

MINUTES
LAKE LANIER ISLANDS DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
3280 McEver Road, Suite 106
Buford, GA 30518
December 11, 2020

The Lake Lanier Islands Development Authority Board of Directors held a meeting via teleconference. (A Board package and handouts are attached hereto and made official parts of these Minutes as an Attachment)

BOARD MEMBERS PRESENT:

Ms. Terri Jondahl, Chairman
Mr. John Kieffer, Vice Chair
Mr. Wayne Jessup, Secretary/Treasurer
Ms. Lauren Armour-Talley
Mr. Jeff Cown
Mr. Alan Gravel
Mr. Randall Frost
Mr. Jim Syfan

STAFF:

Mr. Bill Donohue
Ms. Brenda McMillian
Mr. Carey Miller, LLIDA Legal Counsel

VISITORS:

Mr. Michael Williams, Lake Lanier Islands Management Company, LLC
Grier Todd, Lake Lanier Islands Management Company, LLC
Ms. Missy Burgess, Lake Lanier Islands Management Company, LLC
Mr. Bucky Perry, Islands Entertainment, LLC
Ms. Pamela Keene, Lakeside News

Chairman Jondahl called the meeting to order.

APPROVAL OF MINUTES

Chairman Jondahl requested a motion to approve the October 16, 2020 Meeting Minutes as presented. Mr. Gravel made a motion to approve, seconded by Mr. Kieffer and motion carried unanimously.

FINANCIAL REPORTS

Mr. Donohue reviewed the October 31, 2020 and the September 30, 2020 Financial Reports. Mr. Kieffer made a motion to approve the Financial Reports, Mr. Gravel seconded, and the motion carried unanimously.

2021 BOARD MEETING SCHEDULE

Mr. Gravel made a motion to approve the 2021 LLIDA Board meeting schedule. Mr. Cown seconded, and the motion passed unanimously.

ALCOHOLIC BEVERAGE RENEWAL APPLICATIONS

Mr. Gravel made a motion to approve the Alcoholic Beverage Renewal Licenses for Lanier Islands Management Company and Islands Entertainment, seconded by Mr. Kieffer, and the motion passed unanimously.

Mr. Donohue discussed the Executive Director's Report.

Mr. Miller reported the first boxes of the LLIDA legal records were picked up for digitizing. The work on updating LLIDA ordinances is underway and will be presented to the Board next year.

Mr. Todd welcomed Mr. Syfan to the LLIDA Board. He reported Thanksgiving Brunch is sold out but at half the capacity and a 30% decrease in revenue over last year. Breakfast with Santa staff is being very creative to maintain business safely.

Ms. Burgess reported the leisure business is the new market. Thanksgiving weekend the rooms were sold out with packages including virtual elf story time, and breakfast with Santa. 750 packages were sold between December 11 and the New Year holiday. New Year's Eve Margaritaville is planning a fireworks show and included the option of purchasing a ride on an excursion boat. The marketing department is working with Margaritaville with numerous billboards and radio commercials.

Mr. Perry discussed heavy marketing efforts and the temporary lowered price for the Lakeside Lights. The Marina business is up 100%, RV Resort is up 250%, food and beverage revenue is down 15- 20%, Snow and lights are flat and catering is nonexistent. December is currently trending the same as last year. The Dry Storage is scheduled to open in February.

Chairman Jondahl inquired is it possible to boost the Social Media posts? What is the timeline for the Activity Center opening?

Mr. Todd answered that the hope is by spring.

Chairman Jondahl adjourned the meeting.

Terri Jondahl
Chairman
Lake Lanier Islands Development Authority

Submitted by: _____
Brenda McMillian, Sr. Business Operations Manager
Lake Lanier Islands Development Authority