

**MINUTES**  
**LAKE LANIER ISLANDS DEVELOPMENT AUTHORITY**  
**BOARD OF DIRECTORS MEETING**  
**LOBBY LEVEL BALLROOM**  
**LEGACY LODGE AND CONFERENCE CENTER**  
**LAKE LANIER ISLANDS, GEORGIA**

**OCTOBER 19, 2012 – 8:35 a.m.**

**BOARD MEMBERS PRESENT:**

Mr. Lonice C. Barrett, Chairman  
Mr. Craig Dowdy  
Mr. Michael Bennett  
Mr. John Gibb  
Mr. Alan Gravel  
Mrs. Connie Hagler  
Mr. Wayne Jessup  
Mr. John Kieffer  
Mr. Richard Riley

**STAFF:**

Mr. Bill Donohue  
Mr. Lee Smith  
Ms. Joy Hortman  
Ms. Marilyn Brown

**ABSENT BOARD MEMBERS:**

**VISITORS:** Mr. Tom Calkins, LLIDA Legal Counsel, Hulsey, Oliver & Mahar (Special Assistant to the Attorney General)  
Mr. Grier Todd, Lake Lanier Islands Management Company, LLC  
Ms. Stacey Dickson, Lake Lanier Convention and Visitors Bureau

**NOTE :** **All referenced materials were provided to Board members during the meeting.**

**The following items were provided to Board members:**

- 1) Handout from Lake Lanier Convention and Visitors Bureau (Information Notebook)**
- 2) Agenda of October 19, 2012 Board of Directors Meeting**
- 3) Minutes of June 15, 2012 Board of Directors Meeting**
- 4) Financial Reports for June 2012, July 2012, August 2012 and September 2012**
- 5) LLIDA September Executive Director's Report with list of Approved Infrastructure Projects**
- 6) LLIDA 2013 Board Meeting Schedule**
- 7) LLIDA Infrastructure Project Summary dated October 2012**

**I.&II. CALL TO ORDER AND APPROVAL OF AGENDA**

Chairman Lonice Barrett called the meeting to order at 8:35 a.m. *Mrs. Hagler moved to approve the Agenda as presented; the motion was seconded by Mr. Kieffer and passed unanimously.*

**III. REPORT ON FLW ( "Forrest Wood Cup" FISHING TOURNAMENT) (Stacey Dickson, Lake Lanier Convention and Visitors Bureau (LLCVB))**

Ms. Dickson distributed a notebook containing information about the August 2012 FLW Fishing Tournament held at Lake Lanier Islands. Among points in the discussion were the following:

-- thanked LLIDA for its sponsorship participation; noted that there is no better way to promote Lake Lanier as a fishery and that anglers were thrilled with this location.

-- learned from having hosted the event in 2010 so that this year there was strong focus on media  
~ huge number of mentions in all media outlets including Facebook and Twitter

~ NBC Sports edited version of event aired in September and script contained multiple mentions of “Lake Lanier” and/or “Lake Lanier Islands”

-- last year state invested considerable funds but this year, state investment was zero while FLW’s costs were the same

-- coincided with 2012 Summer Olympics but still did well; highest attendance ever for the event occurred this year

-- future major sporting events at LLI being considered

~drawbacks: 1) need more overnight accommodations; 2) only one egress from Islands

Mr. Donohue noted that Ms. Dickson was the recipient of several prestigious awards recognizing her excellent professional skills, and added that her efforts to promote Lake Lanier Islands are very much appreciated.

Ms. Dickson left the meeting at this time.

#### IV. **APPROVAL OF MINUTES OF JUNE 15, 2012 BOARD OF DIRECTORS MEETING**

Mr. Riley moved to approve Minutes of the June 15, 2012 Board of Directors Meeting as submitted; Mr. Jessup seconded the motion and it passed unanimously.

#### V. **APPROVAL OF FINANCIAL REPORTS (June, July, August and September 2012)**

Reference was made to portions of the Financial Reports. Among points made by Mr. Donohue were the following:

-- explained specific portions of several Financial Reports; closed Fiscal Year with an improvement to budget

~ end of June showed \$945,000 receivable; LLIDA will receive reimbursement from Department of Natural Resources (DNR) and Georgia State Financing and Investment Commission (GSFIC)

~ for first 3 months of the year and the current month, a little behind budget because of budgeting to reimburse marketing program in October; at the end of October, figures will line up

-- all required reports were submitted to State Accounting Office on time thanks to Joy Hortman and Lee Smith; State auditors’ visit expected soon

In answer to a question from Mr. Jessup, Mr. Donohue detailed items included under the category “General Islands”.

Chairman Barrett expressed thanks to Mr. Jessup for his assistance in clarifying certain aspects of the Financial Report.

Mr. Gibb moved to approve the June 2012, July 2012, August 2012, and September 2012 Financial Reports as submitted; Mr. Bennett seconded the motion and it passed unanimously.

## VI. **DISCUSSION ITEMS**

Chairman Barrett asked that Mr. Donohue proceed with his report.

### 1. **Report by LLIDA Executive Director (Bill Donohue)**

Reference was made to the Executive Director's Report dated October 12, 2012.  
Among his comments were the following:

- re Projects -- driving tour which will take place after today's meeting will include an update on projects; also, a written summary of projects status was provided to Board
- Well Project is doing well; discussion included additional details on points covered in Mr. Donohue's Monthly Report
  - ~final well pumping test planned for October 22
  - ~cooperative agreements with several local water municipalities are being considered
  - ~Georgia Environmental Facilities Authority (GEFA) would like to have a purchase contract finalized and approved by the State Properties Commission (SPC) in December
  - ~ well production is estimated to be between 750,000 and 1 million gallons per day
  - ~LLI usage: 130,000 gallons per day; uses for possible excess water
  - ~there was discussion of the possibility of a secondary market – micro breweries, etc.

Chairman Barrett noted that Mr. Donohue has kept all agencies involved thoroughly informed on the progress of the well project.

- Marketing Funds – LLIDA Marketing Committee is scheduled to meet following today's Board Meeting
- FLW Championship Event – report provided earlier by Lake Lanier Convention & Visitors Bureau President Stacey Dickson
- LLIDA Administrative Office – Changes in office arrangement discussed in some detail; addition of space to be occupied by other Department of Natural Resources (North Georgia Mountains Authority) operations
- Administrative Manager Joy Hortman – it was announced that Joy plans to retire on or about December 31, 2012 after over 40 years with LLIDA and candidates are being considered for her position
  - ~consideration being given to ways to handle Joy's duties after her retirement
  - ~accounting firm proposals to provide a range of services are currently being sought

-- Computers – upgrades now in progress

-- U. S. Army Corps of Engineers (USACE) Luncheon – Board members were invited to attend the USACE “Partners in Public Service” Luncheon scheduled for October 23, 2012. LLIDA and LLIMC are two of the sponsors of the event.

-- 2013 LLIDA Meeting Schedule – meetings will continue on the third Friday of every other month

-- Magical Nights of Lights (MNOL) – 2013 marks the 20<sup>th</sup> anniversary of the Islands lights show; displays are currently being erected and new ones will be added

~ The date for the annual MNOL event for Board members, local officials, friends of the Islands, etc. will be announced

In response to a request from Chairman Barrett, Mr. Donohue discussed the upcoming “Lake Lanier Caucus” organizational meeting scheduled for Wednesday, October 24, 2012. He explained that in years past, a group of legislators formed this group to consider legislation on a number of topics related to Lake Lanier. He said that Board members are invited to attend this meeting, and that a reminder e-mail would be sent to everyone. Chairman Barrett added that the group will in all likelihood consider a number of boating safety issues regarding Lake Lanier.

**2. Report by LLIDA Legal Counsel (Tom Calkins)**

Mr. Calkins stated that his recent work was related to the well project and other routine issues.

**3. Report by COO, Islands Management Company, LLC (Grier Todd)**

Mr. Todd’s comments included the following:

-- had good summer despite rainy July

-- hotel performing well – 10% ahead of 2011 in revenues; expect to be up about 20% over last year

-- Beach and Water Park fee policy discussed (that is, only those who use the water slides, etc. pay the entrance fee)

~policy has been a great success, attracting a number of people who pay for refreshments, etc. even though they enter the facility without charge

~LLIMC formulating new ways to produce additional revenue at this location

-- “Magical Nights of Lights” celebrating “Twenty Years of Twinkle” in 2013

~20 years ago, first opening night attracted 76 cars @\$12

~major marketing campaign underway

~new fixtures and features being added

\*live nativity returns

- \*ice skating added
- ~group business less this year, probably because of Presidential election
- ~coupons and promotions with Chick-Fil-A
- ~strategy for per car fee (\$60) discussed
  - \*using coupons, per car fee can be reduced by \$20
  - \*other light shows fees are higher when based on per person rather than per car
- Event at Peachtree Point last weekend – BBQ Cook-Off & Classic Car Show – attendance 1500-2000
- Concerts – very well received this summer; hosted a variety of music styles (Christian, Country, etc.)

## VII. ADJOURNMENT

There being no further business, the meeting was properly adjourned at 9:58 A.M.

Mr. Donohue noted that a bus tour of the Islands infrastructure projects would begin shortly. He said that following the tour, Board members were invited to attend an organizational meeting of the Marketing Committee at this location.

These Minutes were recorded  
and transcribed by

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Marilyn Brown  
Assistant Secretary  
Lake Lanier Islands Development Authority

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Lonice Barrett  
Chairman  
Lake Lanier Islands Development Authority