Due to the current Covid-19 pandemic, special remote procedures will be in place for this meeting. Anyone with web access should be able to hear and see the presentation during the meeting.

**Public Remote Attendance:**
- This meeting will be streamed at JIA’s YouTube at: [https://www.youtube.com/channel/UCuWsJpfyPMTCr66XoVFLdOA](https://www.youtube.com/channel/UCuWsJpfyPMTCr66XoVFLdOA)
- Meeting documents and public comments are available at: [https://www.jekyllisland.com/jekyll-island-authority/board-directors/](https://www.jekyllisland.com/jekyll-island-authority/board-directors/)

**Chairman, Joseph B. Wilkinson, Jr. – Call to Order**

**I. Historic Preservation/Conservation Committee**
  Bob Krueger, Chair

  A. Presentation of the 2020 Conservation Plan Update – Ben Carswell, Director of Conservation and Dr. Jay Exum, Exum Associates, Inc.
  B. Georgia Sea Turtle Center Update – Dr. Terry Norton, Georgia Sea Turtle Center
  C. Introduction of Michael Scott, Director of Historic Resources – Jones Hooks, Executive Director

**II. Finance Committee**
  Bill Gross, Chair

  A. September Financials – Bill Gross, Chair
  B. Emergency Purchase of Incubator for Water/Wastewater Department – Marjorie Johnson, Chief Accounting Officer

**III. Human Resources Committee**
  Buster Evans, Chair

  A. Policy Update, Recruiting and Selection Policy – Jenna Johnson, Director of Human Resources
  B. Recognition of Waylan Carter as the JIFD Firefighter of the Year by the Brunswick Exchange Club - Jenna Johnson, Director of Human Resources
IV. Marketing Committee
Joy Burch-Meeks, Chair
A. Report from Marketing Department – Alexa Orndoff, Director of Marketing and Communications

V. Legislative Committee
Trip Tollison, Chair
A. Report from Chair – Trip Tollison, Chair of the Legislative Committee and Jones Hooks, Executive Director
   a. FY 2022 Funding Requests
      i. Jekyll Island Campground Expansion
      ii. Public Safety Complex

VI. Committee of the Whole
Joseph B. Wilkinson, Jr., Chair
A. End of Season Summer Waves Report - Noel Jensen, Chief Operations Officer
B. Golf Master Plan Insights for Consideration - Next Steps for the Jekyll Island Authority – Jones Hooks, Executive Director
C. Special Purpose Local Option Sales Tax (SPLOST) 2016 Update - Construction of New Parking Areas – Noel Jensen, Chief Operations Officer
D. Capital Request for Bike Path Rehabilitation - Jones Hooks, Executive Director and Noel Jensen, Chief Operations Officer
E. Clam Creek Fishing Center Lease Renewal – Maria Humphrey, Lease Manager
F. Master Plan Amendment Update, Georgia Power Substation – Melissa Cruthirds, General Counsel
G. Executive Director’s Report– Jones Hooks, Executive Director
   • Update on Ransomware Attack
H. Chairman’s Comments - Joseph B. Wilkinson, Jr., Chairman

Adjournment

If Needed - 5 Minute Break

Board Meeting Agenda

Chairman, Joseph B. Wilkinson, Jr. – Call to Order

Action Item
1. Minutes of the September 15, 2020 Board Meeting
2. Emergency Purchase of Incubator for Water/Wastewater Department
3. Policy Update, Recruiting and Selection Policy
4. Capital Request for Bike Path Rehabilitation
5. Clam Creek Fishing Center Lease Renewal

Adjournment
EXECUTIVE SUMMARY

For most of its history as a state property, Jekyll Island was operated without staff wholly dedicated to advancing the conservation and preservation of the Island’s natural communities and wildlife. Even in the absence of a dedicated program, staff recognized the opportunity and responsibility to care for the Island’s natural assets. For example, a former Materials and Purchasing Manager for the Jekyll Island Authority (JIA), Jan Caton, led the “Jekyll Island Sea Turtle Project”, which was instrumental in positioning the JIA to create and operate the Georgia Sea Turtle Center (GSTC). Following the establishment of the GSTC in 2007, the JIA Board of Directors approved a comprehensive Conservation Plan in 2011, which serves as the foundation of this 2020 Update. By instituting a dedicated Conservation Mission and hiring a Conservation Director to join the JIA’s executive leadership staff, the Board affirmed the priority of natural resource conservation with respect to all substantive decisions made across the organization. Along with the Jekyll Island Master Plan and the Jekyll Island Design Guidelines, the Conservation Plan is essential to JIA’s dedication to maintain the delicate balance between nature and humankind in Jekyll Island State Park.

Following this Summary and the Introduction, Chapters 3 and 4, “Environmental Setting” and “Wildlife & Habitats” are more descriptive than prescriptive. Most action items pertaining to the resources described in these chapters appear in Chapter 5, “Management”. Chapter 4 has been revised in this update to put more emphasis on wildlife. Since the 2011 Plan, JIA has prioritized wildlife monitoring and research. New wildlife goals are listed that draw on the substantial base of experience and knowledge that has been built over the past decade. This chapter of the Plan Update revises the Wildlife and Plant Priority Species lists, better defines the criteria for inclusion on those lists, and articulates the implications of Priority Species listing.

The 2011 Jekyll Island Conservation Plan was bold and aspirational in the scope of management strategies listed in Chapter 4. In updating this pivotal document in 2020, staff and stakeholders alike sought to refresh rather than moderate this challenge. Elements of the 2011 Plan remain to be accomplished, but with more resources in play and new challenges on the horizon, this update sets the bar higher. The approach of this Plan is akin to a football playbook. Not every strategic play will be able to be made in the period between plan updates. JIA’s conservation and executive leadership, guided by the Plan, must prioritize plays according to their potential value, and expense, as opportunities are identified or created.

In terms of conservation land management, this Plan, like its predecessor, prescribes an active management approach, including measures such as wetland restoration, invasive plant control, native grassland management, and controlled burning. Passive conservation management can be more appropriate when natural areas are minimally impacted by historic legacies and ongoing threats and stresses associated with human uses and development. Conversely, many of the
habitats within Jekyll Island State Park have been impacted in ways that have reduced their ecological potential and can be enhanced in terms of their biodiversity and productivity for wildlife with an active, yet careful, management hand.

Throughout the Plan, content has been added to recognize the significant, escalating threat to natural resources posed by climate change as well as dynamics affecting conservation and development that will be imposed by rising sea level. A new, dedicated park-wide management objective has been added in this regard to Chapter 5 complementing the six other overarching objectives that were also included in the 2011 Plan. Addition of this material is consistent with Georgia’s State Wildlife Action Plan and with the guidance of federal natural resources agencies.

Chapter 6 focuses on catalyzing a new arena for growth that will require structured, concerted effort. Entitled “Institutional Sustainability”, it charges the JIA with evaluating its environmental footprint in terms of carbon emissions, material waste, and water use. Actions are identified that will be essential milestones in positioning the JIA to consider establishing targeted goals and timelines for reducing its footprint.

Chapter 7 describes the process and intent of the “Environmental Assessment Procedure” or EAP. This is a JIA mandated environmental review process for projects with the potential to degrade the natural resources of the Park that was first implemented in 2012. The process draws on the perspectives and expertise of external stakeholders as well as key JIA staff. Lessons learned and adjustments made over the intervening years of implementing the EAP for 19 projects have been incorporated in this Plan Update. Special Protection Areas (SPAs) are also identified in this Chapter. New areas have been classified as SPAs and the mandate established by SPA classification has been more clearly defined.

The provision of nature-based education and outdoor recreation opportunities remains an explicit charge in the JIA Conservation Mission to which Chapter 8 is now dedicated. Few of the objectives listed in the Environmental Education chapter in the 2011 Plan still align with current priorities. Environmental Education “Gaps and opportunities”, identified in the 2011 Plan, were responsive largely to the limited marketing and communications bandwidth that existed within the JIA at that time, resulting in a perception that the JIA did not promote existing opportunities enough. JIA’s marketing strategies have since evolved with a heightened emphasis on telling the conservation story and highlighting Jekyll’s unique assets as an ideal destination for families to learn and play in outdoor spaces. Accordingly, Chapter 8 is all-new material that aims to distill the landscape of nature-based education and outdoor recreation at Jekyll Island as it exists today.

In the broadest sense, this Conservation Plan, like its predecessor, establishes a set of conservation values and outlines a playbook for pursuing and prioritizing those values. As the Authority has evolved, so have its values as an institution. This Plan Update seeks to account for that evolution. Jekyll Island is a place like none other. The natural resources, public and private assets, and administrative structures that make up this unique State Park endow it with a
resistance to overdevelopment, but not an immunity. By reaffirming its commitment to this Plan, the JIA demonstrates its abiding faith in a simple but profound idea that is foundational to the existence of this place that is loved by so many – Jekyll Island’s ecological vitality and its economic vitality are inextricably linked and the preservation of its character depends upon actively holding these two otherwise opposing values in a careful balance that must be mutually empowering.

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A complete draft of the proposed Conservation Plan Update will be available for public review and comment beginning October 16th at http://jekyllisland.com/conservation-plan
Revenues

Revenues for September were $2,115,325 which reflects a favorable $417K (25%) variance from budget. Revenues reflect a favorable $1.2M (15%) variance from year to date budget and an unfavorable $1.4M variance from the prior year to date revenues.

The largest variances for the month were:

- Parking (+$174K) – Traffic counts for the month were higher than September 2019. Revenues for both annual pass sales and daily parking fee sales were higher than budgeted.
- Convention Center (-$59K) – The convention center housed 1 event this month, which was the Hillsdale College Hometown Series which brought in almost $11K. They also had revenues of $16K from pavilion rentals in the parks.
- Summer Waves (+$78K) – The waterpark was open primarily on weekends this month, however we were able to keep it open a few weekends longer than last year.
- Campground (+$63K) – Campground revenues continue to remain strong.
- Georgia Sea Turtle Center (+$72K) – Attendance has been higher than anticipated during the pandemic.
Expenses

Expenses were $1,711,839 for September and reflected a favorable budget variance of $365K (18%) for the month. Expenses also reflect a favorable $1M (15%) variance from year to date budget and a favorable $1.2M variance from Prior Year to Date expenses.

It is early in the year and we continue to monitor expenses. Most of the expense differences are assumed to be timing variances and will likely be spent by the end of the fiscal year. The largest budget variances for the month were:

- Human Resources (-$107K)
- Contracts (-$100K)
- Supplies & Materials (-$48K)
- Repairs – Facilities & Grounds (-$46K)
- Advertising expenses (-$43K)

Net Operating Cash

The Net Operating Cash Income for the month is $403,487, which is a $782K favorable variance from the budgeted net operating cash loss of $378,713. Net Operating Cash Income reflects a favorable $2.2M (243%) variance from year to date budget and an unfavorable $188K variance from prior year to date income.
## Revenues

### Administration

<table>
<thead>
<tr>
<th></th>
<th>MONTH ACTUAL</th>
<th>MONTH BUDGET</th>
<th>BUDGET VARIANCE</th>
<th>YTD ACTUAL</th>
<th>YTD BUDGET</th>
<th>BUDGET VARIANCE</th>
<th>PRIOR YEAR ACTUAL</th>
<th>VARIANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(000's)</td>
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<td>(000's)</td>
<td>%</td>
<td>%</td>
<td>(000's)</td>
<td>%</td>
</tr>
<tr>
<td>Business Leases</td>
<td>393,967</td>
<td>396,729</td>
<td>(3) -1%</td>
<td>1,273,612</td>
<td>1,269,079</td>
<td>5 0%</td>
<td>1,297,309</td>
<td>(24) -2%</td>
</tr>
<tr>
<td>Hotel Tax</td>
<td>165,765</td>
<td>140,135</td>
<td>26 18%</td>
<td>598,370</td>
<td>501,605</td>
<td>97 19%</td>
<td>606,858</td>
<td>(8) -1%</td>
</tr>
<tr>
<td>Tourism Development Fund</td>
<td>71,042</td>
<td>60,058</td>
<td>11 18%</td>
<td>256,444</td>
<td>214,974</td>
<td>41 19%</td>
<td>260,082</td>
<td>(4) -1%</td>
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<tr>
<td>Parking</td>
<td>410,559</td>
<td>236,722</td>
<td>174 73%</td>
<td>1,478,224</td>
<td>998,461</td>
<td>480 48%</td>
<td>1,353,633</td>
<td>125 9%</td>
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<tr>
<td>Interest</td>
<td>452</td>
<td>800</td>
<td>(0) -43%</td>
<td>1,311</td>
<td>2,400</td>
<td>(1) -45%</td>
<td>2,948</td>
<td>(2) -56%</td>
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<tr>
<td>Lot Rentals</td>
<td>61,030</td>
<td>2,000</td>
<td>59 2951%</td>
<td>106,712</td>
<td>6,000</td>
<td>101 1679%</td>
<td>90,866</td>
<td>16 17%</td>
</tr>
<tr>
<td>Foundation</td>
<td>443</td>
<td>459</td>
<td>(0) -4%</td>
<td>2,387</td>
<td>2,858</td>
<td>(0) -16%</td>
<td>2,439</td>
<td>(0) -2%</td>
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<td>Airport</td>
<td>1,079</td>
<td>2,334</td>
<td>(1) -54%</td>
<td>5,484</td>
<td>7,001</td>
<td>(2) -22%</td>
<td>-</td>
<td>5 0%</td>
</tr>
<tr>
<td>Administration revenue</td>
<td>21,600</td>
<td>25,612</td>
<td>(4) -16%</td>
<td>40,860</td>
<td>40,006</td>
<td>1 2%</td>
<td>16,258</td>
<td>25 151%</td>
</tr>
<tr>
<td>Beach Village</td>
<td>-</td>
<td>-</td>
<td>0%</td>
<td>1,507</td>
<td>1,507</td>
<td>0%</td>
<td>4,520</td>
<td>(3) -67%</td>
</tr>
<tr>
<td>Intern Housing</td>
<td>3,950</td>
<td>3,425</td>
<td>1 15%</td>
<td>12,750</td>
<td>12,925</td>
<td>0%</td>
<td>12,925</td>
<td>(0) -1%</td>
</tr>
<tr>
<td><strong>Total Administration</strong></td>
<td><strong>1,129,887</strong></td>
<td><strong>868,274</strong></td>
<td><strong>262 30%</strong></td>
<td><strong>3,777,662</strong></td>
<td><strong>3,056,815</strong></td>
<td><strong>721 24%</strong></td>
<td><strong>3,647,839</strong></td>
<td><strong>130 4%</strong></td>
</tr>
</tbody>
</table>

### Enterprises

<table>
<thead>
<tr>
<th></th>
<th>MONTH ACTUAL</th>
<th>MONTH BUDGET</th>
<th>BUDGET VARIANCE</th>
<th>YTD ACTUAL</th>
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<tbody>
<tr>
<td></td>
<td>(000's)</td>
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<td>(000's)</td>
<td>%</td>
<td>%</td>
<td>(000's)</td>
<td>%</td>
</tr>
<tr>
<td>Golf</td>
<td>174,142</td>
<td>130,028</td>
<td>44 34%</td>
<td>456,358</td>
<td>370,192</td>
<td>86 23%</td>
<td>413,908</td>
<td>42 10%</td>
</tr>
<tr>
<td>Convention Center</td>
<td>14,775</td>
<td>74,015</td>
<td>(59) -80%</td>
<td>11,427</td>
<td>219,852</td>
<td>249 30%</td>
<td>1,197,635</td>
<td>(114) -10%</td>
</tr>
<tr>
<td>McCormick's Grill</td>
<td>18,328</td>
<td>16,671</td>
<td>2 10%</td>
<td>45,697</td>
<td>49,062</td>
<td>(3) -7%</td>
<td>115,937</td>
<td>(70) -61%</td>
</tr>
<tr>
<td>Summer Waves</td>
<td>107,303</td>
<td>28,853</td>
<td>78 272%</td>
<td>1,083,808</td>
<td>835,249</td>
<td>249 30%</td>
<td>1,197,635</td>
<td>(114) -10%</td>
</tr>
<tr>
<td>Campground</td>
<td>153,476</td>
<td>90,855</td>
<td>63 69%</td>
<td>514,508</td>
<td>374,200</td>
<td>140 37%</td>
<td>367,965</td>
<td>147 40%</td>
</tr>
<tr>
<td>Life is Good</td>
<td>22,286</td>
<td>12,343</td>
<td>10 81%</td>
<td>70,924</td>
<td>45,617</td>
<td>25 55%</td>
<td>50,353</td>
<td>21 41%</td>
</tr>
<tr>
<td>Museum</td>
<td>45,606</td>
<td>41,652</td>
<td>4 9%</td>
<td>134,357</td>
<td>105,185</td>
<td>29 28%</td>
<td>178,846</td>
<td>(44) -25%</td>
</tr>
<tr>
<td>Georgia Sea Turtle Center</td>
<td>155,235</td>
<td>83,675</td>
<td>72 86%</td>
<td>607,495</td>
<td>459,275</td>
<td>148 32%</td>
<td>657,613</td>
<td>(50) -8%</td>
</tr>
<tr>
<td>Conservation</td>
<td>433</td>
<td>45</td>
<td>0 861%</td>
<td>2,306</td>
<td>604</td>
<td>2 282%</td>
<td>4,234</td>
<td>(2) -46%</td>
</tr>
<tr>
<td>Miniature Golf &amp; Bikes</td>
<td>24,712</td>
<td>12,343</td>
<td>12 94%</td>
<td>109,426</td>
<td>78,783</td>
<td>31 39%</td>
<td>99,539</td>
<td>10 10%</td>
</tr>
<tr>
<td>Water/Wastewater</td>
<td>144,243</td>
<td>159,299</td>
<td>(15) -9%</td>
<td>486,497</td>
<td>486,369</td>
<td>0 0%</td>
<td>488,125</td>
<td>(0) 0%</td>
</tr>
<tr>
<td>Sanitation</td>
<td>47,755</td>
<td>50,171</td>
<td>(2) -5%</td>
<td>141,257</td>
<td>144,284</td>
<td>(3) -2%</td>
<td>143,501</td>
<td>(2) -2%</td>
</tr>
<tr>
<td>Fire Department</td>
<td>7,981</td>
<td>4,350</td>
<td>4 83%</td>
<td>1,261,040</td>
<td>1,240,923</td>
<td>20 2%</td>
<td>1,190,890</td>
<td>70 6%</td>
</tr>
<tr>
<td>Tennis</td>
<td>4,296</td>
<td>6,774</td>
<td>(2) -37%</td>
<td>25,249</td>
<td>26,036</td>
<td>(1) -3%</td>
<td>25,906</td>
<td>(1) -3%</td>
</tr>
<tr>
<td>Destination Mkgt &amp; Special Events</td>
<td>48,247</td>
<td>98,417</td>
<td>(50) -51%</td>
<td>48,247</td>
<td>98,417</td>
<td>(50) -51%</td>
<td>282,671</td>
<td>(234) -83%</td>
</tr>
<tr>
<td>Guest Information Center</td>
<td>6,340</td>
<td>7,200</td>
<td>(1) -12%</td>
<td>42,469</td>
<td>29,382</td>
<td>13 45%</td>
<td>61,557</td>
<td>(19) -31%</td>
</tr>
<tr>
<td>Camp Jekyll &amp; Soccer Fields</td>
<td>9,521</td>
<td>12,364</td>
<td>(3) -23%</td>
<td>30,827</td>
<td>41,196</td>
<td>(10) -25%</td>
<td>40,223</td>
<td>(9) -23%</td>
</tr>
<tr>
<td>Landscaping, Roads &amp; Trails</td>
<td>759</td>
<td>500</td>
<td>0 52%</td>
<td>2,042</td>
<td>2,950</td>
<td>(1) -31%</td>
<td>2,291</td>
<td>(0) -11%</td>
</tr>
<tr>
<td>Vehicle &amp; Equipment Maintenance</td>
<td>-</td>
<td>-</td>
<td>0%</td>
<td>-</td>
<td>-</td>
<td>0%</td>
<td>552</td>
<td>(1) -100%</td>
</tr>
<tr>
<td>MONTH ACTUAL</td>
<td>MONTH BUDGET</td>
<td>BUDGET VARIANCE</td>
<td>YTD ACTUAL</td>
<td>YTD BUDGET</td>
<td>BUDGET VARIANCE</td>
<td>YEAR ACTUAL</td>
<td>VARIANCE</td>
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<td></td>
</tr>
<tr>
<td>Total Enterprises</td>
<td>985,439</td>
<td>829,953</td>
<td>155</td>
<td>19%</td>
<td>5,073,935</td>
<td>4,607,575</td>
<td>466</td>
<td>10%</td>
</tr>
<tr>
<td>Total Revenues</td>
<td>2,115,325</td>
<td>1,698,227</td>
<td>417</td>
<td>25%</td>
<td>8,851,597</td>
<td>7,664,390</td>
<td>1,187</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Expenses**

- **Human Resources**: 973,014 | 1,079,648 | (107) | -10% | 3,158,085 | 3,393,829 | (236) | -7% | 3,375,459 | (217) | -6%
- **Supplies & Materials**: 101,552 | 149,378 | (48) | -32% | 242,472 | 398,714 | (156) | -39% | 391,520 | (149) | -38%
- **Advertising & Sales**: 57,615 | 100,623 | (43) | -43% | 73,188 | 208,818 | (136) | -65% | 179,937 | (107) | -59%
- **Repairs - Facilities & Grounds**: 111,198 | 156,766 | (46) | -29% | 294,074 | 441,656 | (148) | -33% | 446,844 | (153) | -34%
- **Utilities**: 178,744 | 195,881 | (17) | -9% | 530,325 | 549,394 | (19) | -3% | 589,411 | (59) | -10%
- **Insurance**: 2,515 | 3,808 | (1) | -34% | 577,965 | 587,941 | (10) | -2% | 581,147 | (3) | -1%
- **Contracts**: 146,459 | 246,774 | (100) | -41% | 454,913 | 702,058 | (247) | -35% | 761,106 | (306) | -40%
- **Rentals**: 42,910 | 52,397 | (9) | -18% | 127,425 | 147,783 | (20) | -14% | 236,642 | (109) | -46%
- **Printing**: 16,323 | 3,068 | 13 | 432% | 27,394 | 11,650 | 16 | 135% | 54,800 | (27) | -50%
- **Motor Vehicle**: 15,838 | 21,366 | (6) | -26% | 52,247 | 80,442 | (28) | -35% | 86,980 | (35) | -40%
- **Telephone**: 10,391 | 10,286 | 0 | 1% | 30,659 | 30,735 | (0) | 0% | 30,452 | 0 | 1%
- **Equipment Purchase <$1K**: 11,952 | 4,619 | 7 | 159% | 15,743 | 10,011 | 6 | 57% | 33,932 | (18) | -54%
- **Equipment Purchase $1K to $5K**: - | 1,500 | (2) | -100% | - | 10,100 | (10) | -100% | 28,283 | (28) | -100%
- **Travel**: 351 | 2,375 | (2) | -85% | 2,619 | 9,485 | (7) | -72% | 26,833 | (24) | -90%
- **Dues**: 12,525 | 21,718 | (9) | -42% | 64,312 | 83,440 | (19) | -23% | 67,827 | (4) | -5%
- **Credit Card Fees**: 30,452 | 26,702 | 4 | 14% | 108,820 | 97,515 | 11 | 12% | 113,566 | (5) | -4%
- **Bank Fees**: - | 35 | (0) | -100% | - | 70 | (0) | -100% | 25 | (0) | -100%

**Total Expenditures**: 1,711,839 | 2,076,940 | (365) | -18% | 5,760,241 | 6,763,643 | (1,003) | -15% | 7,004,764 | (1,245) | -18%

**Net Operating Cash Income** **

| 403,487 | (378,713) | 782 | -207% | 3,091,356 | 900,747 | 2,191 | 243% | 3,279,569 | (188) | -6% |

** Does not include depreciation or capital projects
### September 2020

#### Traffic Counts

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Daily/Weekly</td>
<td>Annual Passes</td>
<td>Total</td>
<td>Daily/Weekly</td>
<td>Annual Passes</td>
</tr>
<tr>
<td>January</td>
<td>24,977</td>
<td>42,084</td>
<td>67,061</td>
<td>26,372</td>
<td>46,562</td>
</tr>
<tr>
<td>February</td>
<td>31,332</td>
<td>45,113</td>
<td>76,445</td>
<td>26,625</td>
<td>47,605</td>
</tr>
<tr>
<td>March</td>
<td>46,104</td>
<td>52,582</td>
<td>98,686</td>
<td>51,052</td>
<td>56,444</td>
</tr>
<tr>
<td>April</td>
<td>57,358</td>
<td>49,140</td>
<td>106,298</td>
<td>55,820</td>
<td>52,474</td>
</tr>
<tr>
<td>May</td>
<td>69,981</td>
<td>50,704</td>
<td>120,685</td>
<td>61,404</td>
<td>53,529</td>
</tr>
<tr>
<td>June</td>
<td>74,618</td>
<td>50,525</td>
<td>125,143</td>
<td>74,194</td>
<td>58,894</td>
</tr>
<tr>
<td>July</td>
<td>90,544</td>
<td>49,974</td>
<td>140,518</td>
<td>89,499</td>
<td>59,595</td>
</tr>
<tr>
<td>August</td>
<td>46,949</td>
<td>47,693</td>
<td>94,642</td>
<td>44,352</td>
<td>47,501</td>
</tr>
<tr>
<td>September</td>
<td>26,241</td>
<td>38,461</td>
<td>64,702</td>
<td>35,871</td>
<td>50,566</td>
</tr>
<tr>
<td>October</td>
<td>31,634</td>
<td>43,245</td>
<td>74,879</td>
<td>39,549</td>
<td>50,732</td>
</tr>
<tr>
<td>November</td>
<td>29,947</td>
<td>42,132</td>
<td>72,079</td>
<td>30,104</td>
<td>45,436</td>
</tr>
<tr>
<td>December</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Totals</td>
<td>577,040</td>
<td>561,464</td>
<td>1,138,504</td>
<td>592,927</td>
<td>615,892</td>
</tr>
</tbody>
</table>

#### Year to Date Comparison

<table>
<thead>
<tr>
<th></th>
<th>2016 YTD</th>
<th>2017 YTD</th>
<th>2018 YTD</th>
<th>2019 YTD</th>
<th>2020 YTD</th>
</tr>
</thead>
</table>
| Gate Traffic Counts by Month

*Mar 2020 - Sept 2020 - COVID-19 outbreak

* Oct 2016 - Hurricane Matthew
* Sept 2017 - Hurricane Irma
* Sept 2019 - Hurricane Dorian

#### Annual Traffic Count

*Annual Passes + Daily/Weekly

#### Annual Revenue

*Annual Passes + Daily/Weekly

#### Totals

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3,474,214</td>
<td>3,541,070</td>
<td>3,658,631</td>
<td>3,811,328</td>
<td>4,407,768</td>
</tr>
</tbody>
</table>

10/8/2020
October 8, 2020

Jekyll Island Convention Center
SMG and JIA combined
September Financial Review

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Events</td>
<td>14</td>
<td>7</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>22</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td>Event Days</td>
<td>20</td>
<td>30</td>
<td>39</td>
<td>27</td>
<td>22</td>
<td>41</td>
<td>18</td>
<td>23</td>
</tr>
<tr>
<td>Attendance</td>
<td>379</td>
<td>3672</td>
<td>6881</td>
<td>6126</td>
<td>4424</td>
<td>7426</td>
<td>3249</td>
<td>7676</td>
</tr>
<tr>
<td>Revenue</td>
<td>$16,457</td>
<td>$268,138</td>
<td>$400,202</td>
<td>$314,074</td>
<td>$224,600</td>
<td>$291,937</td>
<td>$133,581</td>
<td>$109,331</td>
</tr>
<tr>
<td>Sqr. Ft. used</td>
<td>20,000</td>
<td>353,400</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It is hard to look at past numbers. We did have a “revenue” event this month Hillsdale College Hometown Series that was almost $11K and with park rentals on weekends in demand we made $16K.

**FUTURE Contracts Issued – 6 estimated revenue - $146,000**
- Conventions –3 – Anticipated revenue $125,000
- Meetings –0 – Anticipated revenue $0
- Banquet –0 – Anticipated revenue $0
- Weddings –2 – Anticipated revenue $13,000
- Public Event –1 – Anticipated revenue $8,000

**PROPOSALS**
- CVB – 12
- Westin –3
- CVENT- 3
- Combined sites and planning meetings with all staff - 13
### HOTEL STATISTICS AT-A-GLANCE

**September 2020**

**Sep-20**
- Total Revenue: $3,564,690
- Occupancy Rate: 58.6%
- RevPAR: $105.52
- ADR: $180.11

**Sep-19**
- Total Revenue: $2,747,127
- Occupancy Rate: 45.9%
- RevPAR: $78.23
- ADR: $170.33

**Sep-18**
- Total Revenue: $3,728,010
- Occupancy Rate: 68.9%
- RevPAR: $119.30
- ADR: $173.31

### OCCUPANCY REPORT DETAIL

<table>
<thead>
<tr>
<th>Hotel</th>
<th># of Units</th>
<th>Units Avail</th>
<th>Units Occpd</th>
<th>Percent Occupd</th>
<th>Average Daily Rate</th>
<th>RevPAR</th>
<th>ADR</th>
<th>Room Revenue 2020</th>
<th>Room Revenue 2019</th>
<th>Revenue Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beachview Club</td>
<td>38</td>
<td>1,140</td>
<td>441</td>
<td>38.7%</td>
<td>$207.61</td>
<td>$80.31</td>
<td>$91,557.10</td>
<td>$27,013.30</td>
<td>$64,544</td>
<td>239%</td>
</tr>
<tr>
<td>Home2Suites</td>
<td>107</td>
<td>2,994</td>
<td>1,882</td>
<td>62.9%</td>
<td>$145.65</td>
<td>$91.56</td>
<td>$274,122</td>
<td>$185,148</td>
<td>$88,974</td>
<td>48%</td>
</tr>
<tr>
<td>Holiday Inn Resort</td>
<td>157</td>
<td>3,898</td>
<td>2,664</td>
<td>68.3%</td>
<td>$165.35</td>
<td>$113.00</td>
<td>$440,483</td>
<td>$385,951.04</td>
<td>$54,532</td>
<td>14%</td>
</tr>
<tr>
<td>Days Inn &amp; Suites</td>
<td>124</td>
<td>3,720</td>
<td>2,367</td>
<td>63.6%</td>
<td>$148.31</td>
<td>$94.37</td>
<td>$351,038</td>
<td>$270,195</td>
<td>$108,843</td>
<td>45%</td>
</tr>
<tr>
<td>Hampton Inn</td>
<td>138</td>
<td>4,140</td>
<td>2,615</td>
<td>63.2%</td>
<td>$159.57</td>
<td>$100.79</td>
<td>$417,284</td>
<td>$270,195</td>
<td>$147,089</td>
<td>54%</td>
</tr>
<tr>
<td>Jekyll Island Club Resort</td>
<td>200</td>
<td>6,000</td>
<td>3,067</td>
<td>51.1%</td>
<td>$274.80</td>
<td>$140.47</td>
<td>$686,362</td>
<td>$657,758</td>
<td>$28,604</td>
<td>4%</td>
</tr>
<tr>
<td>Seafarer Inn &amp; Suites</td>
<td>73</td>
<td>2,034</td>
<td>1,086</td>
<td>53.4%</td>
<td>$139.51</td>
<td>$74.49</td>
<td>$151,509</td>
<td>$107,795.11</td>
<td>$43,714</td>
<td>41%</td>
</tr>
<tr>
<td>Villas by the Sea</td>
<td>132</td>
<td>2,897</td>
<td>1,558</td>
<td>53.8%</td>
<td>$166.40</td>
<td>$89.49</td>
<td>$259,284</td>
<td>$208,473</td>
<td>$50,811</td>
<td>24%</td>
</tr>
<tr>
<td>Villas by the Sea - Jekyll Realty</td>
<td>19</td>
<td>570</td>
<td>232</td>
<td>40.7%</td>
<td>$137.98</td>
<td>$56.16</td>
<td>$32,012.18</td>
<td>$14,920.08</td>
<td>$17,092</td>
<td>115%</td>
</tr>
<tr>
<td>Villas by the Sea - Parker Kaufman</td>
<td>13</td>
<td>390</td>
<td>305</td>
<td>78.2%</td>
<td>$166.30</td>
<td>$46.82</td>
<td>$18,261</td>
<td>$15,684.30</td>
<td>$2,577</td>
<td>16%</td>
</tr>
<tr>
<td>Westin</td>
<td>200</td>
<td>6,000</td>
<td>3575</td>
<td>59.6%</td>
<td>$191.99</td>
<td>$114.39</td>
<td>$686,362</td>
<td>$657,758</td>
<td>$28,604</td>
<td>4%</td>
</tr>
</tbody>
</table>

**Sep-20**
- Total # of Units: 1,201
- Total Units Avail: 33,783
- Total Units Occpd: 19,792
- Percent Occupd: 58.6%
- Average Daily Rate: $180.11
- RevPAR: $105.52
- Room Revenue 2020: $3,564,690
- Room Revenue 2019: $2,747,127
- Revenue Variance: 29.8%
### HOTEL STATISTICS AT-A-GLANCE

**2020**
- Total Revenue: $29,421,638
- Occupancy Rate: 58.2%
- RevPAR: $101.40
- ADR: $174.17

**2019**
- Total Revenue: $37,475,152
- Occupancy Rate: 67.9%
- RevPAR: $126.70
- ADR: $186.73

**2018**
- Total Revenue: $35,753,681
- Occupancy Rate: 70.8%
- RevPAR: $129.04
- ADR: $182.98

### OCCUPANCY REPORT DETAIL

<table>
<thead>
<tr>
<th>Hotel</th>
<th># of Rms</th>
<th>Units</th>
<th>Units Occpd</th>
<th>Percent Occpd</th>
<th>Average Daily Rate</th>
<th>RevPAR</th>
<th>Room Revenue</th>
<th>Room Revenue</th>
<th>Revenue Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beachview Club</td>
<td>38</td>
<td>10,082</td>
<td>4,315</td>
<td>42.8%</td>
<td>$196.19</td>
<td>$83.97</td>
<td>846,577</td>
<td>633,736</td>
<td>$212,842</td>
</tr>
<tr>
<td>Home2Suites</td>
<td>107</td>
<td>25,258</td>
<td>16,095</td>
<td>63.7%</td>
<td>$147.86</td>
<td>$94.22</td>
<td>2,379,822</td>
<td>196,618</td>
<td>$2,183,204</td>
</tr>
<tr>
<td>Holiday Inn Resort</td>
<td>157</td>
<td>35,930</td>
<td>21,711</td>
<td>60.4%</td>
<td>$170.09</td>
<td>$102.78</td>
<td>3,692,875</td>
<td>5,248,108</td>
<td>$(1,555,233)</td>
</tr>
<tr>
<td>Days Inn &amp; Suites</td>
<td>124</td>
<td>30,132</td>
<td>19,667</td>
<td>65.3%</td>
<td>$145.50</td>
<td>$94.97</td>
<td>2,861,529</td>
<td>3,728,289</td>
<td>$(866,759)</td>
</tr>
<tr>
<td>Hampton Inn</td>
<td>138</td>
<td>36,758</td>
<td>20,235</td>
<td>55.0%</td>
<td>$157.96</td>
<td>$86.95</td>
<td>3,196,231</td>
<td>4,815,932</td>
<td>$(1,619,701)</td>
</tr>
<tr>
<td>Jekyll Island Club Resort</td>
<td>200</td>
<td>48,800</td>
<td>25,605</td>
<td>52.5%</td>
<td>$245.19</td>
<td>$128.65</td>
<td>6,278,042</td>
<td>8,655,691</td>
<td>$(2,377,649)</td>
</tr>
<tr>
<td>Seafarer Inn &amp; Suites</td>
<td>73</td>
<td>19,429</td>
<td>11,094</td>
<td>57.1%</td>
<td>$155.39</td>
<td>$88.73</td>
<td>1,723,879</td>
<td>1,855,184</td>
<td>$(131,305)</td>
</tr>
<tr>
<td>Villas by the Sea</td>
<td>132</td>
<td>30,970</td>
<td>16,980</td>
<td>54.8%</td>
<td>$159.61</td>
<td>$94.27</td>
<td>2,710,102</td>
<td>2,770,102</td>
<td>$60,000</td>
</tr>
<tr>
<td>Villas by the Sea - Jekyll Realty</td>
<td>19</td>
<td>4,985</td>
<td>2,697</td>
<td>54.1%</td>
<td>$133.01</td>
<td>$71.96</td>
<td>358,741</td>
<td>294,636</td>
<td>$64,106</td>
</tr>
<tr>
<td>Villas by the Sea - Parker Kaufman</td>
<td>13</td>
<td>3,337</td>
<td>2,475</td>
<td>74.2%</td>
<td>$99.49</td>
<td>$73.79</td>
<td>246,231</td>
<td>220,839</td>
<td>$25,392</td>
</tr>
<tr>
<td>Westin</td>
<td>200</td>
<td>36,758</td>
<td>20,235</td>
<td>55.0%</td>
<td>$157.96</td>
<td>$86.95</td>
<td>3,196,231</td>
<td>4,815,932</td>
<td>$(1,619,701)</td>
</tr>
</tbody>
</table>

### Revenues by Month

<table>
<thead>
<tr>
<th>Month</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$1,000,000</td>
<td>$2,000,000</td>
<td>$3,000,000</td>
</tr>
<tr>
<td>February</td>
<td>$2,000,000</td>
<td>$3,000,000</td>
<td>$4,000,000</td>
</tr>
<tr>
<td>March</td>
<td>$3,000,000</td>
<td>$4,000,000</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>April</td>
<td>$4,000,000</td>
<td>$5,000,000</td>
<td>$6,000,000</td>
</tr>
<tr>
<td>May</td>
<td>$5,000,000</td>
<td>$6,000,000</td>
<td>$7,000,000</td>
</tr>
<tr>
<td>June</td>
<td>$6,000,000</td>
<td>$7,000,000</td>
<td>$8,000,000</td>
</tr>
<tr>
<td>July</td>
<td>$7,000,000</td>
<td>$8,000,000</td>
<td>$9,000,000</td>
</tr>
<tr>
<td>August</td>
<td>$8,000,000</td>
<td>$9,000,000</td>
<td>$10,000,000</td>
</tr>
<tr>
<td>September</td>
<td>$9,000,000</td>
<td>$10,000,000</td>
<td>$11,000,000</td>
</tr>
</tbody>
</table>

### Revenue Variance

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Revenue</th>
<th>Occupancy Rate</th>
<th>RevPAR</th>
<th>ADR</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$29,421,638</td>
<td>58.2%</td>
<td>$101.40</td>
<td>$174.17</td>
</tr>
<tr>
<td>2019</td>
<td>$37,475,152</td>
<td>67.9%</td>
<td>$126.70</td>
<td>$186.73</td>
</tr>
<tr>
<td>2018</td>
<td>$35,753,681</td>
<td>70.8%</td>
<td>$129.04</td>
<td>$182.98</td>
</tr>
</tbody>
</table>

**2020 Total Revenue Variance:** $8,053,514

**2019 Total Revenue Variance:** $8,053,514
A specialized incubator at the Water/Wastewater department failed to keep temperature on September 30, 2020. This incubator is used to hold the wastewater Bio-Oxygen Demand (BOD) samples that must be housed at 20 degrees Celsius for five days before analysis can be done. Our EPD Wastewater Permit requires us to analyze BOD samples three days a week. Without this equipment staff was forced to send samples to an outside company at greater expense for storage and analysis.

An emergency purchase of a replacement Fisherbrand Isotemp 400 Refrigerated Incubator was made in the amount of $5,755.95 on September 30th and the unit was delivered this past week.

Staff hereby requests ratification of the emergency expenditure of $5,755.95 for the incubator from Water/Wastewater reserve funds.
STANDARD
The Jekyll Island-State Park Authority is an Equal Opportunity Employer. All positions shall be filled by qualified individuals without regard to race, creed, color, sex, national origin, age, religion, mental or physical disability or other factors not related to job-related qualifications for the position.

PRACTICE GUIDELINES

1. Requesting to Fill a Vacancy:
   a. To initiate recruitment for a new or vacated position, the department manager shall forward to Human Resources notification of any anticipated or current vacancies in authorized positions as provided by the classification plan and the budget.
   b. The Director of Human Resources shall review the request and verify proper classification prior to posting and recruitment.

2. Recruiting:
   a. All recruitment advertising shall be administered by, coordinated through or approved by the Director of Human Resources.
   b. Vacant positions shall be advertised on a job posting list published by the Human Resources Department. Supervisors shall post published listings in a prominent location for employee viewing.
   c. Managers may request an internal-only posting for current JIA employees. These positions will be posted for applications on the employee self-service portal of HR system.
   d. Managers may request an all-applicant posting for recruitment of both internal and external applicants concurrently. These positions will be posted for applications on the Jekyll Island website for all applicants (internal and external).
   e. Vacancies will be posted for a period of no less than five (5) workdays from the job posting publication date.

3. Consideration of Current Employees:
   a. Current employees, including temporary and seasonal, will be given first consideration for vacant positions; however, the Authority reserves the right to select external candidates.
   b. Selected internal applicants shall normally provide at least two (2) weeks notification of intent to leave the current position. An agreed upon start date by both supervisors involved must be achieved. The chosen applicant may have to postpone transfer if the transfer will create an undue hardship on the department losing the employee.
4. **Application:**
   a. All persons expressing interest in employment with the Authority will be given the opportunity to submit an electronic application for open positions through the JIA website.
   b. Applicants who need assistance or accommodation to complete the application must contact Human Resources prior to the established closing date.
   c. Applications will be kept on file for ninety (90) days.

5. **Screening Applications:**
   a. The Human Resources Department may investigate any statement contained in the application and obtain evidence regarding the applicant’s suitability for employment, including initial reference checks on applicants being considered for employment.
   b. The hiring manager or Human Resources will perform more in-depth reference checks regarding performance of applicants selected for prospective employment. All information will be forwarded to the Human Resources Department.
   c. A person may be disqualified as an applicant by the Human Resources Department for reasons including, but not limited to the following:
      i. The applicant lacks any of the minimum requirements for the position;
      ii. The applicant has been convicted of a crime or pattern of crimes of a nature that would arouse serious public doubt as to the suitability to assume the responsibilities of the position;
      iii. The applicant has made a false statement of material fact in the application;
      iv. The applicant has previously been dismissed from any position for failure of acceptable conduct, or other similar causes;
      v. The applicant has failed to submit application correctly and, or failed to submit required documents (i.e. resume).
   d. Human Resources will refer to the hiring manager(s) applicants whose education, training, experience and other job-related qualifications are best suited for the position when compared to all applicants. Criteria for comparison are based upon minimum requirements as provided in job classification descriptions.
   e. All qualified applicants will be considered but may not necessarily receive an interview.

6. **Interviewing:**
   a. The hiring manager(s) shall review applications, conduct interviews, and make selections from those applicants referred by Human Resources.
   b. Human Resources staff will participate in the interview and selection process.
   c. Standardized core interview questions shall be used to interview each candidate.
d. Documentation of the interviews will be maintained and submitted to the Human Resources Department at the close of the recruitment effort and when selection is completed.

7. **Confidential Selection and Testing Materials and Records:** All selection and testing materials and records are confidential and are available only to those persons who need to know. Such materials will be secured in the Human Resources Department. Records which become outdated according to federal and state record keeping regulations will be shredded as to prevent disclosure of information concerning applicants.

8. **Job Offer:** The hiring manager and Human Resources will work together to prepare necessary documents and information to extend an offer of employment. The hiring manager will extend a job offer according to established guidelines and procedures.

9. **Job Acceptance of Current Employees:** If an offer of employment is made to a current employee, the employee’s current supervisor and potential new supervisor shall determine a transfer date that will cause little interruption to normal business flow as possible.

10. **New Employee Orientation:** Human Resources staff will conduct new employee orientation explaining standard employment rules, regulations, procedures, expectations, benefits and JIA’s mission and vision statements. Orientation is mandatory for all JIA employees.

11. **Employee File:** Human Resources staff will create an official Employee file containing all records pertinent to employment issues. If applicable, medical files will be created and maintained separately.

12. **Employment of Family Member and Close Personal Relationships:**
   a. No person shall be employed or assigned in a position where his/her immediate family member would either supervise and/or affect the terms and conditions of employment or are supervised by a family member or someone with whom they have a close personal relationship as defined by this policy.
   b. No employee shall advocate for or cause the advancement, appointment, employment, promotion, demotion or transfer of a family member or someone with whom they have a close personal relationship.
   c. Employees who are family members or have a close personal relationship may not be hired, transferred or assigned permanently to work in positions within the same work unit. Exceptions may be made, with approval, for temporary work assignments to ensure ongoing operations.
d. An employee who is a family member or has a close personal relationship with another employee cannot be permanently placed in a direct co-worker relationship with that person; cannot be directly supervised by that person; cannot report to the same immediate supervisor; cannot be placed in circumstances in which the nature of responsibilities may contribute to fraud, financial gain or where fiscal checks and balances can be compromised; and/or cannot be hired or assigned work that would otherwise create a conflict of interest.

e. If current employees become family members or develop a close personal relationship, affected employees must immediately notify the Director of Human Resources so that appropriate steps may be taken to relieve the situation. Employees are prohibited from engaging in any form of a close personal relationship with another employee if they work directly for or supervise the employee with whom they are involved.

f. Applicants/employees who fail to disclose a family member relationship or close personal relationship may be separated from employment if an alternative position is unavailable.

g. A person who is a family member or has a close personal relationship with a member of the Authority board may not be employed by the Authority.

13. **Temporary / Seasonal Employees:** Recruitment may vary to employ temporary and seasonal employees. Variations from the standard practices shall be discussed and approved by Director of Human Resources prior to variation.

**DEFINITIONS:**
Family Member – A spouse; parents, siblings, children, grandchildren, grandparents, or spouse of any of these; or any other relative whom it can be demonstrated is a member of the employee’s/individual’s household. Also included is the child, parent, sibling, or grandparents of a spouse.

Close Personal Relationship – A relationship that involves cohabitation, dating, or consensual sexual contact of any kind.

For additional information or assistance, please contact the JIA Human Resources office.
The Jekyll Island Authority (JIA) respectfully request consideration of funding for two (2) projects:

1. Jekyll Island Campground Expansion - $2,948,154
2. Public Safety Complex - $2,194,445

<table>
<thead>
<tr>
<th>Project</th>
<th>State Funding Request</th>
<th>JIA Funding Provided</th>
<th>Project Cost</th>
</tr>
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<tr>
<td>1. Jekyll Island Campground Expansion</td>
<td>$2,948,154</td>
<td>$422,405</td>
<td>$3,370,559</td>
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<td>2. Public Safety Complex</td>
<td>$2,194,445</td>
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<td><strong>Total State Funding Request</strong></td>
<td><strong>$5,142,599</strong></td>
<td><strong>$497,405</strong></td>
<td><strong>$5,640,004</strong></td>
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</table>

The 2014 Jekyll Island Master Plan is the guide for land use on Jekyll Island. Two Master Plan Amendments were adopted on December 17, 2019 to convert land for the Campground and Public Safety Complex.

1. Campground Expansion – 12 acres
2. Public Safety Complex – 3 acres
MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: JONESHOOKS, EXECUTIVE DIRECTOR & NOEL JENSEN, CHIEF OPERATIONS OFFICER
SUBJECT: CAPITAL REQUEST FOR BIKE PATH REHABILITATION
DATE: 10/16/2020

Over the past several weeks, the Authority has had a company at the golf courses paving cart paths that were damaged during Hurricanes Matthew & Irma. These paths are part of the FEMA grant award for damage repair. To save money and allow for additional paving, staff leased concrete/asphalt recycling equipment to grind and recycle the materials that were removed from the golf course for reuse on Jekyll Island (at a cost of approximately $60,000). This leased equipment remains in place until the end of October.

Staff request Board approval to issue a change order for Landscapes Unlimited, the cart path contractor, to begin work immediately after completion of the golf cart path work replacing and paving a section of bike path (Section A, 5,500 linear feet; see attachment) along North Beachview Drive. Additionally, based on discussions this week with representatives of Holiday Inn/Beachview Club, and the company’s willingness to contribute 50% of the costs for the path behind the Holiday Inn/Beachview Club (Section C, 2,100 linear feet), staff also recommends moving forward with this section as well. The path would meet all current standards and would include asphalt milling and grading, undercut excavation and base prep, as well as concrete paving a path 4” in thickness and 8’ wide. Total cost for section A would be $259,500, and total cost for section C would be $94,100. The JIA’s share of section A would be $259,500 and the JIA’s share of Section C would be $47,050 for a total cost to the JIA of $306,550 to accomplish both bike path sections.

In addition to the savings from not having to rent the recycling equipment again, we would save on the mobilization of labor, equipment, and materials to the jobsite by Landscapes Unlimited.

Even though there would still be more than 3.6 miles of bike paths along Beachview and Riverview requiring future funding, today’s proposed section of bike path improvements would cover a large portion of bike path from the Captain Wylly path intersection to Tallufish Lane, approximately 1.437 miles. This section would enhance the biking experience near the JIA’s new beach crossovers, adjacent to established housing, and along the Holiday Inn oceanfront.

While bike paths may not be our top operational priority at the moment, the monies for this project would come from capital funds, and the JIA would enjoy significant savings since the contractor is already on site. Of course, bike paths are important to the JIA since many persons come to Jekyll just to ride bicycles.

The Authority presently has $55,600 in capital reserved for bike path improvements. Staff recommends allocation of these funds to this project; with an additional $250,950 from capital reserves to accomplish 7,600 LF of bike path replacement as outlined above.
MEMORANDUM

TO: BOARD OF DIRECTORS
FROM: MARIA L. HUMPHREY, LEASE MANAGER
RE: RENTAL AGREEMENT APPROVAL

STANLEY (LARRY) CREWS & JUDY D. CREWS

Stanley (Larry) Crews & Judy D. Crews d/b/a Jekyll Fishing Center is a retail store that sells bait & tackle, prepackaged snacks & drinks, ice, ice cream, T-shirts, and other nautical gifts and convenience items. This Rental Agreement is the result of a renegotiation that was done for a renewal already permitted by the current Rental Agreement.

TERM: Five years

RENEWAL: One additional 5-year term subject to a mutual re-negotiation of rental terms, so long as tenant is not in default at the time of renegotiation.

LOCATION: 10 Clam Creek Road, Clam Creek Picnic Area, Jekyll Island, Georgia 31527

RENT: Rent increased July 1, 2020:

BASE RENT: $20,427.36/year

CPI increases will be assessed at a minimum of 1.5% and a maximum of 10% annually.

PERCENTAGE RENT:

Percentage rent at a rate of 3% shall be paid on all revenue generated from all business conducted in, on, from or through the premises that exceeds the base rent, reported monthly and cumulatively over the calendar year.
OTHER:

Tenant’s obligation to repair, maintain, and replace shall specifically include, but is not limited to,

a) the fence and fenced in area adjacent to the building;
b) all window or wall air conditioning units or wall fans;
c) HVAC systems;
d) the Plumbing System to the point it reaches five feet outside the exterior of the building; and
e) the water heater.

Landlord shall keep in good order and repair the following:

a) The roof, defined as the trusses, underlayment, and shingles, but not including exterior paint;
b) The foundation, exclusive of any flooring;
c) The Wall System, defined as the framing and exterior weatherproofing, but not including the sheetrock, interior and exterior wall paint/covering, window or door frames, and glass; and
d) The Electrical System to the busbars of the main electrical panel, but not including the electrical panel.

Tenant must carry insurance.

POSSIBLE BOARD ACTIONS

1. Deny approval of the rental contract.
2. Approve the rental contract.
3. Suggest other alternatives.

RECOMMENDATION

Action Number Two is recommended if the Board wishes to approve the rental contract with Larry and Judy Crews.
The Jekyll Island State Park Authority (JIA) and Committees met in Public Session on Tuesday, September 15, 2020 in the Jekyll Island Convention Center and broadcasted to the public via YouTube.

Members Present:  Mr. Joseph B. Wilkinson, Jr., Chairman  
Mr. Bob Krueger, Vice Chairman  
Mr. Bill Gross, Secretary/Treasurer  
Mr. Trip Tollison  
Ms. Joy Burch-Meeks  
Commissioner Mark Williams  
Dr. Buster Evans  
Mr. Glen Willard  
Mr. Dale Atkins

Key Staff Present:  Ben Carswell, Director of Conservation  
Marjorie Johnson, Chief Accounting Officer  
Kate Harris, Director of Strategic Partnerships  
Jones Hooks, Executive Director  
Melissa Cruthirds, General Counsel  
Noel Jensen, Chief Operations Officer  
Michelle Webb, Executive Assistant

Various members of the public, JIA staff, and press were present and listened live via broadcast on YouTube.

Chairman Wilkinson called the committee sessions to order at approximately 9:38 a.m., introduced those participating via teleconference, and confirmed a quorum.

The roll was called. All members were present except Commissioner Williams who joined a few minutes into the meeting.

I. Historic Preservation/Conservation Committee

A. Ben Carswell, Director of Conservation introduced Dr. Rob Brown of Goodwyn, Mills, and Cawood (GMC) who presented the Glynn Shoreline Protection Plan. The Glynn Shoreline Protection Plan is a collaborative project with the City of Brunswick, Glynn County, and Jekyll Island. This presentation is a required element of the grant funding aspect of the project. Dr. Brown presented the Shoreline Assessment and Implementation Resiliency Plan which included: a timeline of weather events and grants, a review of the objectives of the plan, and information about the phases of the project.

There were no questions from the Board and no public comments.

II. Finance Committee

A. Mr. Bill Gross, Finance Committee Chair, reviewed the August financials as included in the Board materials. He reported revenue from parking fees were up this month, and in fact, exceeded year to date from the previous year for the first time. However, the Convention Center continued to show a loss due to lack of business.

Mr. Hooks commented the net operating cash, even though revenues are over budget, show that business is slower than last year. The fiscal concerns for the Authority are still
significant, especially given the lack of convention business.

A. Ms. Johnson requested approval of two leases for the golf course maintenance equipment. The previous lease of 40 years was coming to an end. The new leases will be for two pieces of used equipment at $510.29 per month and 15 pieces of new equipment for $6,627.56 per month. Both leases would begin October 1, 2020. The motion to approve the Golf Course Maintenance Equipment Leases was made by Mr. Krueger and seconded by Dr. Evans. The request was unanimously approved without objection.

B. Ms. Johnson then updated the Board regarding the State of Georgia Audits of the review of annual business leases as well as the annual JIA audit report. The report was different this year as it was done remotely due to the COVID-19 pandemic. The business lease audit is done for businesses on a rotating basis and looks at base rent, percentage rent payments, proof of insurance, security deposits, and capital reserves (as required). State findings showed approx. $11,000 due to the Jekyll Island Authority. While Mr. Hooks complimented the accounting team for their work and for receiving an excellent report from the State, he discussed businesses who had been audited and issues found. The JIA will be working with businesses to correct issues, payments, and missing documentation. Ms. Johnson reminded the Board that a copy of the audit reports was both in their blue folders and would be emailed to each the Board members, as required by the State.

There were no public comments.

IV. Marketing Committee

A. Ms. Harris, Director of Strategic Partnerships delivered a report from the Marketing Department. Ms. Harris discussed the changing nature of the meeting industry landscape, which was starting to meet again and showed great booking numbers for 2021 calendar year. Motorcoach business was continuing to shift from international tours to more domestic trips. Therefore, Jekyll was looking to position itself as a more pivotal piece instead of just a day trip. Sales marketing staff have been making sure to connect to business partners and event planners as long term investments.

There were no questions from the board and there were no public comments.

V. Legislative Committee

Mr. Tollison, Chair of the Legislative Committee highlighted in his report the two projects which were put forward to the State of Georgia as Fiscal Year 2022 Funding Requests: the Jekyll Island Campground Expansion and the Public Safety Complex. These projects equaled total of $5.14 million dollars in requested state funding. Mr. Tollison related to the Board the Jekyll Island Campground extension was “shovel ready”. He was hopeful to have these two projects incorporated into the Governor’s budget.

Mr. Hooks reminded the Board these projects were unsuccessfully submitted last year. The Campground Expansion project had successfully passed through the House Appropriations Committee and into the House budget, but then did not make it through the Senate with the death of Senator Hill and the arrival of the COVID crisis. Mr. Hooks related that Appropriations Chair England was supportive of these projects, but funding would be much easier to acquire if they were included in the Governor’s budget. Mr. Hooks also reminded the Board of their action last year reclassifying land from the 2014 Master
Plan for these two projects. Mr. Hooks was hopeful that if the JIA budgets allowed, the Board would see design work for the Public Safety building in the new year.

There were no public comments.

VI. Committee of the Whole

A. The Golf Master Plan Final Presentation was delivered by Troy Vincent, of Vincent Design. The presentation, as included in the meeting materials, started with Jekyll Island facts, information about the National Golf Foundation Assessment, the Master Plan objectives, JIA priorities, and public response highlights. The next part of the presentation focused on the recommended Golf Master Plan which included Master Plan Opportunities and Master Plan Acreage Comparison – concepts vs. recommended plan. Then Mr. Vincent discussed the Master Plan components: the golf courses, conservation areas, development areas, the Master Plan Advantage, golf course phasing, the new Great Dunes Course concept, Pine Lakes concept, new par 3 course, and the Indian Mound 9-hole concept. Then the cost estimates of existing golf course and master plan golf course implementation was presented. Finally, the program element examples showed repurposed existing clubhouse, an enhanced entrance, golf lodge and villas, an assisted and independent living facility, public green space, nature amenities, and moving forward the next steps JIA may consider.

The Board members had a number of questions. First, Mr. Gross asked if the recommendations were adopted; what the number of rounds or projected revenue would be. Mr. Vincent answered that while projections had not been run, there was a significant demand for classic golf courses. He felt that many people who travel for golf were bypassing Jekyll. He felt this was a good first phase because he predicted a significant amount of promotion would be gained by word of mouth.

Mr. Gross then asked about the efficiency savings from reduced maintenance of the proposed smaller area. Mr. Vincent stated that the current 63 holes of golf were being maintained below standards, and a reduction in golf would allow a better alignment of what costs should be (despite the amazing work and effort of the JIA Golf Course Maintenance team).

Mr. Gross also asked if Vincent Design would be providing a pro forma on the estimated performance with the proposed improvements. Mr. Vincent stated no, however a final report would be produced. Mr. Hooks stated some of that information could be found in the National Golf Foundation report, as that study was looking more at operations than the Vincent Design Master Plan team.

Mr. Krueger asked about the anticipated cost to maintain the current facility. Mr. Vincent stated that the current staffing was 16 people for 63 holes of golf, while usually there are 16 people to 18 holes of golf. He is amazed at what the Golf Course Maintenance team had been able to do with the limited staff and resources. Mr. Hooks stated improvements such as the newly approved equipment voted on earlier in the meeting will help. However, he emphasized that there were more golf holes than JIA can maintain at a proper level. However, the choice of what direction golf should take is the decision of the Board.

Mr. Krueger felt that with no action, golf would continue to decline. Mr. Vincent stated that the current level of use was not sustaining. Mr. Vincent felt with all the golf history on Jekyll Island, it should continue.
Commissioner Williams asked the fee structure. Mr. Hooks explained some of the current structure. Mr. Vincent stated he had seen similar pushes at municipal golf courses to delay upgrades to maintain lower user fees. He had seen several solutions to these concerns including freezing membership costs for those who are members before the upgrades and providing lower rates for individuals who live in a certain mile radius. Because of the state of the golf course, and the amount of subsidy from the authority, there is room for creativity in pricing. Mr. Hooks spoke to the possibility of dynamic pricing for individuals and the possibility of charging differently for different golf experiences such as casual vs. competitive. Mr. Vincent confirmed this kind of pricing was not uncommon.

Mr. Jensen stated that timely action was required on a number of issues such as the aging irrigation system on Great Dunes and the mutated grasses on the Pine Lakes course. He remarked that with the significant amount of deferred maintenance currently hanging over the courses, small fixes over time may result in the same cost as the proposed improvements.

Dr. Evans stated he felt that the Vincent design had done a good job addressing many of the concerns raised by disparate groups of people who want different things from golf. Mr. Hooks reassured that with changes in the golf courses, an increase in marketing would ensue.

Mr. Hooks then discussed the next steps. It was his intention to pull together data from both previous studies and new sources. However, Mr. Hooks stated that there is currently no money allocated to the project, and no defined time frame. Mr. Hooks clarified that the golf course was running at a deficit of $600,000 to $675,000. Mr. Gross looked forward to the possibility of financing these changes to create a more positive financial situation. There were no further questions from the Board.

The Board recessed for a 7-minute break.

B. Melissa Cruthirds introduced the second reading of O-2020-3, False Alarms which was being considered for adoption. This ordinance was written to address the concern of false alarms pulling safety resources and follows other municipalities examples. She reported there had been a single public comment which was concerned about both the amount of the fines and about fines being levied against residential rental owners. Ms. Cruthirds stated residential rental owners had not been an issue thus far, and her research showed that other municipalities did not differentiate between residential and commercial properties in regard to fines. Dennis Gaily, Director of Public Safety reported he had already seen a reduction in false alarms with the introduction of this ordinance. He stated the amount of the fines were designed to be slightly higher than costs of repairing faulty alarm systems. He felt the discretion built into the ordinance allowed for reasonable administration.

Dr. Evans requested to change the ordinance Sec. 12-27 (d) penalties assessed for each violation within a 12-month period lines 88 through 90 to have the penalties for the third false alarm be set at $150, the fourth false alarm be set at $300, and after the fourth false alarm the fine be set at $500. The Board agreed to the revision. The motion to adopt the ordinance as revised was made by Dr. Evans. The motion was seconded by Mr. Krueger. The motion as amended was unanimously approved.
C. Ms. Cruthirds also presented revisions to Jekyll Island Authority Board By-Laws and other policies. The bylaws are contained in the policy manual, which were last updated in 2018. Multiple revisions were proposed, some grammatical and some to tighten language and make wording more concise. Some revisions clarified the Authorities role and responsibilities with the Board and Executive Director.

Mr. Hooks clarified these changes had been delivered to the board in advance of the meeting and that several of the changes were just reorganizations of information from one page to another. Other proposed changes simply update the document to administrative functions, such as the possession of the seal. Finally, this revision proposes the change of the ability to call a regular meeting in three calendar days rather than five calendar days, with consultation of the chair, offering a little more flexibility. Mr. Krueger moved to adopt the revisions to the Jekyll Island Authority Board By-Laws and other policies. The motion was seconded by Mr. Gross. The motion was unanimously approved.

D. Mr. Jensen introduced item regarding the Authorizing Notice of Proposed Amendment request for the Master Plan Amendment for the Georgia Power Substation. He explained that due to the powerline upgrade performed by Georgia Power, a new substation is needed to provide more reliable power. Mr. Dialo Cartwright of Georgia Power then spoke to the Board. He stated that reclassifying land and building a substation at this time would be a good long-term solution for Jekyll’s future. Ms. Cruthirds spoke to the legal aspects of the master plan amendment process. After last year’s master plan amendments, there was 77 acres able to be developed on Jekyll Island. Of the 77 acres, the requested 2.59 acres will be allotted from 46 acres set aside for “public health, public safety, or public recreation”. Ms. Cruthirds also noted that the 0.2043 acres of land the current Georgia Power substation sits on would be returned to the Jekyll Island Authority for reclassification back to undeveloped land. The suggested action of today would be the notification of state authorities of the proposed Master Plan reclassification. The next step in the process would be a public hearing which had been set for October 6th at 5 p.m. in the Jekyll Island Convention Center. Public comment was also available online. The Board would vote on this Master Plan Amendment in December if there were no objections from the Jekyll Island-State Park Authority Legislative Oversight Committee. Commissioner Williams asked if this amendment needed to go through the State Properties Commission as well, and Ms. Cruthirds answered no. The motion to approve was made by Mr. Krueger and seconded by Mr. Gross. The motion was unanimously approved.

E. Mr. Jensen then briefed the Board about the engineering and installation design of a new slide complex for Summer Waves Water Park. He reminded the Board of the previous approved acquisition of a water slide complex (at considerable savings) from a closed Pooler water park. The slide had been moved to Jekyll Island, but funding to engineer and install the new equipment was cut from the budget due to COVID-19. The newly phased project had received a financially favorable quote for the engineering from the same firm that did the original engineering in Pooler. If approved, the engineering would give the JIA a much more accurate assessment of how much the completed project will cost, how much of the project can be done in-house, and take the first steps to opening this attraction for the next season. Staff requested $67,775 for geotechnical analysis, engineering, and installation of the new Summer Waves Slide Complex and Splash Pad extension (which came free with the purchase of the slide). Mr. Gross moved to approve the request. The motion was seconded by Mr. Krueger. The motion was unanimously approved.
F. Mr. Jensen also reviewed the proposed resolution R-2020-4 to accept Georgia Department of Transportation (GADOT) contract for Jekyll Island Airport. The resolution was to accept the reimbursement of costs up to $460,767.90 for electrical rehabilitation, pavement rejuvenation, and remarking at the Jekyll Island Airport. With an additional funds up to $437,743.25 from the FAA and up to $23,024.65 in state funding, the local match was only $7,095.10 from Jekyll Island. This resolution would authorize both the matching fund and the ability of the Chairman, Attorney, and Executive Director to sign documents for this project. Dr. Evans moved to adopt this resolution which was seconded by Mr. Krueger. The motion was unanimously approved.

G. Mr. Hooks presented the Transportation Alternatives Program (TAP) Application Scope Change Letter. He stated that in 2016 the Jekyll Island Authority had received a grant to create a bike path to go from the Jekyll Island Bridge to the Welcome Center. However, after all the engineering requirements were met, the bike path was unable to be fully constructed leaving the path unfinished. Jekyll Island was approved to apply for a second grant to extend the bike path from the current stopping point to the Welcome Center and then all the way to the end of the causeway to the intersection of Highway 17. However, it was brought to our attention by the TAP administrators the Cedar Creek Bridge was not wide enough to accommodate the originally planned 10’ wide multipurpose path. Original suggestions were to widen the bridge to accommodate the path or build a separate pedestrian bridge, both of which were not fiscally viable. In consultation with GADOT, it was agreed that the scope of the project could be modified from a 10’ multipurpose path to an 8’ wide bike path which would fit on the existing bridge at no additional cost. Mr. Krueger moved to approve the scope change letter, and the motion was seconded by Mr. Gross. The motion was unanimously approved.

H. Mr. Hooks gave the Executive Director’s Report. First, he reported on the recent ransomware attack JIA had experienced last Thursday. He reported this intentional attack by the perpetrators had been quickly and efficiently mitigated by Coastal Computer Consulting, the third-party IT vendor for the JIA. A recent Zoom call with various state authorities confirmed Coastal Computers’ excellent work, knowledge, and security practices compliant and sometimes exceeded state standards. Mr. Hooks reported that the Authority was about 90% back to normal. The Authority had been contacted by the perpetrators, but to date were uncertain about their demands. He reported that additional security will be added following this incident. Mr. Hooks reported that he would keep the Board updated about this situation.

Next, Mr. Hooks announced to the Board that the Chairman had approved the addition of a November meeting on Tuesday, November 17. This meeting was in addition the previously scheduled December 8 meeting.

The full $2.2 million of Special Local Option Sales Tax (SPLOST) money had been received from Glynn County and the authority will be moving forward with the final projects. The small parking nodes around the island as advocated in the carrying capacity study as well as other small venue improvements will be distributed for bids.

Also, work on beach crossovers continued. There was a new a Beach Crossover Construction webpage to provide updates. Three of the crossovers will now have Americans with Disabilities Act access.
The Authority had also been notified Jekyll Island had been declared a Census Designated Place. This was great news as it will provide census data specific to Jekyll Island for the first time.

Mr. Hooks confirmed the FY 2021 Strategic Plan and funding requests were sent to the State of Georgia by the required deadline.

Finally, Mr. Hooks updated the Board about the successful tennis and youth golf tournaments on the island.

I. Mr. Wilkinson stated in the Chairman’s Comments how proud he was of the staff and how grateful he was for their service.

There were no public comments.

The Board moved directly into the Board Meeting Agenda.

The Jekyll Island State Park Authority (JIA) Board Meeting
September 15, 2020

Chairman Wilkinson opened the JIA board meeting and announced there was still a quorum.

1. Commissioner Williams moved to approve the minutes of the August 18, 2020 Board Meeting as presented. The motion was seconded by Mr. Krueger. There was no discussion and the minutes were approved without objection.

2. Approval of the Golf Course Maintenance Equipment Leases, a recommendation from the Finance Committee was adopted unanimously.

3. A recommendation from the Committee of the Whole to adopt ordinance O-2020-3, False Alarms was adopted unanimously.

4. A recommendation from the Committee of the Whole to approve revisions to Jekyll Island Authority Board By-Laws and other policies as included in the meeting materials were adopted unanimously.

5. A recommendation from the Committee of the Whole to authorize sending notice of a proposed amendment of the Master Plan for a Georgia Power substation to the required state officials was adopted unanimously.

6. A recommendation from the Committee of the Whole to approve engineering and installation design of the new slide complex for Summer Waves Water Park was adopted unanimously.

7. A recommendation from the Committee of the Whole to adopt resolution R-2020-4 to accept the Georgia Department of Transportation (GADOT) contract for Jekyll Island Airport was adopted unanimously.

8. A recommendation from the Committee of the Whole to approve Transportation Alternatives Program (TAP) Application Scope Change Letter was adopted unanimously.
The motion to adjourn was made by Mr. Kruger and seconded by Mr. Gross. There was no objection to the motion and the meeting adjourned at 12:14 p.m.
MEMORANDUM

TO: COMMITTEE OF THE WHOLE  
FROM: NOEL JENSEN, CHIEF OPERATIONS OFFICER  
SUBJECT: OPERATIONS MONTHLY REPORT – SEPTEMBER 2020  
DATE: 10/13/2020

PUBLIC SERVICES

September Highlights:

- Jekyll Island Airport (09J) self-serve aviation fuel (100LL) sold 779 gallons of 100LL aviation fuel totaling $3,271.24 in sales for the month of September.
- Beach crossover construction continues with the opening of Tyler Lane. Austin Lane is currently under construction. Updates can be found at https://www.jekyllisland.com/jekyll-island-authority/beach-crossover-construction/
- Select Golf Courses are undergoing cart path repairs funded by FEMA due to Hurricane Irma. Indian Mound and Oleander are now complete with Pine Lakes in final cleanup. Carts are only available for checkout until 4:00PM due to COVID staffing levels.
- Summer Waves has ended its COVID shortened 2020 season where it operated from June through the end of September with self-imposed occupancy caps to ensure social distancing measures could be maintained.

Operations Department Work Orders

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<tr>
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<th>New Work Orders</th>
<th>Completed</th>
<th>Outstanding</th>
<th>Awaiting Parts</th>
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<td>28</td>
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</table>

160
140
120
100
80
60
40
20
0
PUBLIC SAFETY – Fire & EMS

September Highlights:

- Completed 206 hours in staff training for the month.
- Fire Marshall performed 33 fire commercial inspections.
- Waylan Carter, JIFD FF/Paramedic, was named Firefighter of the Year by the Brunswick Exchange Club. Firefighter Carter has also been working on his Fire Officer certification.
- Five building permits were issued, and there were two complaints needing investigation by Code Enforcement.

**Jekyll Island Fire & EMS Responses**

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<td>Fire Responses</td>
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<td>Transported to ER</td>
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<td>EMS Responses</td>
<td>34</td>
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<tr>
<td>Total Responses</td>
<td>47</td>
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MEMORANDUM

TO: HUMAN RESOURCES COMMITTEE
FROM: JENNA JOHNSON, HR DIRECTOR
SUBJECT: HUMAN RESOURCES COMMITTEE REPORT
DATE: 10/12/2020

JIA Workers Compensation Claims: (Target goal for FY21 = 9).

<table>
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<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
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JIA Employee Census: 372

<p>| | | | | | | | |</p>
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<td>Part Time</td>
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<td>Interns</td>
<td>Total Employees</td>
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<tr>
<td>Sept</td>
<td>159</td>
<td>123</td>
<td>74</td>
<td>16</td>
<td>372</td>
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- **Retirements:**
  - None.
Recognition:

- Meet our October Featured Employee: Claire Davis

As a UGA Grady Grad, Claire moved back to the Golden Isles in 2014 after spending many years in the Pacific Northwest. Being the Creative Director at Jekyll Island, Claire is responsible for the look and feel of the Jekyll Island brand and all its amenities.

Claire says her favorite part of working for Jekyll Island Authority is “that each day is an adventure. Whether it’s wrangling a Roseate Spoonbill for a photo shoot or collaborating with the Carpentry team on an exhibit, no two days are ever the same”. If she could only figure out a way to convince Steve Sharp to keep Larry's open year-round!

When Claire is not meandering around Jekyll Island for the marketing department, she enjoys camping and canoeing with her family, seeing live music (when not in a pandemic) and exploring new cities. In addition, she is a typography fanatic and loves a good juke box!

Thank you for your service Claire, we appreciate all you do!
MEMORANDUM

TO: HISTORIC PRESERVATION/CONSERVATION COMMITTEE
FROM: BEN CARSWELL, DIRECTOR OF CONSERVATION
SUBJECT: CONSERVATION UPDATE
DATE: 10/12/2020

Research and Monitoring

- The Conservation Department has begun a variety of fall monitoring activities, including deer population surveys, plant-community transect surveys, and migratory butterfly and shorebird surveys.
- Deer spotlight surveys have been completed for the year and indicate an estimated population density of 105 deer/sq. mile with 0.31 fawns/doe. In the past we have also produced an alternative population density estimate based on photo-identification using trail cameras (annual data displayed on the following page). The camera-based survey provides a confident minimum population estimate but is labor intensive and does not generally produce markedly different results from the spotlight survey. Starting this year, to free up staff resources for other priorities, we plan to go to a biennial or triennial cycle for the camera survey.
- Migratory butterfly surveys are ongoing. Our team completed an all-day survey where we counted over 43000 migrating gulf fritillary butterflies in roughly 8 hours from a single location.

Management and Planning

- In consultation with the Executive Director, the Conservation Plan Update is now scheduled for initial presentation to the JIA Board at the October meeting. A public session will be held on October 20th at 4:30pm and a 20-day open public comment period will begin October 16 via online submission.
- The busy season for invasive plant management is upon us. Our first priority this season is controlling Chinaberry tree on the causeway and preventing its re-establishment in areas that were cleared by Georgia Power for the transmission line rebuild project. To this point (only 1 month into their service term) our AmeriCorps have treated over 1000 individual plants along the causeway.
- Georgia power has completed the next phase of their native plant restoration on the causeway. The next phase will be a light surface till and spreading of seed.
- Ben and Yank attended the annual Georgia Shorebird Alliance meeting (virtual) and presented the state of shorebirds on Jekyll with the group.
- Joseph and Yank attended both the Georgia and Florida Prescribed Fire Councils (virtual) as we begin to move into prescribed fire season.
- The Conservation Team dedicated multiple days of efforts to cleaning up and replacing sand fencing and rope lines that had been washed out during nor’easter conditions and spring tides in late September.
Outreach and Leadership

- Rangers provided a custom Ranger Walk experience for a travel influencer that was here with the marketing department. Ranger Walks open to the public in December.

Annual deer densities based on camera-survey data and fawns-per-doe from spotlight-survey data. 2019 camera surveys are soon to be processed.
MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: ANDREA MARROQUIN, CURATOR
SUBJECT: HISTORIC RESOURCES UPDATE
DATE: 10/12/2020

Jekyll Island Museum

Paid Tours: Public: 1,373
Group: 16
Tour Total: 1,389
Admissions: 1,721
Total Visitation: 3,110

Mosaic, Jekyll Island Museum earned its best ever Public Tour Revenue for September and exceeded prior year sales for Gallery Admissions. In spite of the continued absence of Group Tour business, overall revenues approached normal levels for the month. The museum exceeded budget for the month in Total Revenue.
Special Events

- **Historic District Property Rentals – 90 Attended** - In September, the Jekyll Island Museum hosted 3 wedding ceremonies at Faith Chapel and a reception at Villa Marianna for a total value of $3,000.

- **Historic District Tours** – In September, the number of Landmark Tours of the Historic District were increased to meet rising visitation and demand. Seasonal tour experiences returned with the addition of Macabre Tales at the end of the month.

Curatorial/Research

- **Mistletoe Cottage** - Completed a deep clean of Mistletoe Cottage, providing a detailed cleaning of the first floor following extensive preservation work in the sunroom and stairwell. Installed updated graphics in the front and back kitchens and changed some of the furnishings in the great room. Began interpretive planning for future exhibit updates on the first floor of the cottage.

- **Mosaic Membership Program** – Met with staff to discuss details for an upcoming membership program for the Mosaic. Discussed membership privileges, website, signup process, pricing, welcome packet, and communications.

- **Wayside Panels** – Worked with the marketing department to review 9 wayside panels to be sent out for production.

- **Hollybourne Cottage** – Established a new timeline to continue the selection process for RFP 359 to develop an exhibit concept design plan for Hollybourne Cottage. Worked with the selection committee to develop a shortlist of candidates.

- **Collection Management** – Published legal notices and communicated with donor families in an effort to clean up old accession and deed of gift paperwork, in accordance with the Georgia Museum Property Act. Responded to research requests.

Historic District/Preservation

- **Mistletoe Cottage** – Completed installation work on the ceiling treatment in the Mistletoe Sunroom, including the reproduction wallpaper and bamboo trim.

- **Bond Fund** – Completed the final project on Chichota for the bond fund project focusing on ADA accessibility and life safety. Phase II of the Chichota Ruins Project was finished, including paving the circular driveway and pathways around the site, installing an ADA ramp, adding flooring pavers to the foyer, and filling in the pool.

- **Villa Ospo** – Focused on replastering walls and refinishing the Great Room cabinet doors.

- **Goodyear Cottage** – Identified and documented stucco failure on exterior of Goodyear Cottage.

- **Historic District Security/Fire Updates** – Inspected and conducted maintenance on the security and fire alert systems throughout the historic district.

- **Research** – Met with staff specialists to review preservation options for the wooden cobbles from the Clubhouse and for the entrance to the Sans Souci.
MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: TERRY M. NORTON, GSTC DIRECTOR AND VETERINARIAN, ROB MAHON, GSTC GENERAL MANAGER
SUBJECT: GEORGIA SEA TURTLE CENTER UPDATE – SEPTEMBER 2020
DATE: 10/12/2020

“We enjoyed our visit to the Georgia Sea Turtle Center. It’s a great educational experience for all ages. We got to see them work take care of Coco...a turtle that was injured by a boat propeller. They have a large gift shop that has something for everyone.” (Trip Advisor Review, September 2020)

Admissions Comparison with Prior Year (September 2020 vs. September 2019)
The GSTC was open during the month of September under limited visitation capacity due to COVID-19. The September admission count totaled 7,309, which was 2,830 (39%) more than the admission count for September 2019.

Revenue Categories*

- September concessions $87,595.89 was $38,262.31 more than budgeted
- September admissions $65,559.38 was $33,685.57 more than budgeted
- Adoption (Sea Turtle) 48 | $2,400 Donations (general) 40 | $2,819.01
- Memberships 35 | $2,509.15 Behind the Scenes 0 participants | $00.00
- Daily Programs 129

Sub-Total Education Reservations: 129 Clients | Revenues $2,510

*some online payments are received later

Marketing/PR/Events/Grants/Pubs

Social Media, Website and Communications Updates: Trip Advisor: 2,182 reviews, ranking GSTC #4 out of #18 Jekyll attractions; FB: 50,340 likes | 51,592 following; Instagram: 20.5k followers
- Facebook: 51.5K followers | Increase of 500 followers
- Social media engagement and posts were a little less this month due to lack of computer access.
- Google Analytics: One terrapin adoption two Athena adoptions were purchased via Facebook.
- Instagram: 20.4K followers | Increase of 200 followers
- Most popular posts this month include:
  - Photo of terrapin hatchling group (Instagram) 1,106 reactions, 52 shares, 18 comments
  - Baby terrapin in marsh (Instagram) 1,068 reactions, 34 shares, 18 comments
  - Sea turtle hatchling on beach (Instagram) 1,202 reactions, 33 shares
  - Raynah on treatment room table (Instagram) 1,135 reactions, 20 comments
- Google Analytics: One Athena adoption purchased via Instagram.

Education
- Ruck’s health has improved, and Dr. Norton approved him to go back up for adoption. He was re-launched on September 22.
- Pip’s adoption closed this month
  - He was transferred to Loggerhead Marinelife Center on 9/18. Adoptive parents were informed as soon as possible after the transfer happened (9/22).
  - Pip was released on 9/28 and parents were notified on 9/30.
  - Adoption sales for Pip were open for 8 months (11/1/19 – 6/1/20). 230 people purchased adoptions of Pip (approx. $11,500); Pip had a total of 267 parents, including membership adoptions.
  - Katie experimented with the Release Announcement; in the “thank you” section, she added a link to the Shopify Adoptions landing page in case Pip parents wanted to adopt other patients. There were 14 unique clicks on this link that Katie believes resulted in four new adoptions.
- Virtual Field Trips launched at the end of the month for public purchase. Two sessions were purchased on September 30th and are scheduled for next month.
- We started planning and preparing to relaunch Teacher Newsletter next month. Newsletters will go out to subscribers mid-October, December, February, & April. Each newsletter is themed to an age-range and will include standardized sections/topic areas.
Rehabilitation

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<td>Current Patients</td>
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<td>Transferred Patients</td>
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<td>Total Since 2007</td>
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Research & Patrol

- We are continuing long-term efforts to understand the ecology and conservation of turtles on and around Jekyll Island. Fifteen radio-telemetered Box Turtles were tracked four times per month on the golf courses and near residential homes. Additionally, we processed 5 Box Turtles, 1 Mud Turtle, 6 Pond Sliders, and 1 Florida Soft Shell.
- We encountered no new sea turtle nests in September, but loggerhead nest hatching season continued. We documented hatchling emergence at 12 nests and inventoried 30 nests. Sea turtle dawn patrol interacted with 125 people. We also processed one dead Kemp’s ridley sea turtle found on Jekyll Island.
- Efforts to mitigate the impacts of marine debris on Jekyll Island continue with data collected by members of the community and the GSTC research team. During the past month, at least 876 pieces of marine debris were collected from Jekyll Island beaches and logged with location data into the Marine Debris Tracker application.

AmeriCorps Program, Volunteer Program, and Marine Debris Initiative

<table>
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<th>Monthly Total</th>
<th>YTD Date Total</th>
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<td>Volunteer Hours**</td>
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<td>Marine Debris Hours*</td>
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*YTD Based on fiscal year (July 1, 2020-June 30, 2021) | **YTD Based off of AmeriCorps Program Year (September 1, 2019-August 31, 2020)
MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: DION DAVIS, E.D.
SUBJECT: JEKYLL ISLAND FOUNDATION UPDATE
DATE: 10/5/20

Finance (FC)/Executive Committee (EC) Meeting: The Tuesday, September 22 Finance (FC)/Executive Committee (EC) was cancelled due to circumstances out of our control. Committee members agreed to discuss potential agenda items at the next scheduled meeting on Wednesday, October 21, 2020. The agenda has not been set.

Board of Director’s Meeting: The next quarterly board meeting is scheduled for Thursday, October 29, 2020 via Zoom video conference. The agenda has not been set.