

STONE MOUNTAIN MEMORIAL ASSOCIATION
April 21, 2015

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Tuesday, April 21, 2015, at Evergreen Conference Center, Stone Mountain Park, Stone Mountain, Georgia.

ASSOCIATION MEMBERS PRESENT

Carolyn Meadows, Chairman
Greer Johnson, Vice Chairman
Scott Johnson
Ray S. Smith, III
Dick Childers
Perry Tindol
Joan Thomas
Roy Roberts

ASSOCIATION MEMBERS ABSENT

Becky Kelley, Director State Parks & Historic Sites

OTHERS PRESENT

Bill Stephens, C.E.O.
Bob Cowhig, Director of Planning and Development
Chief Chuck Kelley, Director of Public Safety
Duane Studdard, Administration Manager
Michael Dombrowski, General Manager, Silver Dollar City/Stone Mountain Park
Connie Rifkind, Finance Manager
Debbie Blihovde, Benefits Administrator
Other SMMA staff

CALL TO ORDER

Ms. Meadows, SMMA Chairman, called the meeting to order and stated that a quorum was present.

APPROVAL OF MINUTES

A motion was made by Ms. Thomas, seconded by Mr. Smith, and unanimously approved to waive the reading of the minutes of the March 17, 2015 Board meeting and to adopt the minutes as printed. A draft copy of the minutes was sent to each Board Member prior to the meeting.

PUBLIC COMMENT

None

SILVER DOLLAR CITY/STONE MOUNTAIN PARK REPORT

Mr. Dombrowski distributed a summer 2015 update. He stated that they had a good Spring Break. They had more attendance than last year. Their social media and groupon campaigns worked well.

Mr. Dombrowski highlighted a few of the new things they planned for this summer. The first were Yurts in the campground. They are tents already set up with heat and air conditioning, electrical outlets and lockable doors which guests can rent. He said that the yurts had worked very well in other campgrounds, and they were starting with a few.

Memorial Weekend they will have a special fireworks show. Military members will be admitted free and their family members will get a military discount. They will also have a Naturalization ceremony for active military members.

Over the next five years HFEC plans on adding a new shock and awe effect to the laser show. They want it to become a must see event. This year they are adding flame effects.

This summer they are focusing on Celebrating America and American heroes. They will be bringing back the train show and will have a new Patriotic Parade with guest participation. Everything will be themed around celebrating America.

Father's day they will have a car show. Fathers will be offered a free Adventure Pass.

Last year on the Fourth of July the park was so crowded that the park had to close two of the days. That is the first time that has happened. This year they are adding a 4th night of fireworks to try and spread out the crowds. The federally recognized holiday is Friday the 3rd. They are going to have the exact same show on all four days. The days will be Thursday the 2nd thru Sunday the 5th. Hopefully everyone will not try to come on the 4th and the experience can be spread out over 4 days.

FINANCE REPORT – YEAR-TO-DATE

Ms. Durham reported that the Finance Committee met earlier and discussed the financial statements through March 31, 2015. Total revenue year-to-date was \$3 million compared to a budget of \$2.6 million. Total operating expenses were about \$1.6 million compared to the budget of \$1.8 million. SMMA is favorable in almost every category of overhead. After depreciation the net income year-to-date is a loss of \$44,000 compared to a budgeted loss of \$520,000.

Ms. Meadows stated that this would be Ms. Durham's last finance report to the board and that they really appreciated all the hard work she had done over the years. Ms. Durham told the board that it had been a pleasure working with them through the years and that she really appreciated them. Ms. Durham thanked Mr. Stephens and all the Board Members for their support.

DEPARTMENT OF PUBLIC SAFETY

Chief Kelley stated that the natural district also had a great spring break. There has been a large increase in visitors to the natural district. The parking lots at Confederate Hall and the walking trails are full on the weekend.

There have been a few cars broken into. This is a crime caused by individuals leaving their valuables visible in their car. The police have put signs in the SMMA parking lots on A-Frames telling guests not to leave their valuables in their car. The police will be putting up permanent signs. Mr. Studdard said we are looking at improving the camera system in the parking lot at Confederate Hall.

All the police officers have finished their in-service training. Ray Smith asked Chief Kelley if he had any incidents with the public as had been happening in other police departments. Chief Kelley said that he did intense training with his officers putting them in situations to see how they would react. Chief Kelley did say that it is getting harder to get good candidates for Police Officers. No one wants to go into law enforcement. Mr. Stephens stated that he and Chief Kelley were looking into body cameras for the officers.

NEW BUSINESS

Mr. Johnson made a motion due to personnel changes the Board needed to pass a resolution to update certain Banking and signature authorizations. The same needs to be passed for the 401(K) plan. Ms. Rifkind and Mr. Cowhig will be co-signers along with the CEO on all banking and investment accounts. The CEO will assume primary administration duties for the 401(K) account. Mr. Smith seconded the motion. It was unanimously approved.

OLD BUSINESS

The reception for Ms. Durham will be in the Rotunda at 2:00. There will be some brief remarks at 2:30.

ADJOURNMENT

There being no other business, the meeting was adjourned at 1:45 p.m.

Carolyn Meadows, Chairman

Submitted by Gail Durham