

MINUTES
LAKE LANIER ISLANDS DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING
June 17, 2016

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. Michael Bennett
Mr. Randall Frost
Mr. Allan Gravel
Ms. Terri Jondahl

STAFF:

Mr. Bill Donohue
Ms. Brenda McMillian
Mr. Jay Lawson

BOARD MEMBERS NOT PRESENT:

Mr. John Kieffer

VISITORS: Ms. Jessica Lund, LLIDA Legal Counsel, Hulse, Oliver & Mahar
(Special Assistant to the Attorney General)
Mr. Virgil Williams, Islands Management Company
Mr. Grier Todd, Islands Management Company
Mr. Russell Burnett, Islands Management Company
Mr. Joe Tanner, Joe Tanner and Associates

CALL TO ORDER

Chairman Barrett called the meeting to order at 8:30 a.m.

Chairman Barrett welcomed Ms. Jessica Lund with Hulse, Oliver & Mahar.

APPROVAL OF AGENDA

Chairman Barrett referred to the Agenda and asked for a motion to approve the Agenda. A motion was made by Mr. Bearden, seconded by Ms. Jondahl and the Agenda was unanimously approved.

APPROVAL OF MINUTES

A motion was made by Mr. Bennett to approve the Minutes of February 12, 2016 LLIDA Board of Directors Meeting as submitted, seconded by Mr. Frost and were unanimously approved.

APPROVAL OF FY 17 Operating Budget

A motion was made by Mr. Bagwell to approve the FY 17 Operating Budget as submitted, seconded by Mr. Bearden.

The motion to approve the FY 17 operating budget unanimously passed.

APPROVAL OF REVISED INTERNAL CONTROL POLICY

A motion to approve the revised Internal Control Policy was made by Mr. Bennett, seconded by Mr. Bearden and unanimously passed.

FINANCIAL REPORTS

Mr. Donohue referred to the April 2016 Financial Report. Mr. Bearden made a motion to approve the Financial Reports as presented, seconded by Mr. Frost and carried unanimously.

DISCUSSION ITEMS

1. Report by LLIDA Executive Director Bill Donohue
 - Reference was made to the Executive Director's monthly report dated June 13, 2016 behind Tab 4.
2. Report by LLIDA Marketing Assistant Jay Lawson
 - Reference was made to the handout Summary – Venue Management School
3. Report by Legal Counsel Jessica Lund
 - No pending legal matters at this time.

Chairman Barrett recognized and welcomed Mr. Joe Tanner.

4. Report by Islands Management Company, LLC (LLIMC)
 - Mr. Todd reported solid first five months through May.
 - The Hotel is performing very well with group business.
 - June started out a little weak.
 - July 4th will have fireworks on two nights.
 - Customer satisfaction is running over 80%.
 - "Gameday at Lanier" with two games featured on both Saturday and Sunday on the screen with jumpy stuff, jugglers and other activities for the kids.
 - Saturday two College games will air and first weekend will be North Carolina at Georgia and the Auburn and Clemson
 - Sunday two Pro Football games will air. One will be the Falcons and the other will be a popular team with a large following and fan club.

- Mr. Todd reviewed the need for the renewal of the marketing agreement.
 - FY 15 marketing budget was \$3.2 M that the marketing agreement provided for \$1 M
 - The funding requested would be used to market the Gameday at Lanier and reinventing/restructure the Magical Nights of Lights with name recognition by rolling the Winter Adventure into the Magical Nights of Lights
- Mr. Williams reminded the Board that the Islands were a seven month business in 2006 and the last two years the winter adventure/winter experience was the beginning of moving towards a 12-month business. The FLAP grant projects are not necessary compared to the funds for marketing. We are committed to the property and we need your partnership to succeed.

Ms. Jondahl thanked Mr. Williams for his commitment from the community perspective everybody really appreciates everything that has been done through all the ups and downs.

Mr. Donohue inquired if it would be acceptable to revise the budget based on today's meeting after discussing the FLAP grant with Federal DOT and send out a recommendation to the Board.

Chairman Barrett stated that the Board will look to Mr. Donohue to update the Board and recommend the best course of action for approval.

The meeting was properly adjourned at 9:42 a.m.

Lonice Barrett
Chairman
Lake Lanier Islands Development Authority

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