

STONE MOUNTAIN MEMORIAL ASSOCIATION  
December 16, 2014

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Tuesday, December 16, 2014, at Evergreen Conference Center, Stone Mountain Park, Stone Mountain, Georgia.

ASSOCIATION MEMBERS PRESENT

Carolyn Meadows, Chairman  
Greer Johnson, Vice Chairman  
Dick Childers  
Scott Johnson  
Becky Kelley, Director State Parks & Historic Sites (by telephone)  
Roy Roberts  
Joan Thomas

ASSOCIATION MEMBERS ABSENT

Ray Smith III  
Perry Tindol

OTHERS PRESENT

Bill Stephens, CEO  
Gail Durham, Director of Finance  
Bob Cowhig, Director of Planning and Development  
Chief Chuck Kelley, Director of Public Safety  
Duane Studdard, Administration Manager  
Other SMMA staff  
Michael Dombrowski, HFEC, Stone Mountain Park  
Members of the Public

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 Ms. Johnson, and unanimously approved to waive the reading of the minutes of the November 18, 2014 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 stated that the Christmas Event has been well attended. The Snow Mountain season has been successful thus far. The public relations effort has been aggressive and beneficial to promote the season. Mr. Childers stated that his family had been to the Park for Snow Mountain and everyone enjoyed the visit.

### PARKING AND SKYRIDE FEE INCREASES

Mr. Dombrowski distributed a printout of current parking fees at different venues in the Atlanta area. He stated that the public-private partnership has been very effective between the SMMA and HFEC. A system is in place to operate the Park with no taxpayer funds, and provide guests with a great experience. Over 3,000 acres of pristine natural areas are provided in addition to the attractions, hotels, and restaurants.

Ms. Johnson asked about pricing for parking for buses. Mr. Dombrowski stated there is just one fee charged for a bus. Some parks charge per person.

Mr. Stephens requested that Mr. Dombrowski address the public relations plan that would be put in place to address the parking fee increases. Mr. Dombrowski stated that some standard communication at the gates will address the new fees. Also, guests will have an opportunity to purchase annual passes at the old rate prior to the effective date of the new rates. Potential questions and responses are being prepared to address concerns of the guests. No press release or social media will be used to communicate the increases, but questions will be addressed if posted on Facebook or other media. Other concerns were addressed about questions from the public regarding price increases. Mr. Stephens and Mr. Dombrowski will work together on the public messaging.

Ms. Meadows stated that the Finance Committee had met earlier and recommended approval of the parking and Skyride increases. Mr. Johnson made a motion to allow an increase to the fees at Stone Mountain Park as follows: up to \$15 daily parking fees, up to \$50 annual parking fees, and up to \$10 for all Skyride patrons. Ms. Thomas seconded the motion and it was unanimously approved.

### FORMAL RECORD OF ACTION TO AMEND THE CAFETERIA PLAN FOR SMMA

Ms. Durham explained that effective dates for the group health insurance, dental, and vision plans are now December 1. Previously, health and dental effective dates were January 1. An amendment to the Cafeteria Plan is required and the Board must authorize Mr. Stephens and Ms. Durham to implement the amendment through a formal resolution.

Ms. Johnson made a motion to approve the resolution authorizing Ms. Durham and Mr. Stephens to make necessary amendments to the Cafeteria Plan for SMMA. Ms. Thomas seconded and the resolution was approved.

### FINANCE REPORT

Ms. Durham reported that the Finance Committee met earlier and discussed the financial statements through November 30, 2014. Total revenues year-to-date were \$9.6 million and total operating expenses were about \$6.2 million compared to the budget of \$6.7 million. After depreciation the net loss year-to-date is \$1.9 million compared to a budgeted loss of \$3.0 million.

## DEPARTMENT OF PUBLIC SAFETY REPORT

Chief Kelley commented that prior to privatization; Public Safety was in charge of the gates and parking fee collection. He said that when fees were increased that emphasis was placed on the fact that no tax dollars were used to support the Park. Most guests were comforted by this fact.

The Christmas season has been very busy and there has been one car break-in. Suspects have been identified and the Chief thinks these suspects are responsible for about 80% of the break-ins. The Chief thanked the Board for approving the 2015 budget which included an increase for part-time employees as well as the full-time staff.

### OLD BUSINESS

None.

### NEW BUSINESS

None.

### ADJOURNMENT

There being no further business, the meeting was adjourned at 1:30 p.m.

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Carolyn Meadows, Chairman

Submitted by Gail Durham