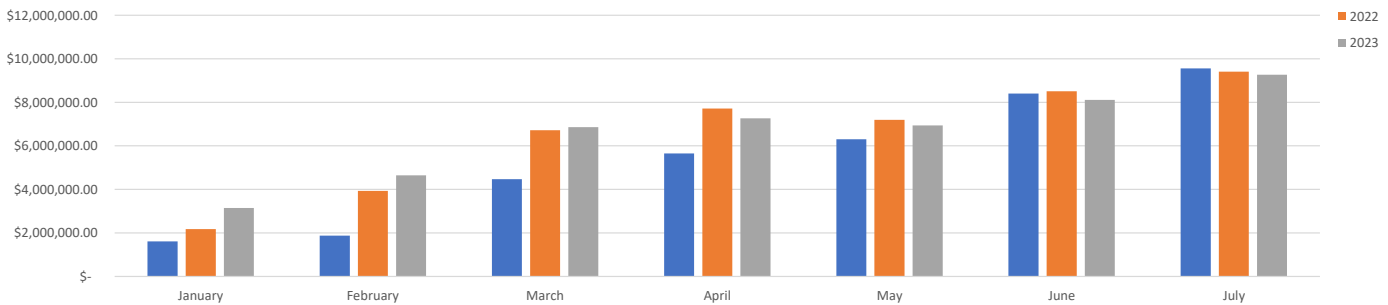
Total Revenue	\$	37,876,245
Occupancy Rate		70.2%
RevPAR	\$	151.15
ADR	\$	215.38



OCCUPANCY REPORT DETAIL

Hotel	# of Rms	Units Availbl	Units Occpd	Percent Occpd	Average Daily Rate	RevPAR	2023 Room Revenue	2022 Room Revenue	Revenue Variance	
Beachview Club	38	7,905	5,224	66.1%	\$ 246.39	\$ 162.83	1,287,165	1,197,250	\$ 89,915	8%
Home2Suites	107	22,684	17,603	77.6%	\$ 210.15	\$ 163.07	3,699,183	3,412,351	\$ 286,831	8%
Holiday Inn Resort	157	32,485	20,373	62.7%	\$ 221.64	\$ 139.00	4,515,524	4,487,300	\$ 28,224	1%
Days Inn & Suites	124	16,825	13,482	80.1%	\$ 173.13	\$ 138.73	2,334,103	3,656,260	\$ (1,322,157)	-36%
Courtyard by Marriott/ Residence Inn	209	44,308	32,774	74.0%	\$ 243.44	\$ 180.07	7,978,379	6,562,978	\$ 1,415,401	22%
Hampton Inn	138	29,256	19,267	65.9%	\$ 206.60	\$ 136.06	3,980,511	4,177,958	\$ (197,447)	-5%
Jekyll Island Club Resort	200	35,273	24,708	70.0%	\$ 352.51	\$ 246.93	8,709,920	9,127,918	\$ (417,998)	-5%
Seafarer Inn & Suites	73	14,191	10,627	74.9%	\$ 171.37	\$ 128.33	1,821,181	1,731,551	\$ 89,630	5%
Villas by the Sea	109	19,172	12,201	63.6%	\$ 218.35	\$ 138.96	2,664,112	2,531,800	\$ 132,312	5%
Villas by the Sea - Jekyll Realty	19	4,028	2,490	61.8%	\$ 154.05	\$ 95.23	383,579	352,062	\$ 31,517	9%
Villas by the Sea - Parker Kaufman	33	6,494	4,182	64.4%	\$ 157.89	\$ 101.68	660,294	361,780	\$ 298,514	83%
Westin	200	42,400	31,419	74.1%	\$ 261.08	\$ 193.46	8,202,790	8,045,849	\$ 156,941	2%
2023 Total		275,021	194,350	70.7%	\$ 237.90	\$ 168.12	\$ 46,236,741	\$ 45,645,058	\$ 591,683	1.3%
2022 Total		286,739	190,686	66.5%	\$ 239.37	\$ 159.19	\$ 45,645,058			
2021 Total		250,586	175,856	70.2%	\$ 215.38	\$ 151.15	\$ 37,876,245			

Revenues by Month



MEMORANDUM

TO: FINANCE COMMITTEE
FROM: MARJORIE JOHNSON, CHIEF ACCOUNTING OFFICER
SUBJECT: CAPITAL EQUIPMENT AND PROJECTS REQUESTS
DATE: 8/9/2023

The staff would like to request the following capital equipment and projects:

Water/Wastewater Improvements:

SCADA for Water Towers & Lift Stations **\$140,000.00**

The SCADA system is used to monitor the wastewater lift stations and water towers. These units are over 15 years old and have quit working and repair parts are no longer available. The SCADA system also alerts our staff to after-hours problems such as high levels and power outages.

Scum Troughs at WPCP **\$100,000.00**

The current scum troughs are worn out and have started leaking. They have been in service for 40+ years.

Roof on primary digester **\$ 35,000.00**

This roof was budgeted in the FY23 capital budget, but estimates were higher than budgeted. Total cost of the project is \$55K.

Total requested from Water/Wastewater Fund **\$275,000.00**

Public Improvement Fund:

Toro mower with bagger – Landscaping **\$16,400.00**

This equipment will mow and bag the clippings and will be used in some of the more manicured areas of the Island. It will help with mowing quality and the labor cost currently involved in the cleanup process.

Brush mower attachment for the Ditch Witch **\$ 7,100.00**

The brush mower will allow landscaping to mow thicker areas that are hard on the regular mowers and will allow them to clean up some areas in the landscape that have become overgrown over the years.

Electronic Causeway Billboards**\$182,000.00**

The electronic boards will provide the flexibility to market more than one JIA facility or event at any given time. Our marketing staff will be able to directly access and manage all advertising and they will be able to adjust the images and change messaging in real time. Rotating messaging would allow us to balance JIA advertising and community messaging for events or hurricanes. With the flexibility digital billboards will provide, we can also sell ad space to Island businesses and hotels, which will help us recoup our investment over a 2 – 3 year period.

Total requested from Public Improvement Fund \$205,500.00

MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: ALEXA HAWKINS, DIRECTOR OF MARKETING & COMMUNICATIONS
SUBJECT: REQUEST TO RELEASE #378 – PUBLIC RELATIONS AGENCY SERVICES
DATE: AUGUST 15, 2023

Background

Jekyll Island Authority (“JIA”) desires to issue Request for Proposal #378 for Public Relations Agency Services on behalf of the JIA Marketing Department to identify a new and appropriate public relations agency to support Jekyll Island Authority’s (JIA) strategic national and regional media relations and public relations priorities, to include the below objectives:

- Tell the story of Jekyll Island and the JIA’s mission, goals, strategies, initiatives, successes, and opportunities to media across the country and around internationally, as appropriate.
- Ensure strong awareness, understanding, and support of our work with the public.
- Build engagement, trust, and advocacy through strategic communications.
- Enhance the credibility of the organization and its operational facilities.
- Identify industry trends to help shape internal and external messaging.

The selected agency will be responsible for overseeing a comprehensive national media & public relations plan that adheres to JIA’s communications strategies. This includes a plan that cohesively represents Jekyll Island, the Jekyll Island Authority and its amenity facilities, and business partners on the island.

If approved, this RFP will be posted on August 15, 2023. Respondents would have until September 20, 2023, to submit responsive proposals, as stated in the RFP. Following evaluation and award by this Board, the successful Respondent would commence working with JIA.

As public relations agency services are currently budgeted, no additional budget is requested.

Staff hereby requests approval of the following:

Approval for the release of RFP #378 to identify a new public relations agency to support Jekyll Island Authority’s strategic national and regional media relations and public relations priorities.

MEMORANDUM

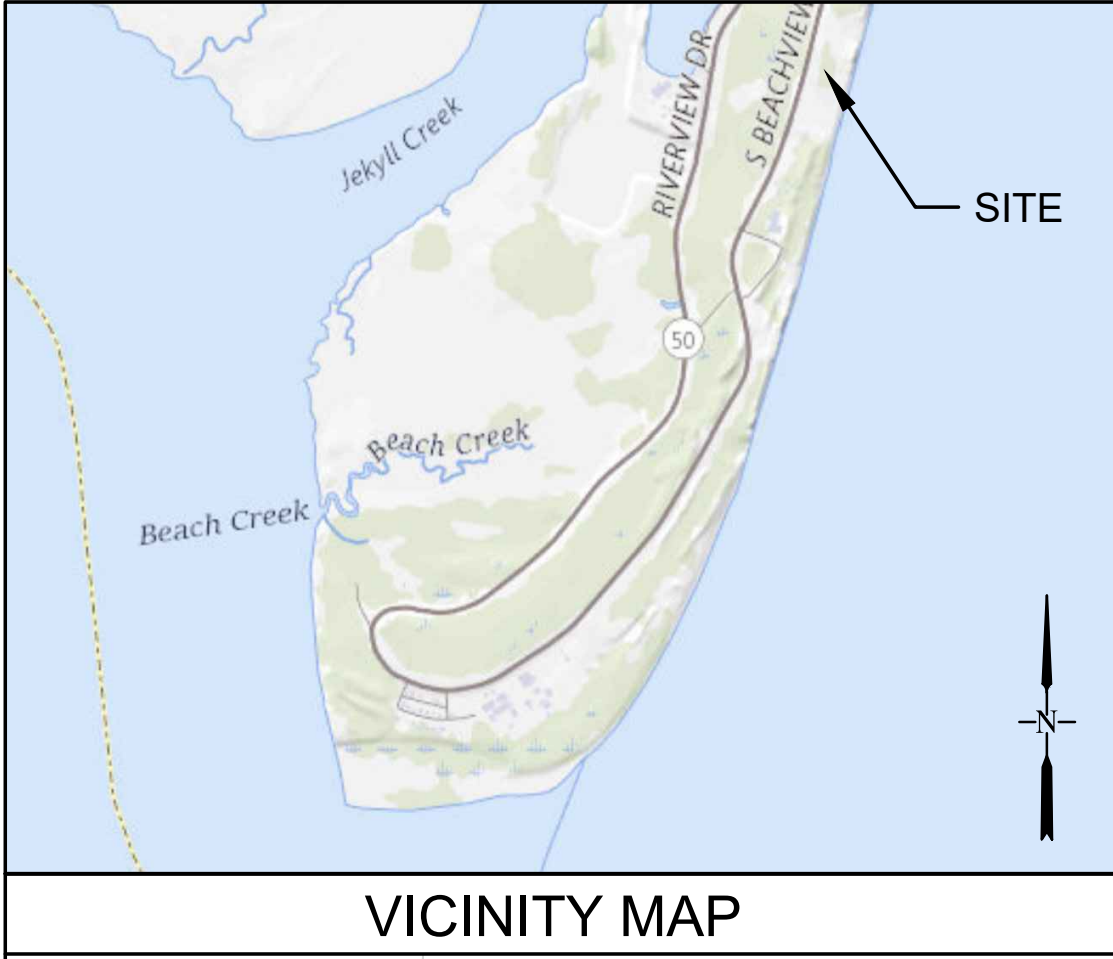
TO: COMMITTEE OF THE WHOLE
FROM: NOEL JENSEN, DEPUTY EXECUTIVE DIRECTOR
SUBJECT: REVIEW OF SCHEMATIC DESIGN FOR THE BUCCANEER SITE AS SUBMITTED BY LNWA DEVELOPERS, LLC AND RETREAT HOTELS AND RESORTS, LLC
DATE: 8/8/2023

In April 2023, the JIA Board approved the Concept Phase drawings of a planned development to be built by LNWA Developers LLC and Retreat Hotels and Resorts, LLC on the 6.892-acre parcel consisting of 25 single-family homes, additional guest parking, and a community pool. The concept was revised in response to Design Review Group (DRG) feedback which reduced density, improved circulation, provided safer routing for emergency response, and recognized the future turtle lighting challenges to be resolved.

At the August 1, 2023, DRG meeting, the Schematic Design drawings passed review with minor comments, such as clarification of turning radii for emergency vehicles and clarification of maximum residential height measurements that would have to be further addressed during the Site Staking and Design Development phases of the project.

Staff hereby requests approval of the following:

1. Approval for the Schematic Design Phase drawings of a planned development to be built by LNWA Developers LLC and Retreat Hotels and Resorts, LLC on the 6.892-acre parcel consisting of 25 single-family homes, additional guest parking, a community pool, and other features to be delineated during the Site Staking and Design Development Phases, which would be once again presented to the DRG and the JIA Board for further approval.

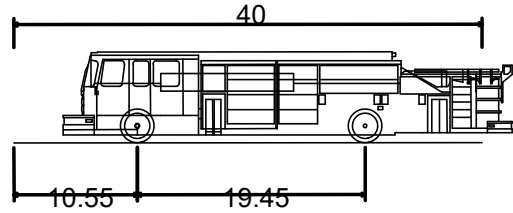


- LEGEND
- PROPOSED CONCRETE
 - PROPOSED ASPHALT
 - PROPOSED LOT/YARD
 - PROPOSED FOOTPRINT
 - PROPOSED GREENSPACE
 - PROPOSED BOARDWALK
 - EXISTING BOARDWALK
 - EXISTING TREE CANOPY
 - PROPOSED SETBACK
 - TREES REMOVED
 - PEAGRAVEL PARKING
 - PROPOSED CLUBHOUSE
 - PROPOSED POOL
 - PROPOSED LANDSCAPE BUFFER
 - EXISTING APRON TO BE REMOVED
 - PERVIOUS CONCRETE PARKING



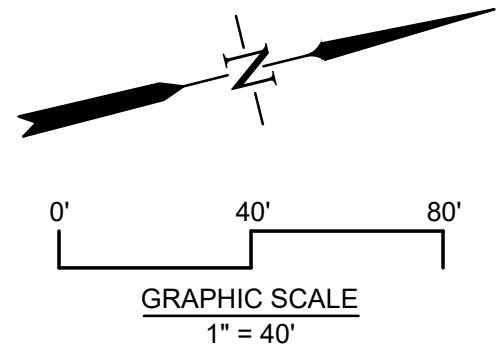
CURVE	RADIUS	ARC LENGTH	CHORD LENGTH	CHORD BEARING	DELTA ANGLE
C1	6136.30'	180.80'	180.79'	N 14°08'14" E	1°41'17"
C2	6136.30'	140.00'	140.00'	N 15°38'06" E	1°18'26"

LINE	BEARING	DISTANCE	LINE	BEARING	DISTANCE
L1	N 8°40'50" E	64.92'	L19	S 41°33'30" W	39.69'
L2	S 01°06'45" E	26.24'	L20	S 33°30'35" W	39.99'
L3	S 49°09'32" W	42.57'	L21	S 16°56'42" W	57.72'
L4	S 53°32'45" E	43.17'	L22	S 52°35'02" W	24.76'
L5	S 21°19'54" W	27.63'	L23	S 44°45'44" W	45.50'
L6	S 11°56'17" E	40.61'	L24	N 68°32'41" W	49.13'
L7	S 42°39'01" W	59.63'	L25	S 09°51'41" W	129.44'
L8	N 66°30'57" W	17.78'	L26	S 00°52'59" E	63.67'
L9	S 40°28'43" W	75.91'	L27	S 24°49'05" W	51.50'
L10	S 75°30'22" W	34.22'	L28	S 77°17'59" E	26.41'
L11	S 05°48'35" E	30.16'	L29	S 51°49'50" W	40.23'
L12	S 53°17'48" W	28.31'	L30	S 77°05'24" E	72.89'
L13	S 20°16'32" W	38.56'	L31	S 45°35'51" W	20.87'
L14	S 57°08'24" E	29.09'	L32	S 66°06'54" E	28.76'
L15	S 11°02'19" W	83.63'	L33	S 37°27'45" E	27.94'
L16	S 67°58'15" E	33.41'	L34	S 01°20'31" W	33.87'
L17	S 29°33'30" E	54.00'	L35	S 23°28'03" W	25.62'
L18	S 28°24'08" E	58.86'	L36	N 13°17'45" E	11.45'



Copy of Pumper Fire Truck
Overall Length
Overall Width
Min Body Ground Clearance
Track Width
Lock-to-lock time
Max Wheel Angle

40.000ft
8.268ft
7.762ft
0.673ft
8.268ft
5.00s
45.00°



AUTOTURN ANALYSIS 1

JEKYLL BUCCANEER DEVELOPMENT
JEKYLL ISLAND, GA
PREPARED FOR:
LEON N. WEINER & ASSOCIATES, INC.

DATE: 2023-08-04
PROJECT NUMBER: 22225
DRAWN BY: IDV.
CHECKED BY: WJH
SCALE: 1"=40' (FOR 24"x36" PLOT)

1

SHEET:

ROBERTS
CIVIL ENGINEERING
15 SHAW ISLAND LANE
SAVANNAH, GEORGIA 31406
WWW.ROBERTSCIVILENGINEERING.COM

AGENCY COMMENTS

Jekyll Island State Park Authority Strategic Plan FY 2023-2026

Agency Mission: As stewards of Jekyll Island's past, present, and future, we are dedicated to maintaining the delicate balance between nature and humankind.

Agency Vision: Through progressive stewardship and excellent customer service, Jekyll Island will be recognized as a sustainable conservation community that is the choice destination among all who experience its unique environment, service, and amenities.

Agency Core Values: (optional)

Agency Head Comments on Strategic Plan

The most prominent challenge that the Jekyll Island Authority (JIA) faces during the next four years is capacity management. After more than ten years of successful revitalization efforts, the JIA faces the challenges of maintaining strong visitation while preventing over capacity, promoting a unique visitor experience, and maintaining balance between the natural and developed elements of Jekyll Island.

Visitors are attracted to the unique natural and undeveloped destination that is Jekyll Island. A destination that allows visitors to immerse themselves in nature and truly escape from their busy lives for a day, a week, or longer. A destination that aims to avoid the hustle and bustle of an overly developed beach town. Jekyll is a destination with a laidback character and no traffic lights. The Island must not become a disappointing destination. Even with easy public access, Jekyll Island should not become a remake of Charleston, St. Augustine, Savannah, Tybee Island, Hilton Head, or St. Simons. Instead, it should be inspired by destinations like Cumberland Island or Little St. Simons Island, rich in culture, history, and nature.

The influx of traveling has continued on Jekyll post pandemic through 2023, with current projected traffic counts to reach 1.5 million vehicles. This growing number of visitors has resulted in financial success for Jekyll Island over the past two years. Revenues for FY23 have exceeded budget expectations every month so far with the year-to-date variance being a favorable 18%. However, the rise in traffic numbers further shows the importance of managing capacity and has led the JIA to investigate how to further implement recommendations of the Jekyll Island Carrying Capacity & Infrastructure Assessment. The JIA will evaluate the best ways to implement dynamic pricing, critique island-wide events, and utilize data collection platforms to determine visitor interest. The JIA's goal is to develop an elevated visitor experience, to reduce participant numbers during events, and to provide more immersive encounters with a stronger focus on conservation, preservation, and education.

Agency Head
Signature



Mark Williams, Executive Director

ENVIRONMENTAL SCAN

Jekyll Island State Park Authority Strategic Plan FY 2023-2026			
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Agency Core Values: (optional)			
External Scan		Internal Scan	
Elastic Factors	Inelastic Factors	Strengths & Weaknesses	Workforce Analysis
<ul style="list-style-type: none"> - Island Capacity Balance & Management - Convincing Georgians to experience Jekyll Island - Local & State funding challenges - Adequate financial resources for needed capital improvements/deferred maintenance - Assuring memorable experiences for guests - Need for greater ADA accessibility throughout the Island at all facilities - Political Forces - Misunderstanding of Jekyll Issues 	<ul style="list-style-type: none"> - Hurricanes & Tropical Storms - Sea Level Rise & Coastal Erosion Controls - Threat of economic downturn: <ul style="list-style-type: none"> - Supply Interruptions - Inflation Prices - Increasing Fuel Prices - Continued rising costs for construction materials and equipment - Changing Development/Visitation Pressures - Increased competition for tourism dollars - Continued escalation in employee health care costs and retirement benefits - Lack of timely property evaluations completed by Glynn County Assessor 	<ul style="list-style-type: none"> - The JIA employee stewardship of Jekyll Island is a strength and transcends all generations, regardless of the type of work being done. - The employees who are successful and stay with the organization all want to be a part of something greater than themselves. We have the opportunity to improve our communication of this in our employer branding. - Stewardship is also prevalent in our JIA-wide culture, in the coming months and years we have the opportunity to examine individual department work cultures and provide guidance and training to ensure those work cultures support the mission of the Jekyll Island Authority. - Institutional knowledge among staff is another strength that we have recognized and continue to work towards a succession of staff and creating systems of knowledge for future employees. - JIA policies are consistently reviewed and updated accordingly when employment landscapes change. 	<ul style="list-style-type: none"> - Increasing difficulty hiring and retaining part-time employees that primarily work in customer service roles in amenities and gift shops. - The majority of JIA's turnover, 60 – 65%, is generated from part-time employees (non-seasonal). - Overall, employees are satisfied with the work they are performing in support of the stewardship of the island. The majority, 70% of our full-time workforce is currently Generation X and Millennials, it will be increasingly important to examine and adjust department work cultures to attract and retain Generation Z employees. - Recruitment varies depending on the position, JIA experiences the same challenges as other employers in the area, as the number of available workers in the immediate and surrounding areas is decreasing.

CRITICAL ISSUE IDENTIFICATION

Jekyll Island State Park Authority Strategic Plan FY 2023-2026		
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Agency Core Values: (optional)		
#	Critical Issue or Challenge	Description
1	Capacity Management	If capacity management on Jekyll Island is not consistently monitored and addressed through actions such as dynamic pricing, program revisions, and creative management, the guest experience will be negatively impacted and JIA resources could be at risk. To ensure Jekyll Island remains successful financially, we need to ensure visitors have a positive experience that brings them back to the island. We also must ensure that JIA resources, such as staff, and the island's natural resources are not abused and depleted. Jekyll's future needs to be just as much of a priority as its present.
2	Threat of economical downturn	Supply Interruptions and the continued rising costs for construction materials and equipment has delayed several JIA projects including the Public Safety Facility, the Campground expansion project, and the new Jekyll Island airport terminal. These factors result in a strain in Jekyll's resources and a significant delay in providing Jekyll residents and visitors with access to upgraded and desirable facilities.
3	Shortage of Part-Time Labor	In 2014, JIA averaged 148 part-time employees in these positions, in 2023, that number is 104. In addition to fewer available workers seeking part-time work, the majority of JIA's turnover, 60 – 65%, is generated from part-time employees (non-seasonal). JIA relies on part-time labor for the retail and amenity positions on Jekyll. Operating these locations has become increasingly difficult due the shortage of part-time labor. To ensure operational success and a positive guest experience, JIA Human Resources will need to evaluate how to shift some of the historically part-time positions to full-time positions.

Note

* Three rows for Critical Issues are provided, but agencies are not required to utilize all three. Additionally, agencies may insert more rows if they identify more than three critical issues.

OBJECTIVES AND ACTION PLANS

Jekyll Island State Park Authority Strategic Plan FY 2023-2026								
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Agency Core Values: (optional)								
Objective		Action Plan						
		#	Action Items/Tasks	Measurable Outcomes	Resources/Responsibilities	Associated Funding	Completion Dates	Progress Updates from Previous Year
1	Continue and Complete Island Revitalization	1a	Improve Public Safety on Jekyll Island through the construction of a combined public safety complex to house Jekyll Island Fire/EMS and Georgia State Patrol Post 35. Currently they are located in two separate locations, GSP Post being situated off Island. Colocation would foster improved public safety by reducing response times and availability while encouraging better cooperation by all public safety staff.	Decrease response time by 20% for public safety calls. Improve insurance rates on Jekyll Island by 10% and receive an ISO rating of Class 2.	JIA Deputy Executive Director is overseeing the construction and ensuring the project remains on schedule.	State FY22 Amended Budget approved in April of CY22 and State FY23 Amended Budget approved in April of CY23	August CY2024	Construction is underway
		1b	Design and build a new 2,400 SF airport terminal leveraging GDOT intermodal matching funds. Use JIA funding to perform site work allowing a public/private partnership to fund and build hangars. This would allow Jekyll Island Airport to once again reach the required 10 based aircraft to receive FAA annual funds of \$150,000.	Improve accessibility of airport terminal. Increase based aircraft from six to 10, allowing for the JIA to receive \$150,000 FAA funding per year.	JIA Deputy Executive Director is overseeing project. He continues to coordinate with the terminal design firm and GDOT to ensure funding remains allocated to this project.	JIA funding of 250,000 for site work at hangar location and GDOT matching funds of \$690,000 for construction of new terminal building.	Fiscal Year 2025	An ADA accessible airport terminal was designed and put out for bid in April 2023. However, due to higher than estimated costs submitted by bidders, the design will be modified and re-bid in CY2024 and built in FY25.
		1c	Oversee development of Former Buccaneer Site, which is the final original revitalization parcel. Due to development pressures resulting from successful revitalization, all proposals are required to be reviewed and fully vetted. Residential design was recommended through a JIA required Market Analysis/Strategic Development Study. Residential design should be better able to cater to site environmental concerns and restraints. Residential design should impact fewer trees and contribute to less overall human activity at the site as compared to a lodging facility which would be more heavily occupied and higher-density.	Limited number of new single family housing units. Completed original revitalization plans with low impact on parcel. Additional rental and service revenue for JIA operational budget.	LNWA Developers, LLC are responsible for developing the parcel. JIA Deputy Executive Director and the Design Review Committee will continue reviewing design development plans for the project.	Private Sector Development responsible for all site infrastructure improvements and housing units. Final costs yet to be determined.	Timeline is based on developer's schedule.	Concept design has been submitted and approved by DRG & JIA Board. Next step will be review of the Schematic Design.

OBJECTIVES AND ACTION PLANS

2	Balance and Manage Island Resources	2a	<p>Continuing to implement the 2022 Golf Course Improvement Plan will be vital to sustainably operating the Jekyll Island Golf Course, ensuring positive experiences for guests. The overall condition of the golf courses on Jekyll Island has been declining for several years. To fully examine all issues and to recommend options, the JIA has retained various consultants over the past five years including the National Golf Foundation Consulting, Inc. Age, deferred maintenance, decline in golf rounds played, and overall number of holes are reasons major corrective actions are needed. The first phase of improvements will include irrigation enhancement and tree removal on the Pine Lakes Course. The next improvement phase will include the elimination of nine holes of golf from the Oleander Course. This acreage will become a natural/conservation area. Additional improvements and/ or redesigns will be made as a result of continued assessments of rounds played and financial conditions.</p>	<p>Improved course playing conditions. Additional revenues generated from Jekyll Island Golf Courses. Attraction of additional players/increased rounds of golf. Creation conservation corridor for wildlife and additional conservation areas for public enjoyment.</p>	<p>JIA Administration, Conservation Department, and Golf Course senior staff will continue to work together to ensure each recommended action item is completed as scheduled.</p>	<p>FY 23 & FY24 Capital Budget along with Golf fees & Tourism Improvement Fund. A bond is also being considered for funding. If a golf lodge, assisted living facility, and retail components are built, additional monies will be generated for golf course improvements.</p>	<p>Improvements to continue over the next four years. On going through FY23 to FY28.</p>	<p>Improvements to Pine Lakes Golf Course are underway. RFPs for Great Dunes/Oleander course consolidation design and an Ecological Consultant were awarded in June 2023.</p>
		2b	<p>Preserve the history of Jekyll Island through on-going maintenance and facility improvements to historic buildings, continue preservation work on the Chicota Ruins, implement the second phase of the Hollybourne Cottage project, continuation of Oral Histories Project, and further investigate options for collections/archives storage facility.</p>	<p>Understanding and appreciation of Jekyll's unique history will be nurtured and preserved.</p>	<p>JIA Historic Resources Department</p>	<p>JIA FY23 & Capital Budget</p>	<p>On-going through CY23</p>	<p>Work is ongoing in various historic structures. Specifically in the previous year 3 structures received exterior painting, 1 received an interior refurbishment and deep cleaning was completed in 2 structures per schedule. The Chicota Ruins project is complete, the first phase of the Oral Histories Project is completed with the recollections of almost 30 individuals recorded. The second phase of the Hollybourne Cottage Project has been initiated and the firm H&W Design is contracted to design the exhibits for this building.</p>

OBJECTIVES AND ACTION PLANS

		2c	<p>Continuing implementation of Capacity Management strategies which are guided by the Jekyll Island Carrying Capacity and Infrastructure Assessment, we will develop and implement various principles and strategies that enhance the standard for an elevated visitor experience. We will assess the future of large island-wide events that are no longer aligning with the Authority's goals and maintain brand awareness without exceeding capacity thresholds. We will utilize analytics platforms to further understand visitor interest. Platforms will focus on visitor movement and behavior to better evaluate more appropriate marketing promotions that shift focus to reduced capacity days and to amenities and experiences with less visitor traffic during peak seasons. We will also consistently conduct internal analyses of the habits of visitors to determine if dynamic pricing is needed to influence behaviors and manage capacity.</p> <p>Staff will also plan for a Capacity Management Study update during FY2025</p>	<p>Principles will guide the development of a higher quality visitor experience, to include reduced participant numbers, more immersive experiences and a stronger focus on conservation, preservation, and education goals for future events on Jekyll Island. Availability of enhanced insights about visitor behavior and sentiment and evaluations of high-traffic days to determine how capacity may impact parking fees, event participation, fees for the future, and consideration of additional visitation limits.</p>	<p>JIA Administrative and Marketing Departments in with input from all JIA Departments</p>	<p>Most of these evaluations will be completed internally with JIA staff. However, funds are included in FY23 for data analytics platforms.</p>	<p>On-going FY24 & Beyond</p>	<p>Dynamic Pricing was implemented during the 2023 Holly Jolly Jekyll Season, and a critique has already taken place to address capacity concerns for the season. The format of Shrimp & Grits will be revised to address capacity and avoid overexerting Island resources. An assessment was completed to determine if the 4th of July fireworks should continue on Jekyll.</p>
3	Sustain and Highlight Natural Resources	3a	<p>Continue reforestation and enhance the visual landscape throughout Jekyll Island through the development of landscape planting plans for Riverview Park, the new Campground entrance, the new Public Safety Facility, and Tortuga Jack's parking lot. Additionally, we will focus on reforestation on Captain Wyllly Lane as well as other miscellaneous locations across the Island.</p>	<p>Enhance natural resources for Jekyll Island Wildlife and elevate visual experience for guests.</p>	<p>JIA Landscaping Department</p>	<p>JIA FY24 Budget, Tree Fund, and Jekyll Island Foundation</p>	<p>Throughout FY24</p>	<p>Both Riverview Park and Tortuga Jacks Parking lot landscaping projects are complete. Reforestation on Captain Wyllly is complete and FY 2024 Reforestation efforts will focus on replacing numerous damaged live oaks near the Marina Parking Lot.</p>
		3b	<p>Plan for enhanced shoreline resilience along Jekyll Island's northern beachfront. In collaboration with the US Army Corps of Engineers (USACE), we will examine the effectiveness of the sand motor nourishment technique to deliver sediment to an erosive and degraded area of beach on Jekyll Island, adjoining the other end of the revetment that was recently repaired. JIA staff will actively engage in collaboration with the USACE and Georgia DNR Coastal Resources Division to build stakeholder support and Resource Agency support for implementable solutions.</p>	<p>When planning is complete, federal and state partners will have the benefit of a fully vetted design for a sand motor project to enhance shoreline resilience.</p>	<p>JIA Conservation Department</p>	<p>Federal, US Army Corps of Engineers, \$225,000</p>	<p>Throughout FY24</p>	<p>Collaboration is ongoing. Data analytics and model creation is underway. Partner agency collaboration discussions have been productive and are continuing.</p>
		3c	<p>In collaboration with Georgia Audubon, we will restore the imperiled maritime grassland plant community across 3.5 acres of Conservation Priority Area bordering N. Beachview Road and Ocean Beach Park on Jekyll Island.</p>	<p>3.5 acres of iconic coastal back dune habitat will be restored with native grasses. This will allow the general public to be immersed in a rare ecosystem.</p>	<p>JIA Conservation Department</p>	<p>Georgia Audubon administering grant National Fish and Wildlife Foundation (NFWF), \$50,000</p>	<p>FY23 3rd Quarter - Complete</p>	<p>This portion of the project has been completed and expanded beyond the original footprint. 7.28 acres of muhly grass have been planted. An additional 5.17 acres is to be planted in the beach prairie area</p>

OBJECTIVES AND ACTION PLANS

		3d	To aide in advancing the knowledge to improve and expand wildlife veterinary medicine regionally and globally, enhance conservation education, rehabilitation, and research programs, and assess all education initiatives, the JIA and GSTC will strengthen and expand the existing vet extern program to collaborate with accredited veterinary university, develop a wildlife veterinary technician program, advance the clinical medicine and quality care knowledge for wildlife rehabilitation in the medical community, further develop partnership with the Southeast Regional Sea Turtle Network with programing and outreach initiatives, and begin the capital campaign for the GSTC expansion.	Increase number of trained and mentored veterinary students as well as published advancements in the wildlife medical field and increase education and awareness of wildlife conservation and rehabilitation through Jekyll Island visitors and local youth.	Georgia Sea Turtle Center Staff in collaboration with the Jekyll Island Foundation	JIA FY24 Budget	Throughout FY24 and Capital Campaign will extend through CY26	Ongoing collaborations with Southeast Regional Sea Turtle Network(SERSTM): Established specimen loan program with SERSTM network, Development of outreach for the state of GA partnering with SERSTM. Several key staff attended 2023 SERSTM conference and presenting on the GSTC and our distance learning program. A new vet has been hired, and the GSTC Expansion plans have been developed to the 40% design stage.
		3e	Promote and prioritize native plant species on Jekyll Island. The JIA Conservation Department will lead the efforts to eradicate priority invasive species from priority habits and the Jekyll Island Causeway as well promoting the use of more native plants in JIA and lessee projects. This will include expanding the propagation of native specials by collecting local ecotypes from Jekyll and surrounding areas.	Improve the ecological health of Jekyll Island	JIA Conservation, Landscaping, & Park Ranger staff.	JIA Budget	Throughout FY24 and onward.	
4	Enhance Visitor Experience	4a	Implement a more efficient system for sales and online booking web reservations.	Improve guest experience with online booking and easier use of in-store POS systems for employees.	JIA Accounting and Marketing Departments	JIA Capital Budget.	Implementation anticipated for February 2024	RFP was awarded to Vivaticket at November 2022 Board Meeting. Set up meetings and training have begun with Vivaticket, and the system is set to go live in February 2024
		4b	To continue bike path revitalization, JIA will continue making repairs to existing bike paths on Jekyll and continue working with the Georgia Department of Transportation (GDOT) consultants, participating in monthly meetings, as we work towards completion of the Jekyll Island Causeway Bike Path.	Improve transportation and recreational opportunities as well provide a safer community connectivity avenue for	JIA Administrative and Operations Department	\$386,000 included in JIA's FY23 budget. Additional funds supplied through GDOT grant.	FY24 through FY28	The majority of bike path renovation is complete. The causeway bike path is all that remains. The path from Jekyll to the Guest Information Center is under construction, and Task Order 2 for Preliminary Engineering with GDOT was approved at the January 2023 Board Meeting. This agreement will eventually lead to completion of the causeway bike path from Guest Information to HWY 17.

OBJECTIVES AND ACTION PLANS

		4c	JIA staff will collaborate between departments to develop high quality, high interest educational and entertainment programs that appeal to a wide variety of interests with the purpose of attracting and educating visitors.	Improve guest satisfaction and increase revenue by 10%.	JIA Historic Resource and Marketing Departments	JIA Budget	Throughout FY24 and onward.	Programming in Historic Resources has been both increased and improved to provide richer experiences for guests to include programs on Jekyll's music history, colonial era history and Club era history. Revenue for FY23 was the highest in history for guest experience activities compared to previous FYs.
		4d	The JIA Marketing team will take the lead on implementing digital kiosks in the Jekyll Island Beach Village, creating a biking-specific map for navigating around the island, and implementing cohesive wayfinding to replace inconsistent and unnecessary directional signage.	Improve the guest experience and increase guest knowledge of all Jekyll Island amenities and activities.	JIA Marketing Department	JIA Marketing Budget	FY24 through FY26	
5	Continue and Improve Sustainable Operation Practices	5a	To attract and retain qualified employees and improve employee safety, JIA will continue to monitor the employment market and employee compensation. We will implement more training to enhance employees' skills, with a focus on customer service. We will improve employees' knowledge of work environment and provide safety trainings, including active shooter and hurricane preparedness training.	Reduce employee turnover by 5%, reduce workers' compensation claims to or below DOAS assigned claim goal, and improve safety culture throughout each department.	JIA Human Resources and Public Safety Departments	JIA Budget (Personnel)	Throughout FY24 and onward.	Human Resources staff is constantly monitoring the employment market. Implementation and integration of Learning Management System is completed, onboarding employees with FY23 SHP training. Monthly safety trainings are on-going, and all employees participated in an active-shooter training course.
		5b	Complete audit of hotel partners and other lessees, evaluating capital reserves and verification of expenditures for our hotel partners to ensure JIA lessees are adequately planning for the sustainability and longevity of their properties	Hotels on Jekyll Island will be fiscally sustainable, with reserves that are cultivated, maintained, and used appropriately.	JIA Administrative Offices and Legal Counsel R.M. Woodworth & Associates	JIA Budget	On-going through December 2023	R.M. Woodworth & Associates have begun assessing hotel partners' reserve accounts.
		5c	Continuation of succession planning for director/manager positions. JIA will continue to hire and train individuals to learn from current directors the intricate operations of their department, and we will continuously update existing standard operating procedures across departments.	Professional leadership succession with an understanding and appreciation for preserving and enhancing the uniqueness of Jekyll Island, and assurance that every critical position is occupied by an employee with the right skills, experience, and institutional knowledge.	All JIA Departments	JIA Budget (Personnel)	Throughout FY24 and onward.	Succession planning actions have been executed in the Public Safety, Accounting, and Administration departments. Others will follow.

OBJECTIVES AND ACTION PLANS

		5d	To assess hotel room inventory, JIA will partner with a consultant, to evaluate a new approach to managing future convention and meeting demand so that Jekyll Island can remain competitive in the broader convention marketplace, by determining how group business demand can be accommodated alongside a heightened leisure demand which drives higher average daily rates for hotel rooms.	Develop new operational procedures that will pre-determine new booking guidelines, rates and expectations with the Convention Center and island hotels to ensure that hotel partners and the Convention Center can cohesively serve both visitor bases successfully and remain activated effectively.	JIA Marketing Department, with support from the Jekyll Island Convention Center's operations contractor, ASM Global, and hotel partners.	JIA Budget	Assessment - 2nd Quarter Implementation - 4th Quarter of FY23 - Assessment Complete and Execution will Continue	An assessment was completed by KB Advisory Group and Key Advisors and a task force of hoteliers has been established to execute the recommendations throughout FY24 and beyond.
		5e	JIA will hire a consultant to revise the current Design Guidelines and update specific Design Review Group processes for development requests, creating a more streamline, comprehensive, and consistent guideline for both lessees and JIA staff to use.	Streamline the design review process to reduce excessive staff time needed to review proposed development plans by 10% and allow stakeholders to receive feedback in a more timely manner.	JIA Deputy Executive Director, Code Compliance Officer, and Legal Counsel	JIA Budget	FY24-26	

Notes

- * Objectives and action plans should be based on the critical issues identified from the environmental scan.
- ** Three action item rows are provided for each objective, but agencies are not required to use all three. Agencies may also insert more rows if an objective has more than three action items.

The Jekyll Island State Park Authority (JIA) and Committees met in Public Session on Tuesday, June 20, 2023 at the Jekyll Island Club Resort Morgan Center and via teleconference.

Members Present: Mr. Dale Atkins, Chairman
Mr. Bob Krueger, Vice Chairman (Via teleconference)
Mr. Bill Gross, Secretary/Treasurer
Dr. Buster Evans
Mr. Joseph B. Wilkinson Jr.
Commissioner Mark Williams
Ms. Joy Burch-Meeks (Via teleconference)
Mr. Ruel Joyner (Via teleconference)

Members Absent: Mr. Glen Willard

Key Staff Present: Jones Hooks, Executive Director
Noel Jensen, Deputy Executive Director
Marjorie Johnson, Chief Accounting Officer
Jenna Johnsons, Director of Human Resources
Cliff Gawron, Director of Landscaping & Planning
Alexa Hawkins, Director of Marketing
Zach Harris, General Counsel
Maria Humphrey, Lease Manager
Anna Trapp, Executive Assistant

Senator Mike Hodges, various members of the public, JIA staff, and press were also present.

Chairman Atkins called the committee session to order at 9:34 a.m. All Board members were present in-person or via teleconference except for Mr. Glen Willard who was absent. Ms. Joy Burch-Meeks joined the call at 10:19 a.m.

One public comment was received online prior to the meeting:

- Cathy Dillon - Increase in annual pass cost

I. Historic Preservation/Conservation Committee

Bob Krueger, Chair

No Report

II. Finance Committee

Bill Gross, Chair

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

- Revenues were \$4,140,631.
- Expenses were \$3,002,499.
- Net Operating Cash Income was \$1,138,132.
- Total Traffic Counts were 134,774 vehicles.
- Year-to-date hotel revenues totaled \$28.9 million.

- B. Jones Hook, Executive Director, provided an overview of the proposed Fiscal Year 2024 Budget which was presented and approved at the June 1, 2023 Finance Committee meeting.

Highlights for the budget include:

- The proposed budget totals \$41,432,574.
- Increases to the budget are included to meet the cost increases associated with inflation such as health insurance, retirement, construction, labor, repairs, and maintenance costs.
- Changes to non-amenity rates:
 - 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 Owners will receive two \$25 coupons that 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 used for capacity management.
 - 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
 - Specialty Care transports Increase from \$600.00 to \$850.00
 - Administration
 - Residential Rental License Increase from \$30.00 to \$75.00
 - Water/Wastewater
 - Wastewater base fees and usage fees 7% increase beginning 1/1/2024.
 - Sanitation increases correlate with the Waste Management Contract
 - Base rate for regular trash pickup increase from \$32.16 to \$33.76
 - Base rate for backyard pickup increase from \$42.69 to \$48.22

Hooks explained that the revenues from the parking fees are allocated to services that will enhance the visitor and resident experience on Jekyll Island. Revenues generated from the parking fees fund the entire budgets 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 also noted that the proposed FY24 budget includes a program in collaboration with the Marshes of Glynn Libraries which will allow PINES library card holders to check out a Jekyll Island Day Pass which includes a one-day parking pass, admission to the Mosaic, and admission to the Georgia Sea Turtle Center.

Following no additional questions or comments from the Board, Mr. Gross reminded members that the Finance Committee met on June 1, 2023 and recommended approval of the FY 2024 budget and its components including rate increases and inventive plans.

- C. Marjorie Johnson, Chief Accounting Officer, presented the proposed Fiscal Year 2024 Capital Equipment and Projects Requests for consideration. She summarized the requests which total \$4,309,350.

• Equipment purchases	\$ 769,350
• Building and Amenity Improvements	\$ 545,000
• Wayfinding signage	\$ 250,000
• Beach Crossovers	\$ 240,000
• Summer Waves Parking Lot	\$ 700,000
• Golf Practice range safety fencing	\$ 300,000
• Project Contingency funds	\$ 300,000
• JIF Donation for GSTC expansion	\$ 350,000
• Golf Improvement funds	\$ 855,000

These projects will be funded from the below accounts:

○ Current year income	\$ 3,821,150
○ Fire Equipment Fund	\$ 13,200
○ Public Improvement Fund	\$ 475,000

Jones Hooks, Executive Director, clarified that the donation to the Jekyll Island Foundation for the Georgia Sea Turtle Center expansion is the second of a five-year installment pledge and will reoccur in future budgets.

A motion to recommend approving the Capital Equipment and Projects Requests as recommended by staff, was made by Dr. Evans and seconded by Mr. Krueger. The motion carried unanimously.

- D. Marjorie Johnson, Chief Accounting Officer, presented the request to accept \$400 from the Southern Tennis Association. She explained that the Jekyll Island Tennis department was awarded the 2023 ATCC Player Experience Grant from the Southern Tennis Association. There are no matching funds required for this grant, and the grant can be used for food and supplies during tournaments to enhance the player experience.

A motion to recommend accepting the grant award from the Southern Tennis Association in the amount of \$400 as recommended by staff, was made by Mr. Krueger and seconded by Dr. Evans. The motion carried unanimously.

- E. Marjorie Johnson, Chief Accounting Officer, presented the copier lease with Ashley's Business Solutions (Ashley's) for consideration. JIA's current copier lease with Canon Solutions America (Cannon) expires on July 31, 2023, and Ashley's was chosen to replace Cannon as the provider. The lease is for 14 copiers for a total of \$2,043.92 per month, plus copy charges. The copy charges are \$0.00854 per page for black & white copies and \$0.04142 per page for color copies. The Canon copiers to be provided by Ashley's are covered under the State copier contract and include free toner and maintenance of the equipment.

A motion to recommend approving the proposed copier lease for Canon copiers through Ashley's Business Solutions for \$2043.92 per month, plus copy fees as recommended by staff, was made by Mr. Wilkinson and seconded by Mr. Krueger. The motion carried unanimously.

- F. Marjorie Johnson, Chief Accounting Officer, presented several golf cart and utility vehicle leases for approval. The supplier for all equipment will be EZ Go Division of Textron Inc, and the leases will be managed through Wells Fargo Financial Leasing Inc. Johnson provided a summary for each lease:
1. One lease for 160 golf carts for rental at the Golf Club House plus 4 ranger carts. The lease term is for 60 months and will begin August 1, 2023. The lease amount will be \$19,516 per month for year one, \$20,172 per month for year two, \$21,484 per month for year three, \$22,468 per month for year four and \$23,452 per month for the fifth and final year of the lease.
 2. One lease for 3 Cushman Hauler electric utility vehicles for Golf Course Maintenance use on the golf courses. The lease term is for 60 months, beginning July 1, 2023 with a monthly lease amount of \$679.60.
 3. One lease 1 Cushman Hauler gas utility vehicle for the Campground to service the new campsites and 13 Cushman Hauler gas utility vehicles for Golf Course Maintenance for carrying supplies and materials on the golf courses. The lease term is for 48 months, beginning July 1, 2023 with a monthly lease rate of \$2,673.64.
 4. One lease for 1 Cushman gas utility vehicle to be used by the Park Services department. It will be used to transport cleaning and bathroom supplies and equipment in the parks and picnic areas as well as in the Historic District. The lease term is for 60 months and will begin July 1, 2023 with a monthly lease amount of \$229.63.
 5. One lease for 1 Cushman 8-passenger electric utility vehicle to be used by the Museum department. This vehicle will be used for tours and transportation of staff around the Historic District. The lease term is for 60 months, which will begin August 1, 2023 with a monthly lease rate of \$277.50.

Separate motions and votes were required for each lease.

A motion to recommend approving the 60-month lease for 160 golf carts to be used for rentals at the Golf Club House plus 4 ranger carts to be paid over five years as recommended by staff, was made by Mr. Joyner and seconded by Mr. Wilkinson. The motion carried unanimously.

A motion to recommend approving the 60-month lease for 3 electric utility vehicles to be used by Golf Course Maintenance at a rate of \$679.60 per month as recommended by staff was made by Mr. Wilkinson and seconded by Commissioner Williams. The motion carried unanimously.

A motion to recommend approving the 48-month lease for 1 gas utility vehicle to be used by Campground staff and 13 gas utility vehicles to be used by Golf Course Maintenance at a rate of \$2,673.64 per month as recommended by staff, was made by Dr. Evans and seconded by Mr. Joyner. The motion carried unanimously.

A motion to recommend approving the 60-month lease for 1 gas utility vehicle to be used by the Park Services Department at a rate of \$229.63 per month as recommended by staff, was made by Commissioner Williams and seconded by Mr. Joyner. The motion carried unanimously.

A motion to recommend approving the 60-month lease for 1 electric utility vehicle to be used by Museum staff at a rate of \$277.50 per month as recommended by staff was made by Mr. Krueger and seconded by Mr. Joyner. The motion carried unanimously.

- G. Marjorie Johnson, Chief Accounting Officer, presented the updated Ameris Bank Signature Cards for consideration. Signature cards for JIA's accounts at Ameris Bank require updating

due to the retirement of Jones Hooks and the hiring of Mark Williams as the new Executive Director. Bank accounts at Ameris include JIA's disbursing account, payroll accounts, and health insurance account, as well as several other deposit only accounts and smaller checking accounts. Updating these signature cards will prevent delays in payments to vendors and employees. The change will go into effect July 1, 2023, and the approved authorized check signers for all Ameris Bank accounts will include:

- Mark Williams, Executive Director
- Noel Jensen, Deputy Executive Director
- Jenna Johnson, Director of Human Resources

A motion to recommend approving Mark Williams, Noel Jensen, and Jenna Johnson as authorized check signers for all Ameris Bank accounts, was made by Mr. Wilkinson and seconded by Mr. Joyner. The motion carried unanimously.

There were no public comments.

III. Human Resources Committee

Buster Evans, Chair

- A. Jenna Johnson, Director of Human Resource, presented the Donated Leave Policy Update for consideration. The update includes clarification on the eligibility for requesting donated leave, how donated leave may be used, and the criteria employees must meet before donating sick or annual leave.

A motion to recommend approving the updated Donated Leave Policy was made by Mr. Wilkinson and seconded by Mr. Krueger. The motion carried unanimously.

- B. Jenna Johnson, Director of Human Resources, presented the updated Uniform Dress Code Policy for consideration. Due to the variation of uniform needs across departments, this update removed the examples of suitable and prohibited attire and specifies that each department will determine and maintain dress and footwear guidelines specific to their operation and safety needs.

A motion to recommend approving the updated Uniform Dress Code Policy was made by Mr. Wilkinson and seconded by Mr. Krueger. The motion carried unanimously.

- C. Jenna Johnson, Director of Human Resources presented the updated Attendance Records Policy for consideration. This update provides guidelines for supervisors to include appropriate notation for leave use and when adding or editing an employee's timecard entry.

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

- D. Jenna Johnson, Director of Human Resources, began the retirement presentation for Steve Walker who has worked in JIA's Landscape department for 29 years. Cliff Gawron, Director of Landscaping & Planning, spoke to Mr. Walker's time with the JIA. Steve gained employment with the JIA at just age 16 as a landscape gardener in 1994 after being recruited by his older brother who also worked for the landscape department. Steve's skill for operating equipment, his work ethic, and his attention to detail was evident, and he was quickly promoted to Landscape Foreman then to Senior Foreman. In this integral role, Steve was involved with the landscape maintenance of all properties island wide. Gawron highlighted Steve's intuition and

his incredible skill of pruning Jekyll's canary island day palms, which inspired JIA's current logo. He thanked Mr. Walker for his service and wished him success in retirement.

There were no public comments.

IV. Marketing Committee

- A. Alexa Hawkins, Director of Marketing, presented the department's report. She first shared media highlights:
- *Garden & Gun* included Jekyll Island in their feature "Breaking Down the Barriers: *G&G's* Guide to the Georgia Coast.
 - Driftwood Beach was included on Booking.com's list of "The 9 most beautiful beaches in the US".
 - *The Wallstreet Journal* included Jekyll Island and Cumberland Island in their feature article "Historical Secrets and Tranquil Beaches: You'll Find Both Off the Georgia Coast".
 - Hawkins explained that one of the Marketing Department's goals is to create and build relationships with journalists that will result in multiple publications on the different aspects of Jekyll Island.

Hawkins then provided an overview of JIA's digital performance over fiscal year 2023. The highlights included:

- JIA Website
 - Total Pageviews: 4,556,001 (3% increase year/year)
 - Unique Pageviews: 3,779,314 (9% increase year/year)
 - Average Page Time: 2 minutes, 11 seconds (9% increase year/year)
 - Website traffic by location:
 - Atlanta (#1 city): 9.29% increase year/year
 - Charlotte (#7 city): 81% increase year/year
 - Raleigh (#8 city): 124% increase year/year
 - Chicago (#9 city): 167% increase year/year
- JIA social media
 - Total Audience: 383,820 (14% increase year/year)
 - Video Views: 11,419,266 (2,234% increase year/year)
- Email Subscriptions
 - Total Subscribers: 109,064 (27% increase year/year)
 - Total Opens: 1,688,752 (111% increase)
 - Total Emails Sent: 3,485,940 (84% increase)

Lastly, Hawkins noted that the Marketing Department is preparing for hurricane season through evaluating the current emergency communication system, NIXLE, and working with Jekyll Island Public Safety Director, Dennis Gailey to determine what updates to that system would be beneficial.

There were no public comments.

V. Legislative Committee

Glen Willard, Chair

No Report

VI. Committee of the Whole

- A. Noel Jensen, Deputy Executive Director, presented the award for RFP #375, New Great Dunes Golf Course Design for consideration. RFP #375 received seven responsive bids from firms interested in leading the JIA in designing the Great Dunes 18-hole golf course. Four out of seven firms were selected for interviews conducted by a five-person selection committee. After the formal interviews, the selection team ranked each team on six criteria and found that Ross Golf Design, LLC had the highest aggregate score. The Ross team impressed JIA staff with their ability to explain a fresh concept for the Great Dunes course while retaining and restoring the original Walter Travis design. Ross Golf Design, LLC's proposal listed the project's total cost at \$480,000.

A motion to recommend awarding RFP #357 for Architecture Services of Great Dunes Golf Course to Ross Golf Design, LLC as recommended by staff was made by Mr. Joyner and seconded by Mr. Gross. The motion carried unanimously.

- B. Yank Moore, Director of Conservation, presented the award for RFP #377, Ecological Planning and Design Services for consideration. JIA received six responsive bids from firms interested in leading the JIA in design and planning for the Conservation Areas designated in the Golf Improvement Plan with a focus on the wildlife corridor through the current back 9 holes of the Oleander Golf Course. Four candidates were selected for interviews, and JIA's eight-person selection committee ranked each team on thirteen criteria, finding Design Workshop had the highest aggregate score. The team impressed JIA staff with strong visual design, passive recreation opportunities, and a complete deliverables package. All bids were over the anticipated budget with Design Workshop including a budget up to \$193,000, pending negotiation and legal review.

A motion to recommend awarding RFP #377 for Ecological Planning and Design Services to Design Workshop as recommended by staff was made by Mr. Kruger and seconded by Joyner. The motion carried unanimously.

- C. Jones Hooks, Executive Director, provided an update on potential funding for the Golf Improvement Plan. He first reviewed the progress of the plan reminding the Board that the improvements for the Pine Lakes Golf Course were approved by the Board, the grass has been ordered, and construction is slated to begin in January 2024. The next steps in the plan include the consolidation of the Oleander and Great Dunes gold courses as discussed by Mr. Jensen and the 50-acre conservation area discussed by Mr. Moore. Hooks encouraged the Board to follow the sequence of actions described in the Golf Improvement Plan.

Hooks explained that staff has discussed funding options with Stifel Public Finance, a company based in Atlanta, Georgia. The firm has analyzed the JIA's financials and believe the JIA would be a good candidate for a bond. JIA staff anticipates needing an issuance up to \$30 million to cover all the projects included in the Golf Improvement Plan. This estimate is more than the anticipated cost for all the projects, but the higher issuance will ensure no additional issuances will be required throughout implementation of the Golf Improvement Plan. A 20-year issue term is recommended for JIA to pay back the funds. There would be no stipulations on which funds this would be paid from. Approval from the State would be required prior to the JIA incurring any debt. Additional analyses and considerations should be discussed.

- D. Maria Humphrey, Lease Manager, presented the second amendment to the revised and restated hotel ground lease for Jekyll Holiday Inn. She explained that through the approval

process for the hotel restaurant, staff noticed minor encroachments of their landscaping, and therefore negotiations have led to adding 1.068 acres to the leased parcel located at 701 N. Beachview Drive. This boundary adjustment will generate an additional \$27,930 worth of annual revenue for the JIA.

Zach Harris, General Counsel, added that the additional acreage is an L-shaped swath of mowed lawn between the existing leased boundary line and the bike path facing the ocean. This area is frequently used by the hotel and their guests for recreational activities and is already considered developed.

A motion to recommend approving the second amendment to the revised and restated hotel ground lease for Jekyll Holiday Inn as recommended by staff was made by Mr. Gross and seconded by Dr. Evans. The motion carried unanimously.

- E. Maria Humphrey, Lease Manager, presented the Fourth Amendment to the rental agreement with T-Mobile South LLC. This amendment will allow the tenant to replace their cellular telephone equipment on Water Tower 3 with updated and modernized antennas. Once executed, the Fourth Amendment will insert a new Exhibit “A” in the Rental Agreement showing the equipment and placement location according to the construction documents.

A motion to recommend approving the fourth amendment to the rental agreement with T-Mobile South LLC as recommended by staff was made by Mr. Wilkinson and seconded by Commissioner Williams. The motion carried unanimously.

- F. Maria Humphrey, Lease Manager, presented the First Amendment to the Rental Agreement with Bellsouth Telecommunications, LLC doing business as AT&T Georgia for the leased site located at 320 Captain Wylly Road. AT&T has used this site for its telecommunication services since 1998. This amendment includes a one-year extension of the lease in order to allow for negotiations for a longer term.

A motion to recommend approving the 1-year extension of the Rental Agreement with AT&T as recommended by staff made by Dr. Evans and seconded by Mr. Wilkinson. The motion carried unanimously.

- G. Maria Humphrey, Lease Manager, presented the rescission of the First Amendment to the Lease for the Beach House Restaurant per the Memorandum of Understanding that was approved on December 14, 2021. The first amendment was executed at the request of the previous owner’s lender and as such is no longer relevant to the performance of the lease.

A motion to recommend approving the rescission of the first amendment to the lease with Beach House Restaurant as recommended by staff was made by Mr. Gross and seconded by Mr. Wilkinson. The motion carried unanimously.

- H. Zach Harris, General Counsel, presented the Glynn County 2022 Special Local Option Sales Tax (2022 SPLOST) agreement for consideration. This intergovernmental agreement addresses the distribution of funds obtained from the 2022 SPLOST. Each month, Glynn County will disperse their required percentage to the City of Brunswick, then 3% of the remainder of the monthly revenue will be distributed to the JIA up to the agreed upon \$3.1 million. The agreement will continue until all of JIA’s 2022 SPLOST projects are completed or until all the funds are fully allocated to the JIA.

A motion to recommend approving the 2022 SPLOST Agreement with Glynn County as recommended by staff was made by Mr. Gross and seconded by Mr. Wilkinson. The motion carried unanimously.

A motion to recommend establishing a bank account with Ameris Bank for the purpose of depositing SPLOST 2022 funds from Glynn County as recommended by staff was made by Mr. Wilkinson and seconded by Commissioner Williams. The motion carried unanimously.

- I. Noel Jensen, Deputy Executive Director, provided the Operations Update.
 - He informed the Board that rain has delayed progress on the Public Safety Complex construction due to the contractor being unable to pour concrete for the foundation. As the weather permits, concrete work will continue.
 - JIA received the 40% complete design documents for the Georgia Sea Turtle Expansion from the Weber Group. The design includes three separate entrances to reduce crowding, a larger tank viewing area, new ICU and rehabilitation rooms, and a larger retail area. The set of drawings will be given to the Jekyll Island Foundation for use during their fundraising efforts.
- J. Jones Hooks, Executive Director, introduced Dr. Jean Sumner Dean of the Mercer University School of Medicine, the Director of Finance of Administration, Ben West, and the school's External Affairs Director, Hugh Sosebee to provide an update on the Mercer Medical Clinic in Jekyll's Beach Village.

Dr. Sumner emphasized Mercer's mission to serve rural or underserved populations, and she believes the addition of this sixth clinic will allow the Jekyll Island community to receive high-quality healthcare. A physician has accepted Mercer's offer to be the primary physician at the clinic on Jekyll Island and is planning to relocate soon. They will build a team for the clinic, hiring locally when possible. Dr. Sumner expressed her gratitude for the opportunity to partner with the JIA.

A ceremonial key to the clinic was presented to the Mercer team, and Hooks noted that a tour of the facility will follow the Board meeting.

Hooks continued his Executive Director's report noting that the Arbor Day Foundation has once again recognized Jekyll Island as a "Tree City" and awarded Jekyll the Growth Award due to JIA's reforestation and preservation efforts.

Hooks ended his report with a special message prior to his pending retirement:

"Even with revitalization of facilities and programs, I feel we've assured that Jekyll's unique character remains in place. It has taken all of us working together, those that agreed and those that disagreed, but we all love Jekyll Island. This board has time and time again approved restrictions that will protect Jekyll and prevent overdevelopment. However, as Jekyll has become more desirable and known, you must not let your guard down. Continued monitoring and managing capacity will be extremely important to the future of Jekyll Island. Our programs and efforts toward conservation, preservation, and education contribute greatly toward Jekyll's unique ability to create an Island experience beyond a leisure destination. As promised, I am leaving you with a strategy for funding a golf improvement program that will be extremely significant to Jekyll. Additionally, I'm extremely proud today that we were able to accomplish a medical clinic for Jekyll. Thanks again, Jean and the Mercer University School of Medicine. You all know that we have an extremely professional staff in place. They will continue to do an outstanding job as they work here on Jekyll Island.

Thank you for the confidence in me and the opportunity over the past 15 years. I believe that Governor M.E. Thompson would be delighted with all that's changed. Mark, my best wishes to you for continued success. I appreciate your friendship, and I look forward to being an island resident. Thank you, one and all."

- K. Jenna Johnson, Director of Human Resources, began the retirement presentation for Jones Hooks, inviting the Board to say a few words.

Chairman Atkins spoke to Hooks's outstanding work over the past fifteen years specifically his skill of balancing the needs of the residents of Jekyll Island with the necessary attractions and programs needed for a successful tourism destination. He wished Jones and his wife Stephanie the best in retirement.

Dr. Evans also commented, noting Jones has been the Executive Director for approximately 180 Board meetings and has remained poised for every one of them despite any unforeseeable comments that may be made by Board members. He thanked Hooks for service and dedication to Jekyll Island.

Commissioner Williams also thanked Hooks for his commitment over the years to Jekyll Island and for his collaborations with DNR. Williams noted that he looks forward to continuing the mission of Jekyll Island.

Senator Mike Hodges for Georgia's 3rd District congratulated Jones on his retirement and presented Senate Resolution 398. The resolution recognized and commended Jones Hooks for his outstanding stewardship and commitment to revitalize, retain, and protect Jekyll Island State Park.

- L. Chairman Dale Atkins thanked Mr. Bob Krueger and JIA staff for organizing the retirement dinner for Mr. Hooks held on June 17, 2023. He also thanked Senator Hodges for attending the Board meeting and presenting the Senate Resolution to Mr. Hooks.

There was one public comment:

- Beverly Hopkins, Jekyll Island resident, asked if there was an opening date set for the Mercer Medical Clinic. She also thanked Mr. Hooks for all his efforts. Dr. Sumner noted that the clinic does not have a set opening date, but it will be open as soon as possible.

The Chairman continued directly into the JIA Board Meeting.

The Jekyll Island State Park Authority (JIA) Board Meeting
June 20, 2023

The Board Meeting was called to order at 11:20 a.m., and all members were present in-person or via teleconference except for Mr. Willard who was absent.

Action Items

1. Commissioner Williams moved to accept the minutes of the May 23, 2023, Board Meeting as presented. The motion was seconded by Dr. Evans. There was no discussion, and the minutes were unanimously approved.

2. Dr. Evans moved to accept the minutes of the June 1, 2023, Finance Committee Meeting as presented. The motion was seconded by Commissioner Williams. There was no discussion, and the minutes were unanimously approved.
3. The recommendation from the Finance Committee to approve the Fiscal Year 2024 Rate Increases carried by unanimous approval.
4. The recommendation from the Finance Committee to approve the Fiscal Year 2024 Incentive Plans carried by unanimous approval.
5. The recommendation from the Finance Committee to approve the Fiscal Year 2024 Budget and its components carried by unanimous approval.
6. The recommendation from the Finance Committee to approve the Fiscal Year 2024 Capital Equipment and Projects Requests carried by unanimous approval.
7. The recommendation from the Finance Committee to accept the grant award from the Southern Tennis Association in the amount of \$400 carried by unanimous approval.
8. The recommendation from the Finance Committee to approve the proposed copier lease for Canon copiers through Ashley's Business Solutions for \$2043.92 per month, plus copy fees carried by unanimous approval.
9. The recommendation from the Finance Committee to approve the 60-month lease for 160 golf carts to be used for rentals at the Golf Club House plus 4 ranger carts to be paid over five years carried by unanimous approval.
10. The recommendation from the Finance Committee to approve the 48-month lease for 1 gas utility vehicle to be used by Campground staff and 13 gas utility vehicles to be used by Golf Course Maintenance at a rate of \$2,673.64 per month carried by unanimous approval.
11. The recommendation from the Finance Committee to approve the 60-month lease for 3 electric utility vehicles to be used by Golf Course Maintenance at a rate of \$679.60 per month carried by unanimous approval.
12. The recommendation from the Finance Committee to approve the 60-month lease for 1 gas utility vehicle to be used by the Park Services Department at a rate of \$229.63 per month carried by unanimous approval.
13. The recommendation from the Finance Committee to approve the 60-month lease for 1 electric utility vehicle to be used by Museum staff at a rate of \$277.50 per month carried by unanimous approval.
14. The recommendation from the Finance Committee to approve Mark Williams, Noel Jensen, and Jenna Johnson as authorized check signers for all Ameris Bank account carried by unanimous approval.
15. The recommendation from the Human Resources Committee to approve the updated Donated Leave Policy carried by unanimous approval.
16. The recommendation from the Human Resources Committee to approve the updated Uniform Dress Code Policy carried by unanimous approval.
17. The recommendation from the Human Resources Committee to approve the updated Attendance Records Policy carried by unanimous approval.
18. The recommendation from the Committee of the Whole to award RFP #357 for Architecture Services of Great Dunes Golf Course to Ross Golf Design, LLC carried by unanimous approval.
19. The recommendation from the Committee of the Whole to award RFP #377 for Ecological Planning and Design Services to Design Workshop carried by unanimous approval.
20. The recommendation from the Committee of the Whole to approve the second amendment to the revised and restated hotel ground lease for Jekyll Holiday Inn carried by unanimous approval.
21. The recommendation from the Committee of the Whole to approve the fourth amendment to the rental agreement with T-Mobil South LLC carried by unanimous approval.
22. The recommendation from the Committee of the Whole to approve the 1-year extension of

- the Rental Agreement with AT&T carried by unanimous approval.
23. The recommendation from the Committee of the Whole to approve the rescission of the first amendment to the lease with Beach House Restaurant carried by unanimous approval.
 24. The recommendation from the Committee of the Whole to approve the 2022 SPLOST Agreement with Glynn County carried by unanimous approval.
 25. The recommendation from the Committee of the Whole to approve establishing a bank account with Ameris Bank for the purpose of depositing SPLOST 2022 funds from Glynn County carried by unanimous approval.

The motion to adjourn the Board Meeting was made by Mr. Wilkinson and seconded by Mr. Joyner. There was no objection to the motion and the meeting adjourned at 11:31 a.m.

The Jekyll Island State Park Authority (JIA) Board of Directors met in Public Session Friday, July 7, 2023, in the JIA Administration Conference Room located at 100 James Road, Jekyll Island and via teleconference.

Members Present: Mr. Dale Atkins, Chairman via Teleconference
Mr. Bob Krueger, Vice Chairman via Teleconference
Mr. Bill Gross, Secretary/Treasurer 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

Members Absent: Ruel Joyner
Commissioner Walter Rabon, Interim Commissioner for DNR

Key Staff Present: Mark Williams, Executive Director
Zachary Harris, General Counsel
Marjorie Johnson, Chief Accounting Officer
Maria Humphrey, Lease Manager
Anna Trapp, Executive Assistant

Chairman Dale Atkins, called the meeting to order at 9:01 a.m. Roll was called for members attending via teleconference, and a quorum was established. All Board members were present except for Mr. Joyner and Commissioner Rabon, who were absent.

Former Executive Director Jones Hooks was also present via teleconference.

No public comments were received online for this meeting.

I. Committee of the Whole

A. Zach Harris, General Counsel, presented a request for assignment of the lease for the restaurant currently known as the Sweet Georgia Juke Joint. This request also includes amendments to the lease. The current lessee for the restaurant located at 41 Main Street in Jekyll Island Beach village is Jekyll Island Hospitality, LCC which is partially owned by Global Concessions III, LLC. Harris explained that Dipan Patel, a hotel developer and operator on Jekyll Island, negotiated the acquisition of the restaurant and has requested the Board approve the assignment of the Lease from the current lessee to BA Jekyll Restaurant, LLC. Mr. Patel intends to reopen the restaurant under a new name and concept. Harris explained that the assignment of this lease includes several amendments including:

- Elimination of the marketing fee due to the challenge of holding special events in the Beach Village.
- Incorporation of the outdoor patio into the leased space increasing the leased space to approximately 4,801 square feet.
- Reducing the base rent to \$16 per square foot.
- Setting the percentage rent to 3% of gross sales above a monthly break point of \$150,000.
- Implementing a Common Area Maintenance expense, not to exceed \$1.50 per square foot the first year.

- Clarification of the tenant’s maintenance responsibilities for the premise. JIA will be responsible for structural, roof and foundation elements of the building. JIA will also replace the glass on the doors to improve visibility.
- Addition of a performance obligation that states the tenant must see a minimum of \$600,000 in gross sales during one year, following the second anniversary of rent commencement. If this provision is not met, JIA will have the right to issue early termination of the lease.

Harris noted that all other terms of the lease will remain the same.

Jones Hooks, former Executive Director, reiterated the importance of the performance provision in the lease, noting that even though it is a ten-year lease, this provision allows early termination for underperformance. He also noted that the eliminated marketing fee will save JIA money, since JIA has to match that fee dollar for dollar.

A motion to recommend approving the assignment of the Lease with Jekyll Island Hospitality, LLC to BA Jekyll Restaurant, LLC along with the lease amendments recommended by staff was made by Mr. Gross and seconded by Mr. Krueger. The motion carried unanimously.

There were no public comments.

The Jekyll Island State Park Authority (JIA) Board Meeting
July 7, 2023

The Board Meeting was called to order, and all members were present via teleconference, except for Commissioner Rabon and Mr. Joyner who were absent.

Action Items

1. The recommendation from the Committee of the Whole to approve the assignment of the Lease with Jekyll Island Hospitality, LLC to BA Jekyll Restaurant, LLC along with the lease amendments recommended by staff carried by unanimous approval.

The motion to adjourn the Board Meeting was made by Mr. Krueger and seconded by Mr. Willard. There was no objection to the motion and the meeting adjourned at 9:13 a.m.

The Jekyll Island State Park Authority (JIA) Board of Directors met in Public Session Friday, July 14, 2023, in the JIA Administration Conference Room located at 100 James Road, Jekyll Island and via teleconference.

Members Present: Mr. Dale Atkins, Chairman via Teleconference
Mr. Bob Krueger, Vice Chairman via Teleconference
Dr. Buster Evans via Teleconference
Mr. Glen Willard via Teleconference
Mr. Joseph B. Wilkinson Jr. via Teleconference
Interim Commissioner Walter Rabon via Teleconference

Members Absent: Mr. Bill Gross
Ms. Joy Burch-Meeks
Ruel Joyner

Key Staff Present: Mark Williams, Executive Director
Noel Jensen, Deputy Executive Director
Zachary Harris, General Counsel
Marjorie Johnson, Chief Accounting Officer
Katy Bryan, Accounting Director
Alexa Hawkins, Director of Communications & Marketing
Anna Trapp, Executive Assistant

Chairman Dale Atkins, called the meeting to order at 9:00 a.m. Roll was called for members attending via teleconference, and a quorum was established. Ruel Joyner, Bill Gross, and Joy Burch-Meeks were absent. All other Board members were present.

No public comments were received online for this meeting.

I. Committee of the Whole

- A. Zach Harris, General Counsel, explained that the Fiscal Year 2024 budget packet that was approved by the Board at their June 20, 2023 meeting included a typographical error on the page titled “Non-Amenity Rate Changes for Fiscal Year 2024”. The subheading on that page mistakenly read “All rates effective 7/1/2024 unless otherwise noted”. These rates were effective 7/1/23, and the budget packet has been updated to reflect the correct date which aligns with JIA’s and State of Georgia’s fiscal year calendars.

Out of an abundance of caution to ensure there is no ambiguity in the budget, staff recommended the Board re-approve the corrected FY 2024 budget.

A motion to recommend approving the corrected FY2024 Budget including the summary page for Non-Amenity Rate Changes effective July 1, 2023 as recommended by staff was made by Mr. Krueger and seconded by Dr. Evans. The motion carried unanimously.

There were no public comments.

The Jekyll Island State Park Authority (JIA) Board Meeting
July 7, 2023

The Board Meeting was called to order, and all members were present via teleconference, except for Mr. Gross, Ms. Burch-Meeks, and Mr. Joyner who were absent.

Action Items

1. The recommendation from the Committee of the Whole to approve the corrected FY2024 Budget including the summary page for Non-Amenity Rate Changes effective July 1, 2023 as recommended by staff carried by unanimous approval.

The motion to adjourn the Board Meeting was made by Mr. Krueger and seconded by Mr. Willard. There was no objection to the motion and the meeting adjourned at 9:07 a.m.

MEMORANDUM

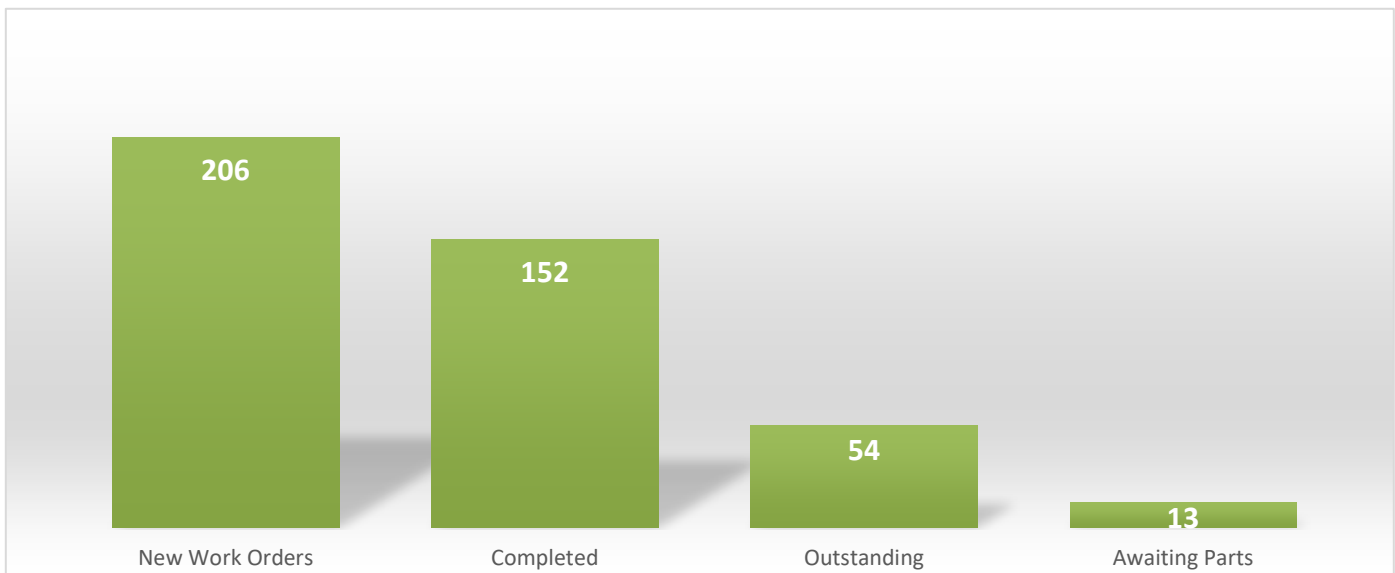
TO: COMMITTEE OF THE WHOLE
FROM: NOEL JENSEN, DEPUTY EXECUTIVE DIRECTOR
SUBJECT: OPERATIONS MONTHLY REPORT – JULY 2023
DATE: 8/7/2023

PUBLIC SERVICES

July Highlights:

- Jekyll Island Airport (09J) self-serve aviation fuel (100LL) sold 1,201.23 gallons of 100LL aviation fuel in 51 transactions totaling \$7,687.88 in sales for the month of July.
- Campground expansion preparation continues onsite with JIA Facilities, Roads and Grounds, and Water/Wastewater staff. Bathhouse construction contractor completed bathhouse #1 and bathhouse #2. Bathhouse #3 is 85% complete.
- The campground reached 89% occupancy.
- Public Safety Complex contractor Dabbs Williams has begun concrete placement. Apparatus bay concrete is complete and office concrete is underway.
- Golf Improvement Plan is underway with first site visit by Brian Ross and Jeffrey Stien who will redesign Great Dunes and Oleander into an 18-hole course.

Operations Department Work Orders

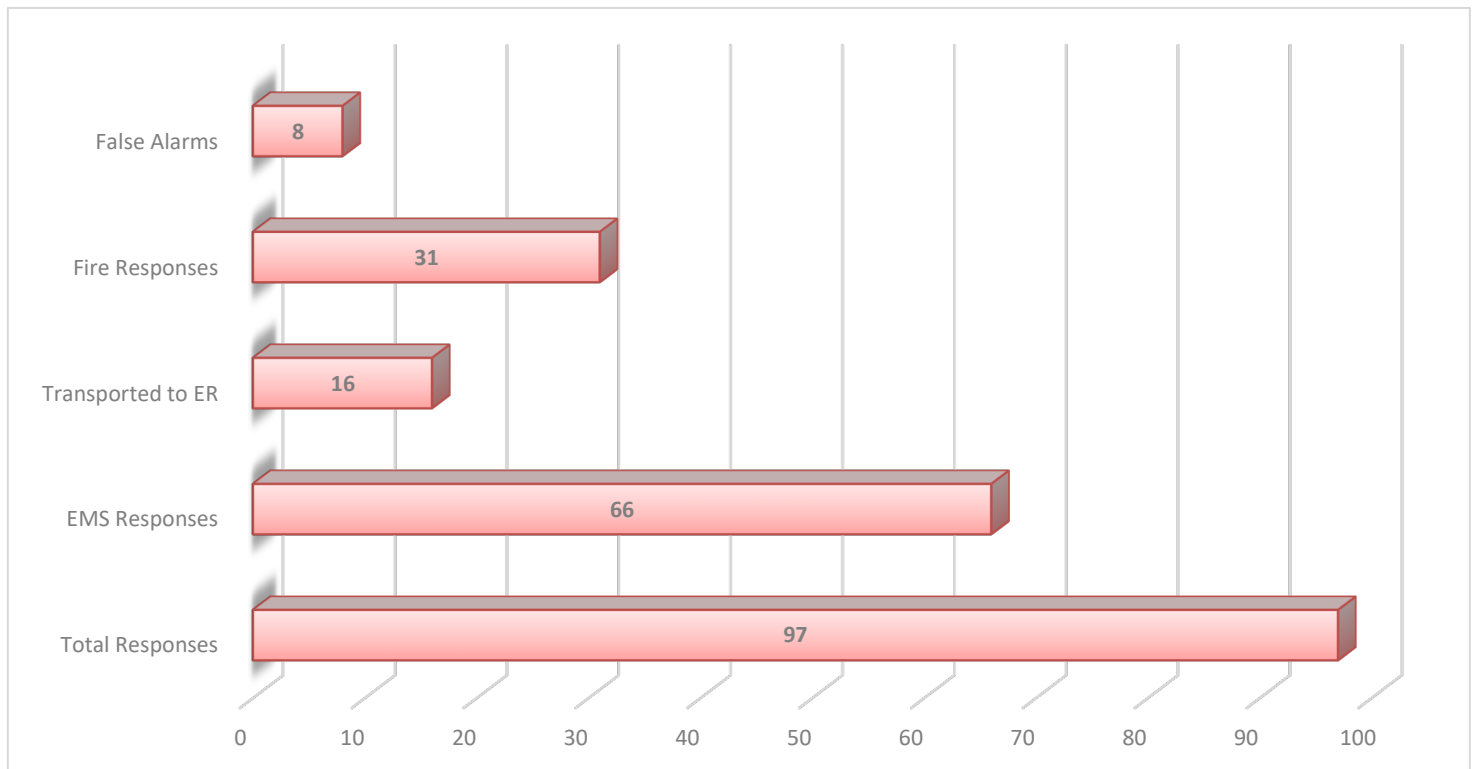


PUBLIC SAFETY – Fire & EMS

July Highlights:

- Completed 263:28 hours of staff training for the month.
- Five (5) annual inspections, one (1) re-inspection, ten (10) site visit inspections, two (2) event inspections, one (1) CO inspection, and four (4) other/consultation inspections were conducted in July.
- Ten (10) permits were issued, and there were seven (7) complaints investigated by Code Enforcement.
- Conducted two (2) Fire Marshal Inspections and two (2) Stand-By at Fireworks Displays.

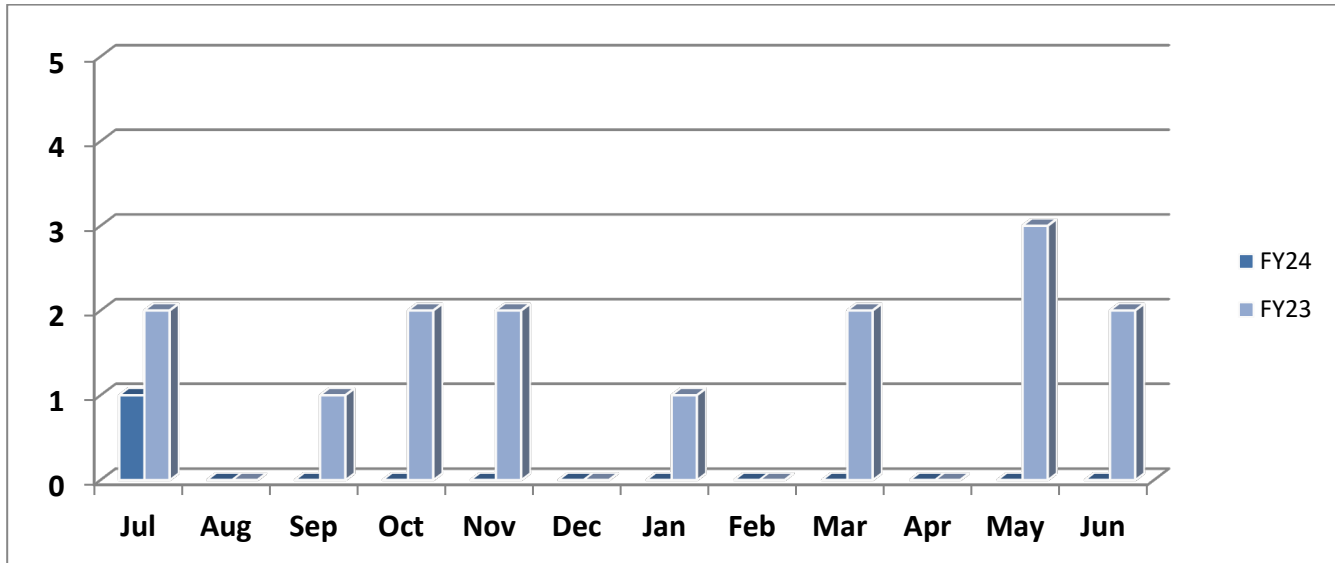
Jekyll Island Fire & EMS Responses



MEMORANDUM

TO: HUMAN RESOURCES COMMITTEE
FROM: JENNA JOHNSON, HR DIRECTOR
SUBJECT: HUMAN RESOURCES COMMITTEE REPORT
DATE: 8/8/2023

JIA Workers Compensation Claims: (Target goal for FY24 = 9).



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY24	1												1
FY23	2	0	1	2	2	0	1	0	2	0	3	2	15

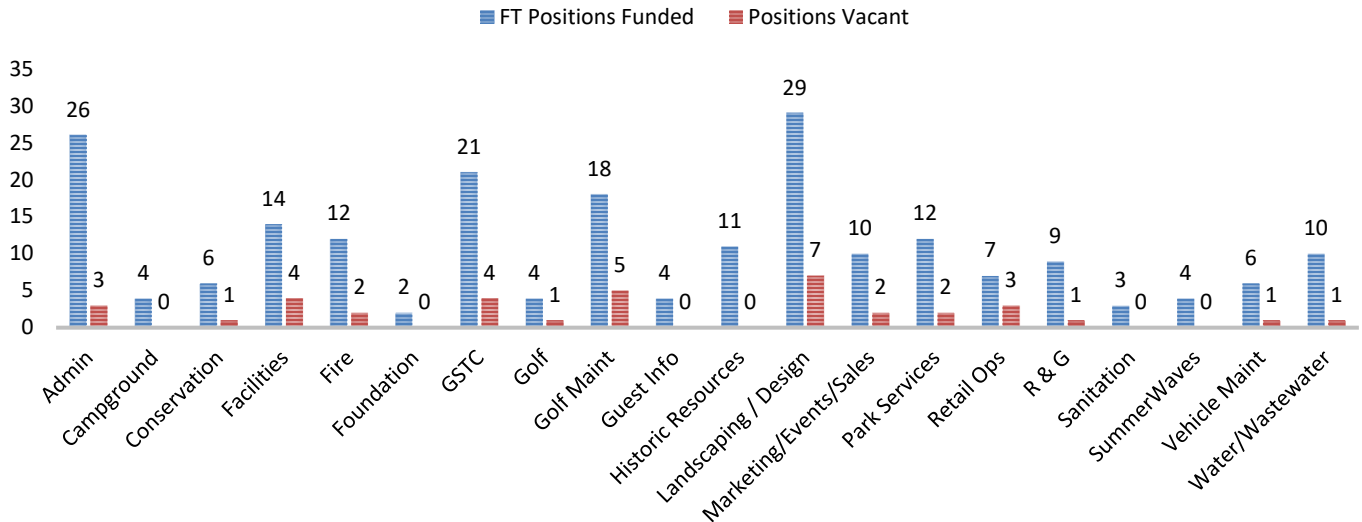
JIA Employee Census:

Month	Full time	Part time	Seasonal	Interns	Total Employees
Jul	177	106	105	2	390

Retirements:

- None

FULL TIME STAFFING



Full-time Staffing as of 8/1/2023

Recognition:

○ **Meet our August Featured Employee: Jacob Johnson**



Originally from Brunswick, Jacob has lived in the Golden Isles all his life. He began his career with the Jekyll Island Authority (JIA) on April 3, 2019. As the Irrigation Crew Leader in the Landscape department, Jacob is responsible for the maintenance and installation of the irrigation systems with the purpose of keeping Jekyll Island the jewel of the Golden Isles.

When Jacob was asked what he likes most about working for the Jekyll Island Authority, he said, “Jekyll Island is a unique and challenging work experience, with never-ending needs and possibilities. There is always an opportunity to challenge yourself and build new skill sets.”

When not at work, Jacob enjoys camping, video games, reading, and football!

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

MEMORANDUM

TO: HISTORIC PRESERVATION/CONSERVATION COMMITTEE
FROM: YANK MOORE, DIRECTOR OF CONSERVATION
SUBJECT: CONSERVATION UPDATE
DATE: 08/15/2023

Research and Monitoring

- For the last couple of months, the Conservation team has hosted Miriam Boucher, a Phd candidate from Clemson University, who is analyzing microplastics and their relationships to Alligators. She has committed her time and research to our continued efforts to understand how American Alligators interact with Jekyll Island.
- Michael Brennan has been assisting partner agencies with expanding the knowledge of rattlesnake genetics by collecting specimens throughout southeast Georgia and North Florida.

Management and Planning

- With the help from the Marketing Department, we launched a new online portal to submit wildlife incidents and concerns. This new system will couple nicely with the voicemail response system that averages 300-400 calls per year.
- Dan and Yank have been assisting the rest of the CoGACisma Steering Committee with developing a public works training program to educate about and eradicate Invasive Species.

Outreach, Leadership, Staffing

- The Conservation team hosted Dr. Adam Rosenblatt's class from the University of North Florida to learn about American Alligators as well as capture and handling techniques.
- Yank travelled to Athens to meet a forestry professor and grant writer as we try to acquire grant funding for larger projects.
- Our Park Ranger team tabled for GaDNR's annual Beach Week, held on the Beach Village Lawn. Our focus was wildlife that lives in the beach runnels, providing guests with an interactive touch and guess game.
- Dan Quinn has started working with internal JIA departments to train them with ArcGIS and Survey123 which are mapping and data collection applications.
- Yank and Dan attended a Brownbag Luncheon presentation at DNR, discussing water level sensors as they relate to high-risk flooding areas.
- Yank virtually attended the Coastal Georgia Area Committee Meeting, hosted by USACE, to improve interagency interaction as part of the Contingency Plan updates. The emphasis was on sharing agency capabilities and

MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: TOM ALEXANDER, DIRECTOR OF HISTORIC RESOURCES
SUBJECT: HISTORIC RESOURCES UPDATE
DATE: AUGUST 15, 2023

Revenue

The Historic District saw a SIGNIFICANT increase in revenue in all areas as shown in the table below. After **15 consecutive months of meeting or exceeding revenue projections**, the Historic District (including Mosaic visitation and tours, as well as special programs and events) recorded a solid revenue month for July-**\$117,929**. Projections for revenue for August 2023 also appear to be better than average. FY 2023 will be record breaking revenue year for the Historic District.

Source	July 2023 Revenue
All Admissions & Tours	\$74,648
Museum Store Sales	\$36,981
Venue Leases	\$6,300
Total	\$117,929

July Highlights

Hollybourne Exhibit Planning: Meetings were held internally and with H&W Designs on the forthcoming exhibits for the first-floor front rooms of Hollybourne Cottage. Discussions were held and decisions made related to display types, graphic design and individual elements planned for this first phase of this project.

Georgia Trust for Historic Preservation Grant: The Historic District, collaborating with the Jekyll Island Foundation was awarded a \$10,000.00 grant from the Georgia Trust to be used for rehabilitation work on the porch and porte cochere at Indian Mound Cottage. This work has commenced.

Living History Presents...: Work was complete in the next offering in the Living History Presents...series. August features a fully narrated tour of the Historic District with emphasis on the Club employees and servants and features a living history component where guests will be entertained by costumed interpreters playing the roles of two senior club employees. This program is offered in addition to the regular activities guests can enjoy in the District and allows for a deeper, entertaining look into the island's past.



Living History characters, Cathy Haase & Mark Horner

- **Millionaire Motor Car Experience:** Purchasing was completed for what will be a new addition to the Historic District—the Millionaire Motor Car Experience. Guests seeking a private tour option will be allowed to schedule their interpretation of the Historic District on a vintage-looking Model T golf cart. This premium offering will occur both by scheduling at the museum or by direct walk-up booking and includes the traditional Landmark tour narration with a visit to one of the historic cottages. This experience should come online in late September or early October.



Example of retro-styled Model-T being introduced as a tour offering in the Historic District.

MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: MICHELLE KAYLOR, GSTC DIRECTOR
SUBJECT: GEORGIA SEA TURTLE CENTER UPDATE – JULY 2023
DATE: 7/1/2023

Admissions Comparison with Prior Year

<u>July 2022</u>	<u>July 2023</u>
20,930	23,110

Revenue Categories

- July admissions \$237,939.82 was \$23,319.82 over budget.
- July concessions \$285,452.53 was \$15,907.72 over budget.
- Adoptions | \$6,370.00
- Donations (General): 32 | \$825.00
- Memberships: 31 | \$3,926.90
- Public Programs | \$28,752.00
- Outreach | \$150.00
- Daily Programs | 400

Marketing/PR/Events/Grants/Pubs

Trip Advisor: 2,331 reviews, ranking GSTC #4 out of #23 things to do on Jekyll.

67K Facebook Followers

Impressions: 2.3M

Number of Posts: 21

30 K Instagram Followers

Impressions: 138 K

Number of Posts: 11 posts, 11 stories

Events:

- Public Sea Turtle Release | July 17 | Great Dunes Park, Jekyll Island | Approx. 150 people

Education

- In July, 37 Behind the Scenes tours were facilitated for 197 participants.
- July 13 | Private Behind the Scenes | Georgia Hospital Association | 21 participants
- July hosted 14 Evening Turtle Walks reaching 256 participants. Evening Turtle Walks concluded in July and training for Sunrise Walks began.
- Education staff also led special programming for the National Aquarium's Henry Hall Summer Scholars hosting a private evening turtle walk and outreach program.
- Evening Turtle Walks came to a close.
- Celina Ceballos', Education Interpreter I, gave her resignation notice. Her last day is August 7th.
- Aurielle Ventura will transition from a part-time Education Interpreter to a full-time Education Interpreter I next month.

Research

- As of July 31, 2023, 203 loggerhead sea turtle nests have been laid on our beaches. Thus far, it is the third-busiest nesting season in Jekyll history dating back to 1990. With nesting likely to continue until mid-August it is expected that this season will end up as the second most productive in Jekyll sea turtle project history.
- The Research Department's revenue-generating programs, Ride with Night Patrol and Ride with Dawn Patrol, brought a total of 39 attendees to the beach for an up-close view of our sea turtle field research projects.
- 39 diamondback terrapin encounters were recorded for the month of July on the Downing Musgrove Causeway. These were reported by a combination of GSTC staff, non-GSTC JIA Staff, members of the public, and GSTC volunteers. The amount of rainfall this summer seems to have had an effect on daily-crossing rates.

Rehabilitation

	Sea Turtle	Other Patients
New Patients	0	12
Current Patients	5	21
Released Patients	1	5
Transferred Patients	0	1
Total Since 2007	1040	2629

- Diamondback terrapin nesting season is starting to slow down and come to end, and we currently have 11 terrapins in rehab.
- In our incubators we currently have 147 Diamondback terrapin eggs and 34 freshwater turtle eggs (Florida softshell, Yellow-bellied slider, and Common snapping turtle).

Volunteer

July 2023 Volunteer Service hours: 813.5 hours (453.75 hours more than 2022 July which is a 55% increase)

Multiplied by the National Volunteer hourly value of \$29.95 = **\$24,364.30**

We held a volunteer enrichment opportunity July 18th to educate volunteers about commonly used equipment, medications, and practices hospital staff use in the treatment of wildlife patients at the Georgia Sea Turtle Center.



Board of Directors Committee Assignments
Effective August 15, 2023

<p align="center"><u>HISTORIC PRESERVATION/CONSERVATION</u></p> <p>Bob Krueger, Chair Dale Atkins Walter Rabon Joe Wilkinson Buster Evans</p> <p><u>Staff:</u> Yank Moore Michelle Kaylor Cliff Gawron Tom Alexander</p>	<p align="center"><u>FINANCE</u></p> <p>Bill Gross, Chair Dale Atkins Bob Krueger Joe Wilkinson Walter Rabon Buster Evans Glen Willard Joy Burch-Meeks Ruel Joyner</p> <p><u>Staff:</u> Mark Williams 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 Walter Rabon Ruel Joyner Joy Burch Meeks</p> <p><u>Staff:</u> Mark Williams</p>	<p align="center"><u>COMMITTEE OF THE WHOLE</u></p> <p>Dale Atkins, Chair Bob Krueger Bill Gross Joe Wilkinson Walter Rabon Joy Burch-Meeks Buster Evans Glen Willard Ruel Joyner</p> <p><u>Staff:</u> Mark Williams Noel Jensen</p>