

JEKYLL ISLAND-STATE PARK AUTHORITY

July 18, 2011

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The Jekyll Island State Park Authority committees met in Public Session on Monday, July 18, 2011 in the Morgan Center on Jekyll Island, GA.

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

Members Absent:        Buddy DeLoach

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,  
                               Chris O'Donnell, Legal Associate  
                               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 the Governor had reappointed Mr. Hodges and Mr. DeLoach to the Board and had appointed Dr. Al Ike as a new Board member.

Historic Preservation/Conservation Committee: Committee Chair Royal called on Dr. Terry Norton to give an update on the Conservation Plan. Dr. Norton provided an update with the following points:

- History of the Jekyll Island Conservation Plan
- 2007 outline
  - An outline for a Conservation management plan was developed in 2007; this outline served as the template for developing the 2011 Conservation Plan
- Georgia Sea Turtle Center's involvement
- Georgia Sea Turtle Center's efforts towards Jekyll Island Conservation Plan
- Projects that have been implemented by the GSTC and collaborators
  - Alligator surveys and behavioral assessments
  - Small vertebrate (reptiles, amphibians, mammals) surveys
  - Bird surveys
  - Terrapin conservation, management and mitigation
- Deer population management
  - Efforts have started to gain information to develop a proposed management plan
  - Population surveys and browse stem assessment conducted in early July by Will Ricks, GADNR

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- Management plan under development by Will Ricks
- Invasive plant identification and removal
- Variety of sea turtle projects
- Environmental Education and Interpretation

Dr. Norton then recognized the members of the Conservation Plan Committee. They are: Dr. Terry Norton, JIA, Eric Garvey, JIA, Cliff Gawron, JIA, Jim Broadwell, JIA, Brad Winn, GA DNR, Gabe Gaddis, GA DNR, Stacia Hendricks, LSSI, Scott Coleman, LSSI, Beth Blalock, GA Conservancy, Dr. Christi Lambert, TNC, Tricia Reynolds, CRC, Dr. Kimberly Andrews, JIA, Al Tate, public representative, Dr. Steve Newell, public representative. Dr. Norton then noted the members of the Education Subcommittee and those members are: Dr. Terry Norton, Alicia Marin, JIA, Brian England, Tidelands, Dawn Zenkert, Tidelands, Donna Stewart, 4-H, Lydia Thompson, Captain Phil, and Gloria Zocchi.

Following his presentation, Dr. Norton turned the floor over to Dr. Jay Exum and Randy Mejeur with AECOM. Dr. Exum and Mr. Mejeur's presentation consisted of the following points:

- Achievements to date
  - Vegetation mapping
  - Priority species identified
  - Special protection areas defined
  - Public input received
  - Historical context
  - Causeway Management Plan formalized
  - Environmental educators have met and begun to organize
  - Conservation partners have engaged in the process and committed to long-term involvement
- Structure of the Plan
  - Intent
  - Chapters in the Final Draft Plan
    - Executive Summary
    - Introduction
    - Environmental Setting
    - Vegetative Communities and Wildlife
    - Management
    - Environmental Education
    - Environmental Assessment Procedure
    - Staffing, Partnerships and Funding
  - Mission and context for the Plan
  - Environmental setting and historical land uses on the island
- Public Involvement
  - Public meetings were held in October and December, 2010 and March, 2011
  - Two representatives of the public, Dr. Steve Newell and Mr. Al Tate, served as reviewers of the Plan
  - More than 325 individuals or groups provided comments on the January 4 draft of the Plan
  - More than 300 individuals or groups provided comments on the March 7 draft
  - Overview of comments from the public
  - Conservation Planning Committee and appointed outside reviewers recommendations:
    - Focus on landscape-scale actions
    - Improve the education section
    - Summarize management actions
    - Make the EAP more specific
    - Provide detail on historical landscape changes and cultural resources

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- Define when the 65/35 issue will be addressed
  - Clarify the role of Director of Natural Resources
  - Clarify Jekyll Island as a State Park
  - Add information on Causeway management
  - Define actions that existing staff can implement
  - Do not dwell on the built environment
- Next Steps
    - Establish a short- and long-term budget and identify potential funding mechanisms
    - Provide recommendations for the delineation and protection of 65% of the Island in the Master Plan
    - Define short-term management actions
    - Implement Environmental Education initiatives
    - Consider approval of this Plan at the next JIA Board meeting.

Following the presentation Chairman Krueger asked the Board members to review the Plan and develop questions to be referred back to Dr. Norton. Chairman Krueger stated the Board's intention would be to approve the Conservation Plan at the August Board meeting.

Chairman Krueger then opened the floor for public comment. Mr. David Egan stated he felt the public involvement went very well; the public would do whatever it could to help those tasked with implementing the Plan and then thanked all those who worked on the Plan.

Mr. Dave Kyler felt a missing component of the Plan was a description of the methods to be used in the tracking of movement toward the objectives set forth.

*Finance Committee:* Committee Chair Hodges noted the financials for the month of June were preliminary and asked Mr. Hooks and Ms. Johnson to please review the financial information they had so far. Mr. Hooks noted there were several outstanding items still to be received; hotel occupancy was down for the month by 18% but leisure services were up as evidenced in the month Operations report in the board packet. Committee Chair Hodges noted other hotels in the area experienced a similar decline which may have had something to do with snow days in the north which may have translated to later school breaks and later family vacations. Ms. Johnson briefly went over the preliminary numbers for the month. Mr. Hooks noted once the final numbers are in they will be submitted immediately to the Board. Committee Chair Hodges asked if it will still be possible to do the capital projects that were noted at the May meeting. Mr. Hooks stated the numbers are critical and we will most likely not be able to fund all approved projects. Committee Chair Hodges then reviewed the hotel occupancy report for the month of June and year-to-date.

Committee Chair Hodges asked Mr. Hooks to review the purchase of an Aesculight Laser for the Georgia Sea Turtle Center. Mr. Hooks noted the total cost will be \$33,790.00 which the Authority will be fully reimbursed by the Jekyll Island Foundation. Mr. Hooks also noted the GSTC staff has had multiple opportunities to test this laser. Chairman Krueger asked Dr. Norton what the laser would be used for. Dr. Norton stated it would be used to treat fibropapilloma, a tumor causing disease in sea turtles that is being seen frequently at the GSTC. Committee Chair Hodges called for a motion to approve the purchase of the Aesculight Laser in the amount of \$33,790.00 to be reimbursed in full by the Jekyll Island Foundation. Mr. Croy made the motion, seconded by Mr. Royal, motion passed unanimously.

Chairman Krueger then opened the floor for public comment. Ms. Nancy Reed asked if there was any tracking of the visitorship to the GSTC and the cost associated with the temporary Convention Center facilities versus the

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old Convention Center. Mr. Hooks stated there were over 2,000 visitors to the GSTC in June. Mr. Hooks also noted it would be difficult to make comparisons between the convention center facilities.

Mr. Thorny Parker asked about the effect of the change in residential lot-lease rates on the Authority's income. Committee Chair Hodges noted that year-to-date, there has been a \$40K increase in lease-fee payments.

Marketing Committee: Chairman Krueger called on Mr. Garvey to give the Marketing Committee update.

Mr. Garvey's update consisted of the following items:

- Mr. Garvey will be meeting with hotel representatives on the island to discuss revenue projections following the decrease in occupancy from June
- Young International's partner, Global Concessionaires, will soon be submitting their bid for the Jekyll Island-themed restaurant at the Atlanta airport. Mr. Garvey noted two Jekyll Island-themed wines and a Loggerhead ale will be offered
- In August, HMS Host will be setting up Jekyll Island promotional displays promoting the GSTC, Aya Vodka – Turtletini and a Jekyll trip, at their seven lounges in the Atlanta airport
- Mr. Garvey participated in an updating of Delta Airlines in Atlanta regarding the new construction on Jekyll to promote continued demand for ASA connector flights to Brunswick
- Convention sales are proceeding well.

Mr. Hooks noted the Young International agreement is signed and in place with the Jekyll Island Foundation.

Chairman Krueger opened the floor for public comment. Mr. David Egan stated he had received an e-mail from a member of Initiative to Protect Jekyll Island in Marietta who is an avid bicyclist with a suggestion of taking pictures of the Jekyll Island bike paths and posting those on the website.

Mr. Joe Malbasa thanked Drs. Norton and Exum for their work on the Conservation Plan, Mr. Hooks and Ms. Johnson for their work on the budget and stated he looked forward to tasting the new Loggerhead ale.

Committee of the Whole: Chairman Krueger asked Mr. Hooks to review the resolution for the return of land to the Jekyll Island Authority from the Department of Transportation. Mr. Hooks noted in 2002 the DOT wished to undertake the responsibilities for the Brunswick Harbor Deepening Project, which included the responsibility to provide the necessary lands, easements or rights-of-way for the project and in order to accomplish the mitigation purposes, on March 11, 2002 by resolution, the Authority relinquished and released its leasehold interest in the property. The DOT agreed to take custody of the property for the purposes of converting it into wetlands pursuant to the Project Wetlands Mitigation Plan. Following many discussions, the DOT has agreed to return custody of the property to the Jekyll Island Authority as it was never used by the DOT. Mr. Hooks asked Mr. Gawron to review the map of the property. Mr. Gawron passed around a map that identified the area of undeveloped high marsh. Mr. Hooks noted that by adopting this resolution, the Jekyll Island Authority is requesting that the Governor, by Executive Order, place custody of the property in the Jekyll Island- State Park Department as part of the property leased to the Authority by the state, so that the property can be maintained, conserved and preserved as part of the scenic, natural and cultural resources of Jekyll Island for the benefit of future and present generations. Mr. Hodges asked about oversight of the area. Mr. Williams noted it would fall under the jurisdiction of the Coastal Marshland Protection Act. Chairman Krueger then called for a motion to approve the resolution to return 60 acres to the Jekyll Island Authority from the Georgia Department of Transportation and for the Executive Director, on behalf of the Authority, to accept custody of the property. Mr. Croy moved to approve, seconded by Ms. Lynn, motion passed unanimously.

Chairman Krueger then noted the next item on the agenda is the first reading of the Beach Use Ordinance. Chairman Krueger noted this ordinance is modeled after similar ordinances. Mr. Hodges moved to approve the first reading, seconded by Ms. Lynn, motion passed unanimously. Mr. Hooks also noted this ordinance has been

under review for the past several months has been seen by the DNR and would be posted following the Board meeting on the JIA website.

Chairman Krueger then asked Mr. Hooks to give the details on the Construction Agreement with the State for the Transportation Enhancement Project. Mr. Hooks noted the Board had the resolution in their packets and it is an authorizing resolution for the Board to give staff permission to move forward with the DOT for administering these funds for the project. Mr. Hooks noted the Board had accepted the MOU two years ago for this bike path project, on the south end, in the amount of \$200K to be spent by the DOT and \$50K in matching funds to be spent by the JIA. Of that \$50K about \$40,151.00 has been spent. Chairman Krueger called for a motion to approve the resolution and move the project forward. Ms. Lynn moved to approve, seconded by Mr. Royal, motion passed unanimously.

Chairman Krueger asked Mr. Hooks to review the staff recommendations for the Convention Center Management Group. Mr. Hooks provided to the Board the staff recommendations (Attached). Mr. Croy asked what the cost ranking was for the three firms. Mr. Hooks noted the cost ranking at this point is a very relative issue as no negotiations have taken place. Mr. Hooks noted the amounts submitted by the three firms were:

- SMG - \$475K
- VenueWorks - \$459K
- Global Spectrum - \$535K

Mr. Hodges asked if the staff was comfortable with the competitive possibilities among other SMG properties. Mr. Hooks stated the selection committee felt it should be viewed as a networking and support possibility. Mr. Hooks asked Mr. Garvey for his thoughts on the competition issue. Mr. Garvey stated there would be more gain than competitive threat. Chairman Krueger asked for a motion to approve the staff recommendation and to move forward with negotiations with SMG and to bring forward contracts for Board approval at a later meeting. Ms. Lynn moved to approve, seconded by Mr. Hodges, motion passed unanimously.

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

- As a result of some functionality changes to the Welcome Center and Greeting Station, revised working drawings are now being completed for resubmission to DOT for approval. Construction should be underway by November. Even with the changes, we still plan to have the new entrance completed prior to the spring season of 2012.
- Approximately 50% of the Convention Center project is complete
- We will utilize pervious materials for approximately 230 feet of a 1200 linear foot portion of bike path along Riverview Drive to avoid Buffer Zone variance issues.

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

- Separate meetings were held on July 11 with Winding Road representative and Phelps representatives. Phelps was accompanied by a Vice President of Development of Hyatt Hotels. Winding Road is not contacting potential tenants to determine their specific interests. Both Winding Road and Phelps will begin making payments to the Authority August 1. Winding Road will pay \$1500 per month and Phelps will pay \$2250 per month.
- Chairman Krueger and Mr. Hooks met with Mr. Bob Abberger and other Trammell Crow representatives on June 29. There were good discussions, but Trammell Crow is still concerned over trying to secure financing in the present economy. (Mr. Hooks referenced a letter sent to Mr. Abberger – Attached)
- Mr. Hooks met on July 14 to discuss the Oceanfront Hotel with Mr. Matt Maynor, First Guarantee Bank, Mr. Tom Welch, local attorney for Mr. Maynor, Mr. Cameron Story, Florida attorney for Mr.

Maynor and Mr. Bob Johnson, Receiver (Letter from Mr. Matt Maynor with further information Attached)

- Mr. Hooks will be meeting with representatives from the Fanning Institute at UGA later this week to discuss the Master Plan. We have had several internal meetings and meetings with the planning Department of the Coastal Regional Commission regarding our next steps. It is staff's intention to have a proposal to accomplish the new plan for the Board at the August meeting.
- The next Town Hall meeting will take place on August 4 at 5:00 p.m. at McCormick's upstairs
- Requests for SPLOST VI Jekyll Island projects were included in the approval from the County Commission. The projects for Jekyll Island were:
  - Road resurfacing in the amount of \$740K
  - Bike paths in the amount of \$1.1M
  - Fishing pier improvements in the amount of \$820K
- There is a draft of a proposed Animal Control Ordinance in the Board members packets for review and comment prior to a formal ordinance proposal. The proposed ordinance will bring Jekyll Island up to the same standards as the County and the City, with one major difference; we still do not allow animals to be on public property under voice control, all animals have to be on a leash. Also, our existing ordinance gave us no control over vicious or potentially vicious dogs. Through the ordinance, and the establishment of an Animal Control Board, we will have the power to order certain dogs deemed to be vicious to be muzzled at all times while in public. We will also have the authority to demand higher liability insurance limits to be carried by the owners.

Mr. Williams asked if there is a national registry for classification of dogs as dangerous. Mr. Chris O'Donnell stated there is no official list, but insurance companies do keep lists of dogs that are prone to be vicious. Chairman Krueger questioned if an animal is known to be a problem; can it be prohibited on Jekyll Island. Mr. O'Donnell stated that would be a topic for an animal control board. Mr. Croy questioned if Glynn County had an animal control department and if so did they come to Jekyll. Mr. Hooks stated they do have animal control department, however the response time to Jekyll was not very good. Chairman Krueger and Mr. Croy asked about staffing for enforcement now and in the future. Mr. Hooks noted we currently have staff on the island that has assisted with animal control issues in the past. Mr. O'Donnell noted in the future there may be the need for a part time person, such as an off duty police officer, for greater enforcement of all ordinances. Chairman Krueger asked that further input from the Board be sent to Mr. Hooks.

Following the discussion Mr. Hooks continued his Executive Director's update:

- Our relationship with the College of Coastal Georgia is strong. The college just renewed their student parking agreement with us for the second year! Year-to-date 2716 college passes were used. We continue a great relationship with the College and have worked with them on adopt a beach; a new student event in the fall; sports activities, including tournaments; and we are discussing the possibility of the new convention center becoming the graduation venue for the College of Coastal Georgia.
- There was a Convention Center Design Meeting on June 28 where equipment and various convention layout schematics were viewed.
- There will be a Waste Management Recycling Program Public Forum on Wednesday, July 20 in the upstairs room at McCormick's Grill at 5:00 pm. Representatives from Waste Management and the JIA will be there to provide more information on the Program, which begins on August 1.

Chairman's Comments:

- Expressed pleasure at seeing the new Convention Center come together as well as it has
- Looking forward to the progress of other partners
- Pleased with the re-appointment of Mr. Hodges and Mr. DeLoach and happy to have Dr. Ike on the Board.

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Chairman Krueger opened the floor to public comment. Ms. Sandy Cerrato questioned the need for a new animal ordinance when she feels the current one is not being enforced. Mr. Hooks noted enforcement has been an issue and explained that the proposed ordinance allows for fines.

There being no further business Chairman Krueger adjourned the meeting at 11:42 a.m.

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Chairman Krueger called to order the Jekyll Island State Park Authority Board meeting at 11:49 a.m.

Minutes: Chairman Krueger called for a motion to approve the minutes of the June 20 Board meeting. Ms. Lynn moved to approve the minutes, seconded by Mr. Williams, Dr. Ike abstained, motion passed unanimously

Finance Committee: The Board approved the Finance Committee's motion to approve the purchase of the Aesculight Laser for the Georgia Sea Turtle Center in the amount of \$33,790.00 to be reimbursed in full by the Jekyll Island Foundation.

Committee of the Whole: The Board approved the Committee of the Whole's motion to approve the adoption of a resolution to return 60 acres to the Jekyll Island Authority from the Georgia Department of Transportation and for the Executive Director, on behalf of the Authority, to accept custody of the property.

Committee of the Whole: The Board approved the Committee of the Whole's motion to approve the first reading of the Beach Use Ordinance.

Committee of the Whole: The Board approved the Committee of the Whole's motion to approve an authorizing resolution for the Board to give staff permission to move forward with the DOT for administering \$50K in matching funds to be spent by the JIA for the bike path project.

Committee of the Whole: The Board approved the Committee of the Whole's motion to approve the staff to move forward with negotiations for the Convention Center Management group, SMG, contract and to bring forward contracts for Board approval at a later meeting.

There being no additional items to bring before the Board, Chairman Krueger adjourned the meeting at 11:51 a.m.