

The Jekyll Island State Park Authority (JIA) Board of Directors met in Public Session Tuesday, May 21, 2024, at the Jekyll Island Convention Center and via teleconference.

Members Present: Mr. Dale Atkins, Chairman
Mr. Bob Krueger, Vice Chairman
Mr. Bill Gross, Secretary/Treasurer
Dr. Buster Evans (via Teleconference)
Ms. Joy Burch-Meeks
Commissioner Walter Rabon (Via Teleconference)

Key Staff Present: Mark Williams, Executive Director
Noel Jensen, Deputy Executive Director
Marjorie Johnson, Chief Accounting Officer
Jenna Johnson, Director of Human Resources
Zachary Harris, General Counsel
Alexa Hawkins, Director of Communications & Marketing
Brad Ballard, Senior Director of Amenities

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

Chairman Dale Atkins, called the meeting to order at 9:30 a.m. The members absent were Mr. Glen Willard, Mr. Joseph Wilkinson, Jr and Mr. Ruel Joyner were present. There was a quorum.

NOTE: Mr. Wilkinson went into the hospital last evening so please keep in prayers.

JIA received one online public comment for this meeting:

- Rachel Witt – Pier Road Shops

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 April Financials including an overview of Revenues, Expenses, Net Operating Cash, Traffic Statistics, and Hotel Revenues for the month.

- Revenues were \$3,323.41- \$18,000 over budget year to date
- Reflect the favorable \$3m variance and \$3.1 variance from prior year to date
- Expenses were \$2,775,306
- Net Operating Cash Income was \$548,104.
- Total Traffic Counts were 117,291 vehicles.
- April hotel revenues totaled \$6.4 million.

- Museum revenues were \$148,000 more than budget.
- Expenses for April were \$2,775,306.00 which is \$113k less than budget
- Year to date expense is \$930,000 less than budget and \$2.5m more than prior year to date.
- The Net Operating Cash Income for April is \$548,104, which is \$132,000 better than the budgeted net operating Cash income of \$416,547.
- The Year-to-date Net Operating Cash Income reflects a \$4M favorable budget variance and a favorable \$578,000 variance from Prior year to date Income.
- The total traffic count for April was 117,291 vehicles, which was 13,798 fewer vehicles than April 2023. Daily pass sales were down by 4.2% and decals and prepaid entries were down 13% from April 2023.
- The April 2024 hotel revenue reported was 890,000 less than April 2023. Which is 66% and down from last year's 74.6%.
- Revenue per available room is \$157.97 which is down from \$190.13 in April 2023.
- The average daily rate is \$239.41, which is down from \$254.79 last April.
- Total revenues reported by the hotels for January through April is \$19.4m, which is 2.5m less than same period last year. This was a 11.3% decrease in room revenues and the occupancy rate was down to 60% from 66.8%.
- Revenue per available room was \$120.62, which is down from \$138.99 and the average daily rate \$200 which is down from \$202 last year.

Mr. Gross provided additional details for the monthly financials.

- The largest variances from the budget were seen from the Interest Income, which was \$70,000 more than budget, the Convention Center revenue, which was \$152,000 less than budget due to The Georgia Procurement Center planned for April but was cancelled due to deadlines for their new software project. The staff was able to pick up a few small groups but not enough to make up the difference.
- In addition, we received \$88,000 funding from Friends of Historic Jekyll Island for the Tiffany window restoration and for the Baker Crane Foundation.
- The largest variances in expenses for April were the Human Resources expenses, which were \$122,000 less than budget, due to vacant full-time and part-time positions. Also included were the Advertising and Sales budgets, which were \$21,000 less and appear to be due to a timing issue that will be resolved by the end of the year.
- Mr. Gross noted that visitation to Jekyll Island was impacted due to rain. Year to date the traffic count is 437,875 vehicles, which is 43,175 fewer cars than last year. This is just leveling off after the COVID spike that we had. Nothing to be alarmed about, just the downward trend from last year. It should level off soon.

III. Human Resources Committee

Buster Evans, Chair

No Report

IV. Marketing Committee

Joy Burch-Meeks, Chair

- A. Alexa Hawkins, Director of Marketing and Communications, presented a department update and discussed summer season kick-off.
- Media Highlights
 - Readers Digest- ranked in the top 25 of best beaches.
 - PR Agency and Kathryn on pitching both on a national level and regionally
 - Augusta Chronicle did a wonderful story on fireworks filled festivals and things to do in the summer which included talk of Summer Waves opening.
 - Social Media Highlights creating content for Jekyll Island as a whole but also for individual amenities shared as Instagram Reels
 - Highlighted recent rattlesnake surgery
 - Highlighted trend on social media called ASMR. The team did a video of barnacles being removed from a turtle. It had over 400,000 views in a short amount of time posted.
 - Highlighted partnership event with Silver Bluff Blue Brewing, where the museum staff held an event with the brewery that highlighted a “beer of yesteryear”. This was to highlight Jekyll being home to the Georgia’s first brewery.
 - Digital Media Highlights
 - Geofencing- The test run will be at the Battery in Atlanta. In the process of testing now and showing great successes.
 - There was a follow up discussion on the snake’s rehabilitation. It had an injury that created an infection. The vet team used some techniques that included fish scales to rebuild the deteriorated area. The snake is still in the center but is doing really well. It seemed very unlikely that it would survive but rehab seems to be proving successful and the snake is doing well.

There was one public comment-

Gloria Zachry in regard to Destination Unleashed- doesn’t understand the campaign if we are trying to keep dogs leashed why are we promoting unleashed in ads. Would like consideration to rethink slogan.

V. Legislative Committee

No Report

VI. Committee of the Whole

A. Brad Ballard, Senior Director of Amenities presented the request to amend the tennis contract with Atkins Tennis Performance LLC. This will amend the current agreement for an additional 2 years at \$95,000 per year and Atkins Performance Tennis would retain 85% of the fees paid for instructional lessons.

A motion to recommend approving amending the Tennis Contract with Atkins Tennis Performance LLC as recommended was made by Bob Krueger and seconded by Bill Gross. The motion carried unanimously.

B. Zach Harris, General Counsel presented the request for proposal for Pier Road RFPs

- Several amenities were looked at and three were identified for, request for proposals. Request for proposal 381, 382 and 383.
 - RFP 381- grab and go restaurant.
 - RFP 382- coffee shop
 - RFP 383- ice cream and candy store
- These will be put out for competitive solicitation. These will go online for public distribution and anticipate a response deadline of July 8th.
- After the deadline will evaluate, interview, and then recommend to the board for award and approval of lease. We anticipate this to happen at the August meeting.

C. Noel Jensen, Deputy Executive Director, presented the following information-

RFP 380 for the Great Dunes Construction Services Award

- Had seven contractors at a pre-bid meeting a few months ago and received three bids last month.
- 3 contractors, which were MacCurrach Golf Construction out of Jacksonville, George E. Ley Company out of Glenmore, Pennsylvania and Landscapes Unlimited out of Lincoln, Nebraska were reviewed, and MacCurrach Golf Construction Incorporated stood out with the highest aggregate score of 3.9 out of 5. Landscapes Unlimited scored 3.3 out of 5 and George E. Ley scored 2.9 out of 5.
- After all information presented staff recommends awarding RFP 380 golf course construction services at a project cost of \$7,293,216.77 with one caveat that the \$7m number includes everything that MacCurrach is responsible for. There are some items that we value engineered out of the scope that the Authority's going to do themselves, and some materials we're going to supply ourselves, like construction of the pump house to get a better price in the aggregate at the end, as we've done in other projects and have been successful with. So, their contract amount will be 7.293 million for their scope of the work, but the authority has other money that will be put towards certain other items.

A motion to recommend approving Award of RFP 380 for New Great Dunes Construction Services as recommended was made by Bill Gross and seconded by Bob Krueger. The motion carried unanimously.

- JIFD Equipment Transfer- Fire department is requesting the Board consider transferring a surplus truck bed body to the Nahunta Volunteer Fire Department. The body was deemed surplus several months ago after a catastrophic engine failure, and the chassis was repurposed within JIA. Since then, the fire department has decided to use an ATV/Trailer combo to respond off-road, so this body is no longer usable within JIA. JIA Legal Counsel has

reviewed the surplus and staff recommends approval of the equipment transfer.

A motion to recommend approving Equipment Transfer between JIA FD to Nahunta Volunteer Fire Department was made by Bob Krueger and seconded by Joy Burch-Meeks. The motion carried unanimously.

- Dispatching Services Contract Renewal- The JIFD seeks board consideration to renew the Dispatching Services Agreement with the Joint Public Safety Communications Department (JPSCD) that will allow the Glynn Brunswick 911 Center staff to dispatch the JIFD units directly from the 911 center instead of forwarding calls to GSP Radio Operators for final dispatch. The agreement started fall of 2021 and has improved response times, expedited emergency communications and enhanced mutual aid operations. The calculated cost is approximately \$66,000 annually contingent on the number of radios on the system. The JIA will be billed in four quarterly invoices. Once approved the JIA Board will go before the JPSCD for final approval and implantation thereafter.

A motion to recommend approving the Dispatching Services Contract Renewal as staff recommended was made by Bob Krueger and seconded by Bill Gross. The motion carried unanimously.

D. Noel Jensen, Deputy Executive Director, presented an Operations update.

- Beach Village Splash Pad- moving along on schedule. There was a slight delay with the Department of Health and their permitting inquiries but is scheduled to open late summer.
- Beach Crossover repairs- Scheduled repairs for Stewart Lane are to be completed by July 1 and for Porter Lane by July 14. Completed repairs have been made on Tyler Lane, Austin Lane and Bliss Lane.
- Pine Lakes Golf Course- update since last month- two truckloads of sod delivered today and will have two truckloads a day for the next few weeks. Noel reviewed some techniques that are being used that are similar to techniques at more popular courses such as pervious concrete in the bottom of the bunkers with a clean out so can remove organics easier.
- Hurricane preparedness- urged to sign up for Nixle alerts and reminded everyone to be storm ready with water, food, batteries and your emergency go kit.
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- Noel also addressed evacuations and return to the island after. Roads need to be clear, hospitals need to be open, and we need to have the water operational before anyone can return. Power does not necessarily need to be fully restored.

E. Zach Harris, presented the M.H. “Woody” Woodside Resolution in honor of Mr. Woodside. Mrs. Woodside could not be in attendance today so the Board has chosen to hold off on presenting and reading into public comments the resolution but would like

approval.

There was a motion by Bob Krueger and a second by Bill Gross. The motion to approve the M.H. “Woody” Woodside Resolution was approved.

F. Mark Williams, Executive Director, presented his report highlighting the following:

- Chief of Public Safety, Dennis Gailey was nominated from the Golden Isles Chamber at their first annual Public Service Awards luncheon. Dennis was one of 8 nominees. Dennis was not able to attend so thank him when you see him.
- Marjorie and the accounting team did an excellent job helping through the separate budgets and it is much appreciated.
- Thank you to the Mosaic Jekyll Island Museum as they have already met their FY24 revenue projection and still have a month and a half to go.
- Thank you, Commissioner Rabon, for joining the DNR Board convention.
- Jekyll hosted the Georgia Department of Economic Development for their quarterly meeting.
- Thanked Dan Hoffman, Executive Vice President of Convention Centers, for attendance to the meeting and for a great update.
- Everyone was invited to the ribbon cutting and official opening of the 31/81 Lifestyle Brand store today at 11am, in the Historic Infirmary building.
- Announced that the Rotary Club is doing their first ever Memorial Day Service at the Skeet House on Monday at 11a.
- Announced Kellie Jett- new Executive Assistant to Mark and the Board.

The floor was opened for Public Comments and there were three public comments-

Beverly Hopkins would like JIA to consider letting residents come back to Island after storm or event so they can access their damage first before media and public are allowed back.

Doc Requested clarification on RFP’s and how to access. General Counsel Zach Harris will handle as best to have one point of contact. Doc requested a copy emailed to him.

Sheryl Pevilrouse questioned if there is a new trash and recycle schedule as her recycle and trash are both being picked up on Mondays. When she spoke with Waste Management, they said it will be total pick up on one day due to staff shortages. Noel was not aware of any schedule changes and will reach out to Waste Management.

G. Chairman Dale Atkins had no comments.

The Jekyll Island State Park Authority (JIA) Board Meeting
May 21, 2024

The Board Meeting was called to order at 10:16 a.m., and all members were present in-person or via teleconference, except for Mr. Glen Willard, Mr. Joseph Wilkinson, Jr and Mr. Ruel Joyner,

who were absent.

Action Items

1. Mr. Krueger moved to accept the minutes of the April 23, 2024, Board Meeting as presented. The motion was seconded by Mr. Gross . There was no discussion, and the minutes were unanimously approved.
2. The recommendation from the Committee of the Whole to approve amendment of the tennis contract with Atkins Tennis Performance LLC as presented by Brad Ballard was carried by unanimous approval.
3. The recommendation from the Finance Committee to approve RFP# 380 for the New Great Dunes Construction Services Award as presented by Noel Jensen, General Counsel, was carried by unanimous approval.
4. The recommendation from the Finance Committee for an equipment transfer of a surplus truck bed body from JIFD to Nahunta Volunteer Fire Department as presented by Noel Jensen, Deputy Executive Director was carried by unanimous approval.
5. The recommendation from the Finance Committee to approve Dispatching Services contract renewal as presented by Noel Jensen, Deputy Executive Director was carried by unanimous approval.
6. The recommendation from the Committee of the Whole for the Milton H. “Woody” Woodside resolution as presented by Zach Harris was carried by unanimous approval.
7. The proposed FY25 budget will be presented at the June 4th, Finance Committee Meeting.

The motion to adjourn the Board Meeting was made by Mr. Krueger and seconded by Ms. Burch-Meeks. There was no objection to the motion, and the meeting was adjourned at 10:19 a.m.