

JEKYLL ISLAND-STATE PARK AUTHORITY

August 15, 2011

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The Jekyll Island State Park Authority committees met in Public Session on Monday, August 15, 2011 in the Morgan Center on Jekyll Island, GA.

Members Present: Bob Krueger, Chairman
 Mike Hodges, Secretary
 Buddy DeLoach
 Laura Lanier,
 Sybil Lynn,
 Al Ike,
 Richard Royal,
 Mark Williams, via speakerphone

Members Absent: Steve Croy, Vice Chairman

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 9:33 a.m.

Chairman Krueger began the meeting by noting Jekyll Island is currently ranked at number 5 in the national contest held by Coca-Cola for America's favorite park.

Historic Preservation/Conservation Committee: Committee Chair Royal asked Mr. Hooks to update the Board on the Conservation Plan. Mr. Hooks began by commending Dr. Norton and the rest of the Conservation Plan Committee for their hard work on the Conservation Plan. Mr. Hooks noted the Plan has been worked on diligently for the past year and there were many different forms of public input. Mr. Hooks then asked Mr. Gawron if he would like to add anything. Mr. Gawron stated it has been a long process but it is good to be at this point, and he is very happy with how the Conservation Plan has turned out. Chairman Krueger then asked if the Board had any questions. Mr. Hodges noted the Board has shown its support in many ways for this project most notably the \$133,500 in the FY2011 budget and more recently, in the FY2012 budget, there is a position for a Director of Conservation. Mr. Hodges asked for a change in wording in Section 8.2 of the Plan where suggested funding mechanisms are listed. Currently it reads "Funding for the Conservation Plan could include..." Mr. Hodges suggests 'could' be changed to 'may' as the JIA Board does not control several of the suggested funding mechanisms. Dr. Ike noted on page 69 item number 4 the words 'if needed' should be added so it would read "When a report is issued by the EAP Committee, if needed, the report..." Mr. Royal noted throughout the document all references to the Director of Natural Resources should be changed to Director of Conservation. Dr. Ike suggested the Conservation Plan remain open for another couple of weeks for minor editorial changes. Chairman Krueger called for a motion to approve the Conservation Plan with the changes made today and to keep the plan open for two additional weeks for minor editorial changes. Mr. Royal moved to approve, seconded by Dr. Ike, motion passed unanimously.

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Finance Committee: Committee Chair Hodges began his report by briefly reviewing FY2011. Mr. Hodges stated the total revenues for the previous fiscal year was 2% over budget and the net operating cash income was 33% over budget with \$138,000 going into the reserve account.

Mr. Hodges stated for the month of July total revenues were \$3K over budget and net operating cash income was 4% over budget. Committee Chair Hodges complimented Mr. Hooks and Ms. Johnson for their work in keeping revenues above expenses. Mr. Hooks expressed concern over the hotel occupancy reports for June and July. Mr. Hooks noted both months were down significantly from expectations and previous years. Mr. Hooks also noted several of the amenities were down as well, such as mini-golf which was down \$13K over July of 2010. Mr. Hooks stated he has asked the staff to get approval from Ms. Johnson for any purchase over \$1K.

Committee Chair Hodges asked Ms. Johnson to give the traffic count. Ms. Johnson noted traffic for the month of July was down 13% over July 2010. Committee Chair Hodges noted the Greeting Station income was down \$39K over July 2010 and asked for this to be watched for any trends. Mr. Williams asked if there had been several years of traffic decline. Ms. Johnson noted there had actually been a traffic increase in July 2010 over July 2009. Committee Chair Hodges noted with school snow days being made up in the northern states and many students going back to school earlier, vacation time may have been limited for a greater number of people. Committee Chair Hodges then briefly reviewed the hotel occupancy report.

Committee Chair Hodges then called on Mr. Matt Maynor, VP, Quality Manager of First Guaranty Bank in Jacksonville, to update the Board on the status of the Oceanfront Resort. Mr. Maynor stated that Mr. Leslie Lurken, owner of the Oceanfront Resort, closed the hotel in January. Mr. Lurken agreed to maintain the closed property but did not do so. The bank then petitioned the court to assign a receiver to maintain the property. The receiver is Mr. Ron Johnson and Mr. Johnson is familiar with the hotel business. Mr. Lurken has hired a hotel marketer who was able to then obtain 3 offers to purchase, two of which First Guaranty considers very credible. Mr. Maynor then asked Mr. Tom Welchel, local counsel for First Guaranty, to speak to the foreclosure proceedings currently taking place. Mr. Welchel stated the foreclosure should take place by late September or October which would make it possible to sell the property in November. Mr. Maynor concluded by stating the bank is continuing to make payments to the Authority and paying necessary bills on the property.

Committee Chair Hodges then asked Mr. Hooks to review the proposed Comcast Services Agreement. Mr. Hooks noted the new service provides digital transmission and results in additional basic and high-definition channels. The authority has worked with Comcast and determined the best solution would be to place an adapter at the source of the connection to the campground through a multi-digital transmitter adapter. This would eliminate the need for set-top boxes. The charge would be \$10.00 per month per campground space, or \$1,910.00 per month. The existing charge was \$8.80 per month per space. This upgrade will result in better service to the campground users. Mr. Hooks did point out this upgrade will not address the internet issue at the campground. Mr. Hooks asked Mr. O'Donnell if he would like to add anything. Mr. O'Donnell stated Comcast was increasing its monthly charge to \$9.24 per month with no upgrades done. Committee Chair Hodges called for a motion to approve the Comcast Services Agreement. Mr. Royal moved to approve, seconded by Mr. DeLoach, motion passed unanimously.

Marketing Committee: Committee Chair DeLoach began by commending the Marketing staff for all they have accomplished. Committee Chair DeLoach then turned the floor over to Ms. Erica England, Communications Specialist. Ms. England gave a brief presentation on:

- Social Media (Facebook) there are about 16,500 Jekyll Island fans
- The \$74K Dream Wedding giveaway, there are about 500 entries in the contest and 20 sponsors
- Coca-Cola Favorite Park promotion

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Ms. England thanked the Initiative to Protect Jekyll Island, the Jekyll Island Foundation, the Chamber of Commerce, and the Authority staff for all their help with the Coca-Cola contest.

Mr. Ronnie Douglas, Campground Manager, then gave a brief update on the tradeshows he has attended recently and noted he has asked current campers to attend shows with him in their home states. Mr. Douglas noted at a recent Vermont show, five new campers reserved spots at the Jekyll Island Campground.

Mr. Garvey drew the Board members attention to the honey at there place. Mr. Garvey noted the honey is produced by the Savannah Bee Company and with every jar sold, \$3 of the sale comes back to the Georgia Sea Turtle Center. Other items in Mr. Garvey's report included:

- The Georgia Lottery Sales meeting will soon be held at the Club Hotel and there will be a statewide lottery promotion offering opportunities to win trips to Jekyll
- By 2015 we hope to have 120 groups scheduled in the Convention Center. Mr. Garvey drew the Board's attention to the ties at their places and noted they are "120 Ambassadors"
- There will be celebrity journalists serving as judges at the Shrimp & Grits Festival
- Music and Merlot series will provide A Songwriters' Evening in November featuring Richard Lee and Archie Jordan

Mr. Hooks then thanked Rob and Dilys Jagger and other local shag clubs and volunteers for the support received at the Beach Music Festival. Mr. Hooks also recognized Ms. Burnsed and her team, Mr. Smith and his team as well as the Georgia State Patrol for all of their help.

Committee of the Whole: Chairman Krueger started by noting the Governor appoints the Chairman of the Board and the Chairman appoints the Vice Chairman and Secretary. Chairman Krueger noted Governor Deal has asked that Mr. Krueger continue as Chairman. Chairman Krueger then stated Mr. Croy would continue as Vice Chairman and Mr. Hodges would continue as Secretary. Chairman Krueger noted one committee not listed on the Board members sheets was the Executive Review and Compensation Committee which will be chaired by Chairman Krueger and the other members will be Mr. Hodges, Ms. Lynn and Mr. Royal. Chairman Krueger called for a motion to approve the officers and committees for the next fiscal year. Mr. DeLoach moved to approve, seconded by Ms. Lynn, motion passed unanimously.

Chairman Krueger asked Mr. Hooks to review the Master Plan proposal. Mr. Hooks noted there has been much discussion of updating the Master Plan and after, internally looking at the successes of the Conservation Planning process in regards to public input; it was determined a good time to move forward with updating the Master Plan. Mr. Hooks' report also included:

- Last summer, a request for information was put out asking for input regarding the Master Plan
- The Coastal Regional Commission was hired to organize, index and summarize the input that was received
- The Authority has named task forces to work on specific portions of the update
- There will be a Steering Committee which will be the driving force
- The Fanning Institute at the University of Georgia will handle development of the update. The Fanning Institute has done similar work which includes assisting in development of previous master plans for the Authority and design of the Altama Corridor in front of the College of Coastal Georgia
- The Fanning Institute estimates the project to take about 15 months and cost about \$100K plus expenses
- Mr. Langford Holbrook of the Fanning Institute will be the lead person with about 6 other team members
- Mr. Hunter has been working diligently with Mr. Holbrook

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Chairman Krueger questioned if this project was included in this years budget. Mr. Hooks stated it had been. Ms. Lanier asked how frequently the Master Plan is updated. Mr. Hunter noted the first plan was developed in 1951 and it gets updated about every 10 to 12 years and the last comprehensive update was done in 1996. Mr. DeLoach asked for the total cost of the project. Mr. Hooks stated it would be \$100K for the project and up to \$50K for expenses for a total of no more than \$150K. Chairman Krueger called for a motion to approve moving forward with The Fanning Institute proposal. Mr. Hodges moved to approve, seconded by Ms. Lynn, motion passed unanimously.

Chairman Kruger stated with the amount of public input received on the proposed Beach Use Ordinance, he has decided to table this item till next month for additional review.

Chairman Krueger called on Mr. Hooks to review the concept for the Guest Information Center. Mr. Hooks highlighted the main points of the Guest Information Center which included:

- The Greeting Station will be relocated to the Causeway in front of the Welcome Center
- The functions of the Welcome Center and Greeting station will be consolidated
- There will still be decal entry
- Guests will be able to purchase tickets for all amenities at the Guest Information Center
- There will be additional parking spaces for RV's
- There will be three entry lanes
- The Georgia State Patrol office has been kept informed of the proposed changes
- The Authority is prepared to move into final design and the project should be complete by March.

Mr. Hodges questioned if there was a signage plan in place. Mr. Hooks noted as of right now there is no signage plan in place.

Chairman Krueger noted traffic management would be facilitated by the new design. Sergeant Davis agreed with the Chairman. Chairman Krueger called for a motion to approve the proposed Guest Information Center and to move forward with the development of a plan. Mr. DeLoach moved to approve, seconded by Ms. Lynn, motion passed unanimously.

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

- Current progress on the Convention Center is at 55%
- Winding Road has sent out letters to current Jekyll Island businesses; they are still pursuing financing
- Phelps has made Hyatt Place aware of the JIA Design Guidelines; they are waiting on final financing
- Jekyll Landmark is currently soliciting bids from their short list of five general contractors; they are still pursuing a financial commitment
- Trammell Crow is still working to secure financing. JIA has continued discussions with Trammell Crow since the meeting with them on June 29. Mr. Hooks drew the Board members attention to a letter to Trammell Crow in their packets, which technically continues their agreements with the Authority until September 26 by which time we expect to have lease amendments with timeframe modifications for the Boards consideration.

Mr. Hooks then presented a 'before and after' slideshow to highlight the many changes on the island.

Following the presentation Mr. Hooks asked Mr. Rob Ellis, Head Golf Pro, to give an update on golf programs. Mr. Ellis updated the Board on some of the current activities of the golf course. Mr. Ellis stated he had been invited to give a PE golf class to College of Coastal Georgia students at the Jekyll Island Golf Course. There will be more classes offered this fall. Mr. Ellis stated the College has also hosted faculty

and student intramural golf competitions on Jekyll. Mr. Ellis is planning a membership drive and hopes to offer more activities for those who choose to sign up for winter memberships. Mr. Ellis hopes to create more of a 'club' atmosphere. Mr. Hooks stated Mr. Ellis brings great enthusiasm to the golf course. Mr. Hooks thanked Mr. Ellis for his presentation.

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

- Georgia Tourism Development Act – Currently in contact with the Georgia Department of Community Affairs pertaining to these tax credits. Our efforts are to assure that as regulations and applications are developed that projects on Jekyll Island will be eligible for these credits. At this point, regulations have not been promulgated. However, DCA and the Department of Revenue are working on this project together
- SMG – An initial Meeting on Thursday, August 11 yielded excellent discussions for the beginning of determining a contract. We will be working with bond counsel in drafting an agreement. Our goal is to have an agreement for consideration at the September 26 Board meeting
- State Patrol – There are new requirements that golf carts traveling on public roadways must meet by January 1, 2012. These include restraints; lighting; warning signs and lights. We are working with the State Patrol to begin making everyone aware of these requirements. In the meantime, the State Patrol is stopping golf carts carrying children who are unrestrained

Mr. DeLoach questioned if local ordinances would supersede this law. Sgt. Davis responded the new law would supersede local ordinances.

- Waste Management – The transition seems to have occurred about as smoothly as possible. Beginning August 3, Jekyll Island became the first area in Glynn County to have curbside recycling pickup to include glass. Waste Management personnel have been extremely responsive and there have been some very positive ads promoting their involvement on Jekyll Island
- Franklin Pond – Mr. Hooks thanked the Jekyll Island Arts Association, most notably Alice Jarrett, for their support of this activity. Mr. Hooks then drew the Board members attention to the back of the program, which had been provided in their packets, where others who worked to make this 7th annual event a success were listed
- Town Hall Meeting on August 4 – Went very well and all issues from meeting have been handled
- Hard Hat Tours for residents – three each day on August 17 & 18 and adding one additional to accommodate those who have expressed interest.

Mr. Hooks noted in the Board members packets was a summary of accomplished items and priorities for 2012. Mr. Hooks then called on Mr. O'Donnell to discuss the status of the draft Animal Control Ordinance. Mr. O'Donnell stated there seemed to be much confusion over the proposed Animal Control Ordinance and his recommendation would be not to move forward with the ordinance but instead use the laws that are currently in place and to work with the Georgia State Patrol on any major animal issues and the Jekyll Island Code Enforcement officer on minor issues.

Chairman's Comments:

Governor's visit was very beneficial to the island. Chairman Krueger thanked Mr. Williams for his assistance in coordinating the Governor's visit.

There being no further business Chairman Krueger adjourned the meeting at 11:28 a.m.

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Chairman Krueger called to order the Jekyll Island State Park Authority Board meeting at 11:35 a.m.

Minutes: Chairman Krueger called for a motion to approve the minutes of the July 18 Board meeting. Ms. Lynn moved to approve the minutes, seconded by Mr. Royal, motion passed unanimously.

Historic Preservation/Conservation Committee: The Board approved the Historic Preservation / Conservation Committee's motion to approve the Conservation Plan with the changes made today and to keep the plan open for two additional weeks for minor editorial changes.

Finance Committee: The Board approved the Finance Committee's motion to approve the Comcast Services Agreement.

Committee of the Whole: The Board approved the Committee of the Whole's motion to approve moving forward with The Fanning Institute proposal in the amount of \$150K.

Committee of the Whole: The Beach Use Ordinance is tabled until the September Board meeting.

Committee of the Whole: The Board approved the Committee of the Whole's motion to approve proposed Guest Information Center and to move forward with the development of a plan.

There being no additional items to bring before the Board, Chairman Krueger adjourned the meeting at 11:37 a.m.