

STONE MOUNTAIN MEMORIAL ASSOCIATION  
September 15, 2015

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Tuesday, September 15, 2015, at Evergreen Conference Center, Stone Mountain Park, Stone Mountain, Georgia.

ASSOCIATION MEMBERS PRESENT

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

ASSOCIATION MEMBERS ABSENT

Becky Kelley, Director of State Parks & Historic Sites

OTHERS PRESENT

Bill Stephens, C.E.O.  
Bob Cowhig, Director of Planning and Development  
Michael Dombrowski, General Manager, Silver Dollar City/Stone Mountain Park  
Edna Zimmerman, Director of Finance  
Debbie Blihovde, Benefits Administrator  
Chief Chuck Kelley, Director of Public Safety  
Duane Studdard, Administration Manager  
Mike Lee, Assistant Chief of Police & Fire

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 June 16, 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 said that today was the annual Share it Forward Golf Tournament. Its purpose is to help employees in need. It also funds programs and a nurse on the property. Every dollar employees give Herschend Family Entertainment (HFEC) matches. About 80% of employees give to the charity. Herschend Family Entertainment employees at Stone Mountain Park raised over \$200,000 last year for their Share it Forward charity.

Mr. Dombrowski stated that on the guest front they track something called net promoter score asking would you recommend the park to a friend. The park has scores in the low 50's out of 100 which is where Disney's scores are. On high volume days they sell an express pass. They are focusing on the guest experience.

Mr. Dombrowski handed out a survey HFEC conducts with their employees to determine employee engagement with their jobs. It is called Stone Mountain Park Great Place To Work Top Box Scores. The scores have been increasing and in 2015 were 68%.

## FINANCE REPORT – YEAR-TO-DATE

Ms. Zimmerman reported that the Finance Committee met earlier and discussed the financial statements through July 31, 2015. Total revenue year-to-date was \$6.5 million compared to a budget of \$6.1 million. Total operating expenses were about \$4.0 million compared to the budget of \$4.5 million. After depreciation the net income year-to-date is a loss of \$1.0 million compared to a budgeted loss of \$1.9 million.

## PROPOSED CHANGES TO SMMA ORDINANCE

Ms. Meadows stated that in June we had the first reading of ordinance 5-114 "Fireworks" and asked if there were any questions. There were no questions and the ordinance was unanimously approved.

## NEW BUSINESS

Ms. Johnson made a motion that Edna Zimmerman the new Director of Finance for SMMA be formally elected as the new board Secretary. It was unanimously approved. Ms. Zimmerman thanked the Board and said she looked forward to working with everyone.

Ms. Johnson also congratulated the Board members that have been reappointed. They are Ms. Meadows, Mr. Roberts, Mr. Johnson and Mr. Childers.

Mr. Cowhig and Mr. Studdard gave a presentation on the new playground SMMA would like to purchase and have installed. The playground in place now was installed in 1987 so it is 28 years old and out lived its life expectancy. The current playground would be taken out and the new playground installed. SMMA has found equipment that is industrial strength and should have less maintenance. SMMA would purchase the new playground from Kompan which is a state contract approved vendor. It would meet the needs of SMMA guest with ADA Compliance. It will go in the location of the current playground which has a lot of natural shade and room to expand. The equipment is made of a high density durable plastic and the bases are coated metal. The cost to take out the old equipment and install the new playground would be around \$240,000.

#### OLD BUSINESS

None

#### ADJOURNMENT

There being no other business, the meeting was adjourned at 1:20 p.m.

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Carolyn Meadows, Chairman

Submitted by Debbie Blihovde