

MINUTES
LAKE LANIER ISLANDS DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
February 13, 2015

The Lake Lanier Islands Development Authority Board of Directors held its regularly scheduled meeting at the Legacy Lodge and Conference Center, Lake Lanier Islands, Georgia. (A board package and handouts are attached hereto and made official parts of these Minutes as an Attachment)

BOARD MEMBERS PRESENT:

Mr. Lonice Barrett, Chairman
Mr. Clint Bearden, Vice Chairman
Mr. Wayne Jessup, Secretary/Treasurer
Mr. Benny Bagwell
Mr. Randall Frost
Ms. Allan Gravel
Mr. John Kieffer

STAFF:

Mr. Bill Donohue
Ms. Brenda McMillian

BOARD MEMBERS NOT PRESENT:

Mr. Michael Bennett
Ms. Terri Jondahl

VISITORS: Mr. Tom Calkins, LLIDA Legal Counsel, Hulsey, Oliver & Mahar
(Special Assistant to the Attorney General)
Mr. Virgil Williams, Islands Management Company
Mr. Mike Williams, Islands Management Company
Mr. Bradley Anderholm, Islands Management Company
Mr. Russell Burnett, Islands Management Company

CALL TO ORDER

Chairman Barrett called the meeting to order at 8:48 a.m.

APPROVAL OF AGENDA

Chairman Barrett referred to the Agenda and requested a motion to approve with an additional item; Action Item C. A motion was made by Mr. Bearden, seconded by Mr. Kieffer and the Amended Agenda was unanimously approved.

APPROVAL OF MINUTES

A motion was made by Mr. Frost to approve the Minutes of November 21, 2014 LLIDA Board of Directors Meeting and the Minutes of the November 20, 2014 Infrastructure Meeting as submitted, seconded by Mr. Bearden and were unanimously approved.

Chairman Barrett requested Mr. Donohue to proceed with the action items.

APPROVAL OF REVISED FY 15 LLIDA OPERATING BUDGET

Mr. Donohue referred to the LLIDA Marketing Program memo dated February 3, 2015. A motion was made by Mr. Kieffer to approve the revised budget, seconded by Mr. Frost and carried unanimously.

APPROVAL OF THE WORK AUTHORIZATION FOR THE FEDERAL LANDS ACCESS PROGRAM

Mr. Kieffer explained the Infrastructure Committee met On Wednesday and asked Mr. Donohue to explain the Federal Lands Access Program Grant (FLAP) by referring to the memo dated February 3. Mr. Kieffer pointed out this Grant would give LLIDA a 5:1 return on the funds and made a motion to approve the recommendation of the Infrastructure Committee for the work authorization release for Rochester and Associates, Inc. in the not to exceed amount of \$14,300 for professional services for the Federal Lands Access Program Grant Assistance submittal. Mr. Bearden seconded the motion, and the motion carried unanimously.

APPROVAL OF PERSONNEL MATTER

Mr. Bearden proposed and made a motion to approve a salary increase of 3% for LLIDA's Executive Director, Bill Donohue to be effective March 1, 2015. Mr. Kieffer seconded and the motion carried unanimously.

FINANCIAL REPORTS

Mr. Donohue referred to the October 2014, November 2014 and December 2014 Financial Reports and staff recommends approving of the reports. Mr. Jessup made a motion to approve the Financial Reports as presented, seconded by Mr. Bagwell and carried unanimously.

DISCUSSION ITEMS

1. Report by LLIDA Executive Director Bill Donohue
 - Reference was made to the Executive Director's monthly report dated February 3, 2015 behind Tab 4.
 - The mapping of the islands aerial photography will be completed when the new aerial photography is completed by Hall County.
2. Report by LLIDA Legal Counsel Tom Calkins
No significant legal matters at this time.
3. Report by Islands Management Company, LLC (LLIMC)
 - Mr. Williams reported that Mr. Anderholm places a strong emphasis on customer service.
 - Mr. Anderholm reported the utilization of TripAdvisor as well as using Unifocus for electronic comment cards that are sent to each resort guest. The reports overall are up from 6% to 8%. It's the people that make a difference. Mr. Williams pointed out

- that Mr. Anderholm follows up with the comments and that in December 2013 67% of guests were satisfied and in December 2014 89% were satisfied.
- Mr. Williams expressed disappointment in SnowWorld's performance in this first year in operation. LLIM experienced some equipment issues and there was a steep learning curve in the first year of operations. The first 4 weeks were free entry and the remainder of the season was at a reduced price. Negative comments were received regarding the 12 Days of Christmas light display not being included in Christmas at Lanier and will be included next year. The ice skating rink will be brought back next year and snow production will begin in October.
 - Mr. Anderholm reported that Sydney's Restaurant is farm to table with a high end look. This restaurant replaced the old Windows restaurant. It will be open 5:00 p.m. until 10:00 p.m. seven nights per week. There are reservations for 280 Valentine's Day Packages.

Chairman Barrett expressed thank you to Mr. Anderholm for attending the meeting, providing a report and the excellent results of the operation. He thanked the Board members for their dedication and continued service.

The meeting was properly adjourned at 9:30 a.m.

Lonice Barrett
Chairman
Lake Lanier Islands Development Authority

Submitted by:
Brenda McMillian, Executive Assistant/Office Manager
Lake Lanier Islands Development Authority