
The Jekyll Island State Park Authority committees met in Public Session on Monday, April 18, 2011 in Chalet 8 at the Morgan Center Meeting Complex on Jekyll Island, GA.

Members Present: Bob Krueger, Chairman
 Steve Croy, Vice Chairman, via speakerphone
 Mike Hodges, Secretary
 Laura Lanier, via speakerphone
 Sybil Lynn,
 Richard Royal,
 Mark Williams, via speakerphone
 Nancy Gallagher, Assistant Attorney General

Staff Present: Jones Hooks, Executive Director,
 Eric Garvey, Chief Communications Officer,
 Marjorie Johnson, Chief Accounting Officer,
 Ronny Smith, Chief Operations Officer
 Jim Broadwell, Projects Manager,
 Shanna Brain, Executive Assistant,

Various members of the public and press were present.

Chairman Krueger called the meeting to order at 9:32 a.m.

Chairman Krueger began the meeting by welcoming everyone to the April Board meeting.

Historic Preservation/Conservation Committee: Dr. Terry Norton provided an update on the Conservation Plan preparation. Dr. Norton reminded the group that a public forum for the purpose of discussing the draft Plan of March 7 was held on March 25. Dr. Norton felt that the public response was largely positive; the minutes of the meeting are posted on the Authority website. Deadline for further comments was April 1 with numerous comments received; these comments are also posted on the Authority website. The Conservation Planning Committee will meet to review the comments. The final draft of the Plan will be posted a minimum of two weeks before the Plan is presented to the JIA Board for approval. The target Board meeting will either be the June or July meeting. In connection with the forthcoming Plan adoption, wildlife monitoring efforts have begun under the direction of Sea Turtle Center Research Coordinator Dr. Kimberly Andrews with assistance from Americorps interns, and Mr. Brian England of Tidelands and Mr. Cliff Gawron, Director of Landscape Planning, who has been working on reduction of stocks of invasive plants. The first beach lighting survey was conducted on April 5, and cards describing turtle-safe lighting are being prepared for distribution to visitors and hotels.

Committee Chair Royal then asked Mr. Gawron to present an update on the Fox movie site and Great Dunes park. Mr. Gawron reported that the restoration of the X-Men beach movie site will be complete by the end of April. Thirty-thousand individuals of several native dune plants have been planted at the site. Straw matting has been used to enhance stabilization and preserve moisture. Ten thousand cubic yards of beach quality sand were added to the site, to partially remediate the bulldozing of the dunes that took place in the 1950's. Dune-stabilization fences have been installed along the toe of the newly created dunes, according to turtle-friendly

guidelines. The prairie areas were also seeded with native grasses. It will be necessary to block potential drivers from entering the restoration site. The memorial benches will soon be reinstalled in their original locations, with brass anchors. The restoration site will be maintained and monitored for one year, with weaning-off of the irrigation now being applied. Mr. Gawron noted that a second dune restoration has been performed, alongside the newly reconstructed bike path near Fins on the Beach. Several environmental organizations and individual volunteers assisted the Authority with this dune planting, and were thanked by Chairman Krueger.

Finance Committee: Committee Chair Hodges began his report by reviewing the financials for the month of March. Revenue for the month of March was \$1.29M, \$31K over budget. Year-to-date total revenue was \$12.16M, \$182K over budget. Net operating cash income for March was \$48,708K, \$16K under budget. Net operating cash income for the year to date was \$361K, \$426K over budget. Committee Chair Hodges then asked Ms. Johnson to review the Greeting Station Report. Ms. Johnson briefly reviewed the decal report for the month of March and noted visitation by individual vehicles and by tour buses has increased over the previous fiscal year. Mr. Hooks then noted that recently the Historic District tour program had its highest day ever. Committee Chair Hodges then moved on to a brief hotel occupancy report for the month of April and year to date.

Committee Chair Hodges then asked Mr. Hooks to update the Board on the Residential Solid Waste and Recycling collection program. Mr. Hooks stated the Authority has been considering improving its waste-collection and recycling efforts and the staff thought the timing was right for moving to a private-company collection. Bids have been requested and received, with the low bid coming from Waste Management. Curbside collection of recyclables was desired, and Waste Management has agreed to perform this task. An incentive program will be offered to those who use the recycling program. The monthly charge to individual residents would be raised only \$.45 per month. Pickup for garbage and recyclables would be weekly. Hiring Waste Management would also allow the Authority to sell two of its garbage trucks. The Authority would retain two trucks for pickup by the Authority in the office and tourist areas. Mr. Smith then noted that yard waste would also be collected by Waste Management, and hauled away, saving the Authority the cost of grinding the yard waste. The Waste Management contract would be for one year, renewable for three years. Mr. Hooks emphasized that Mr. Smith had been certain to ensure that Waste Management would truly recycle the recyclables that they collect. Waste Management will ship its recyclables to Pratt Recycling in Savannah. Committee Chair Hodges called for a motion to approve Waste Management for the Residential Solid Waste and Recycling Collection contract. Mr. Royal moved to approve, seconded by Mr. DeLoach, motion passed unanimously.

Mr. Hooks then noted another item was the Board's blessing for the purchase of several items. Mr. Hooks noted the Authority had received \$22K from the sale of a transfer trailer and other miscellaneous equipment. From that money the Authority would hope to purchase:

- Pro Force Blower for \$6400 – the current bike path blower is not longer in operating condition. The new blower would all the maintenance crew to blow in both directions, therefore taking only half the time.
- Heavy Duty Utility trailer \$7300 – this purchase would allow the Roads and Grounds crew to haul 2 mowers to the causeway in one trip. Would also allow them to haul the newest tractor.

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- Vehicle lifts (2) \$8300 – There are only 2 employees in the vehicle maintenance department, purchasing this lifts would increase productivity of oil and tire changes and general maintenance on the vehicles and equipment.

Committee Chair Hodges called for a motion to approve the purchase of these items from the \$22K gained from the sale of the transfer trailer and other maintenance equipment. Mr. Royal moved to approve the purchases, seconded by Mr. DeLoach, motion passed unanimously.

Chairman Krueger then opened the floor for public comment. Mr. Jim Reed wondered whether the Park residents will need to put down deposits on recycling bins, or buy particular-sized containers. Mr. Hooks stated there will be no added cost for the provision of the recycling bins, unless perhaps individual residents desire to have several bins. Mr. Reed then noted that at his previous community, recycling bins were sometimes stolen.

Ms. Pat Overholt wondered about the requirements for separation of types of recyclables, and about the origin of the bills. Mr. Hooks stated the recyclables can be combined and separation will occur after pickup. The bills will continue to come from the Park Authority.

Ms. Gloria Zocchi inquired about the acceptability of glass in the recyclables. Mr. Hooks stated glass is acceptable, and will be sent to Savannah. Mr. Smith noted that Waste Management would hold a community forum to clarify their procedures. Ms. Zocchi asked about the start date for the Waste Management pickups? Mr. Hooks stated July 1 was the anticipated start date.

Marketing Committee: Committee Chair DeLoach began the Marketing Committee meeting by asking for a motion to approve the minutes of the March 21 Marketing Committee meeting. Mr. Croy moved to approve the Marketing Committee minutes, seconded by Ms. Lynn, motion passed unanimously.

Committee Chair DeLoach then called on Mr. Garvey to give the Marketing Committee update. Mr. Garvey's update included the following items:

- Recent hardhat tours of the new convention-center area.
- The Georgia Environmental Conference has reserved convention space for 2013.
- The Marketing Department's Dream Wedding Giveaway has engaged, The Knot, a major wedding magazine, as a sponsor.
- A wide variety of advertising venues will soon be promoting Summer Waves and Fins on the Beach.
- Bloggers have been visiting the Park, and have put positive reviews and descriptive articles on the Web.
- In the next issue of Coastal Living, the Beachview Club will be featured.
- The Easter Egg Stroll was coming up during the week, and was expected to be a hit.
- The hotels have been reporting the results of their projections for their business outlooks over 30 days to 12 months; all hotels have at least an even balance of positive and negative sections of forecasts, and many projections have been "good" or "very good".

Committee of the Whole: Chairman Krueger asked Mr. Hooks to update the Board on the Right of Way Mowing and Maintenance Agreement with the GA DOT. Mr. Hooks noted the

Authority currently has a mowing agreement with the DOT; the new agreement will have the following main points:

- JIA desires to enter into the contract to plant/maintain landscaping on the right of way. DOT has given us a permit to add in landscaping but they will not maintain it.
- DOT desires to enter into a public/private partnership to perform certain services relating to mowing and maintenance with the DOT's right of way.
- This is an agreement only; not a monetary contract.

Chairman Krueger called for a motion to approve the Right of Way Mowing and Maintenance Agreement. Mr. Hodges moved to approve, seconded by Ms. Lynn, motion passed unanimously.

Chairman Krueger asked Mr. Hooks to give his report. Mr. Hooks began by reviewing the revitalization projects update which included:

- Convention Center construction is on schedule/budget, as is the plan for moving of the greeting station.
- The large 50K gallon, cistern system is being installed for the Convention Center.
- Variances from the marsh-buffer restrictions have been sought to permit connecting the bike paths of the Historic District to the paths near the entry corridor.

Following his revitalization update, Mr. Hooks moved on to his Executive Director's update which included:

- The partners in the building of the Beach Village have been requested to provide public updates at the May Board meeting.
- Three hundred and three (303) residential-rental licenses have been issued, bringing the total number of homes to be potentially available for renting to more than one-half of the total.
- Two potential purchasers are continuing to consider taking over the Oceanfront Resort. In the meantime, the bank is keeping up the payments to the Park Authority.
- Three firms have submitted qualifications by the deadline, for managing the new Convention Center. Review showed that all three firms were qualified to submit proposals for the management contract. Recommendation of one of these firms is expected to be made prior to the June Board meeting.
- The Authority plans to announce a new Adopt-A-Beach program during Earth Day. The College of Coastal Georgia conducted a beach sweep on April 2, in conjunction with the organization Keep Brunswick and the Golden Isles Beautiful. Adopters would be encouraged to take a section of the Park's beaches, and pledge to keep it clean with at least 4 sweeps per year like that performed by the College.
- Twenty-nine (29) convention groups have now signed on for the new Convention Center for 2012, with another 9 agreements pending. For 2013, there are now 50 letters of intent from convention groups.
- Water aerobics will be available to Park residents this summer in June and July at Summer Waves, starting Wednesday June 1. The time will be Monday through Friday, 8:30-9:30 a.m., there will be an instructor on Tuesday and Thursday only. Lifeguards will be present on the other days.
- The Georgia Sea Turtle Camp has enjoyed enough success that it has been decided to expand the program to eight 1-week sessions.

Chairman's comments:

- Chairman Krueger announced the establishment of an Executive Review Committee, which will review the compensation and performance of the Park's Executive Director. Committee members will be Mr. Royal, Mr. Hodges, Ms. Lynn, and Mr. Krueger as Committee Chairman.
- Chairman Krueger reported that after discussions with Georgia DOT, the Authority has proposed establishment of terrapin-crossing zones on the Jekyll Causeway. Within these areas of high levels of terrapin movement, the speed limit would be lowered to 45 mph.
- The May JIA Board meeting will be pushed back to May 23 or the fourth Monday of the month.

Chairman Krueger then opened the floor to public comment. Mr. Frank Mirasola noted that construction equipment has been in use at the south end of the Oceanside Inn, and inquired about the goals there. Mr. Hooks stated some structural improvements are being made.

There being no further business Chairman Krueger adjourned the meeting at 10:45 a.m.

Chairman Krueger called to order the Jekyll Island State Park Authority Board meeting at 10:55 a.m.

Minutes: Chairman Krueger called for a motion to approve the minutes of the March 21st Board meeting. Ms. Lynn moved to approve the minutes, seconded by Mr. Royal, motion passed unanimously

Finance Committee: The Board approved the Finance Committee's motion to approve Waste Management for the Residential Solid Waste and Recycling Collection contract.

Marketing Committee: The Board approved the Marketing Committee's motion to approve the minutes of the March 21st Marketing Committee meeting.

Committee of the Whole: The Board approved the Committee of the Whole's motion to approve the Right of Way Mowing and Maintenance Agreement with the Georgia DOT.

Finance Committee: The Board approved the Finance Committee's motion to approve the purchase of a Pro Force Blower, Heavy Duty Utility trailer and two (2) Vehicle lifts using the proceeds from the sale of a transfer trailer and miscellaneous equipment which totaled \$22K.

There being no additional items to bring before the Board, Chairman Krueger adjourned the meeting at 11:38 a.m.