

The Jekyll Island State Park Authority (JIA) Board of Directors' Finance Committee met in Public Session Thursday, June 4, 2024, 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. Bill Gross, Secretary/Treasurer  
Mr. Bob Krueger, Vice Chairman via Teleconference  
Dr. Buster Evans via Teleconference  
Mr. Glen Willard via Teleconference  
Ms. Joy Burch-Meeks via Teleconference  
Mr. Ruel Joyner via Teleconference

Members Absent: Mr. Joseph B. Wilkinson

Key Staff Present: Mark Williams, Executive Director  
Noel Jensen, Deputy Executive Director  
Zachary Harris, General Counsel  
Marjorie Johnson, Chief Accounting Officer  
Jenna Johnson, Director of Human Resources  
Brad Ballard, Sr. Director of Amenities  
Kellie Jett, Executive Assistant

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

There was one public comment from Mr. James Reed concerning golf fees.

## **I. Finance Committee**

A. Mr. Bill Gross, Finance Committee Chair, opened discussion for the Fiscal Year 2025 Proposed Budget. He stated that all Board Members were presented with a summary of the FY25 budget, which totals \$ 44,507,167.59, for review.

1. Mark Williams, Executive Director, read memo dated 5/29/2024 with subject FY2025 Budget Overview which reviewed the FY25 budget and discussed highlights of proposed budget. The highlights are:
  - FY2025 is a reflection of our commitment to our most valuable resource, our employees. The budget also acknowledges the need for reductions in areas that we can control, such as supplies and materials and realistic increases in areas we cannot, such as utilities and insurance.
  - Net Revenue is flat
  - Total expenses budgeted at \$40,059,311.20, which is \$1.7m better than FY24 budget
  - Proposed operating income is budgeted at \$4,447,856.39 which is \$1.4m better than FY24 budget
  - Increase of \$1.9m over FY24 budget in personnel. This increase is a result of careful consideration and is not a flat increase but merit-based returning to pre-COVID merit practices.
  - Some of the significant cuts will be in golf course maintenance including fertilizer, plants, seeds and chemicals and because one or two of the courses will be under

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- construction or offline for a portion of the 12 months.
  - Discussed the reserve accounts briefly and after funding, these reserves will give us approximately \$2.1m for capital equipment projects or cash reserves.
  - Bottom line is budgeted at a \$1.7m increase from FY24. This is based on best forecasting of future visitation trends, investing in our employees, maintaining and repairing our facilities and amenities and watching costs we can control.
2. Mark turned over the floor to Marjorie Johnson to discuss the capital equipment and projects requests.
    - Current year funds are \$1,962,512.00
    - Total with beach village improvement funds, Fire department equipment fund, Water/Wastewater improvement fund and public area improvement fund is \$2,594,012.00
  3. Jenna Johnson, Director of Human Resources, discussed the State required incentive plans which include a Hiring Incentive Plan, Goal Based Incentive Plan, and Performance Incentive Plan. She noted that no changes were made to the plans from the previous FY, but it is required the plans be reviewed annually to outline how the JIA would implement incentive pay.

It was mentioned that additional fees for Event Days are ongoing, which is a dynamic pricing strategy.

- July 4th Additional \$5 charged for regular and oversized vehicles
- Shrimp & Grits Additional \$5 charged for regular and oversized vehicles
- Holly Jolly season on weekends (Fri & Sat) (5pm - 12am) Additional \$5 charged for regular and oversized vehicles

The Finance Committee then considered the Fiscal Year 2025 Budget and its components for recommendation to the Jekyll Island Board of Directors.

1. A motion to recommend approval of the Operating expense to the JIA Board as presented by staff was made by Mr. Krueger and seconded by Commissioner Rabon. The motion carried unanimously.
2. A motion to recommend approval of the capital equipment and projects requests to the JIA Board as presented by staff was made by Dr. Evans and seconded by Mr. Krueger. The motion carried unanimously.
3. A motion to recommend approval of the Incentive Plans to the JIA Board as presented by staff was made by Mr. Krueger and seconded by Mr. Atkins. The motion carried unanimously.
4. A motion to recommend approval of the Fiscal Year 2025 Proposed Budget and its components to the JIA Board as presented by staff was made by Mr. Krueger and seconded by Commissioner Rabon. The motion carried unanimously.

Mr. Williams thanked all department heads for their help with the budget over the last month and a half and noted that the proposed budget was well thought out and he thanked everyone for their hard work and efforts.

The motion to adjourn was made by Mr. Krueger and seconded by Commissioner Rabon. There was no objection to the motion and the meeting was adjourned at 10:05 a.m.