

STONE MOUNTAIN MEMORIAL ASSOCIATION  
December 7, 2015

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Tuesday, December 7 2015, at Evergreen Conference Center, Stone Mountain Park, and 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

ASSOCIATION MEMBERS ABSENT

Becky Kelley, Director of State Parks & Historic Sites  
Perry Tindol

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  
Naomi Thompson, Education Supervisor

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 Mr. Roberts, seconded by Mr. Smith, and unanimously approved to waive the reading of the minutes of the November 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 wanted to update the board on how they take care of the guest. To determine if you are going to be a success the most important survey question is "would you recommend us to a friend?" There is a concept called the net promoter score used in many industries to determine success. You use a guest survey and on a scale of 1 through 10 ask the guest how likely they are to recommend you to a friend. If they rate you a 9 or 10, they are considered a promoter. If someone rates you as a 7 or 8 they are considered neutral. If they rate you as a 0 through 6 they are considered a detractor. To determine a net promoter score you take the Promoters and subtract out the detractors. If 60% of those surveyed give you a 9 or 10 and 10% give you a 0 through 6 then your net promoter score would be a 50. The goal is to be above 50. In 2015 the net promoter score was calculated by month and it ranged from 51 to 64. Mr. Dombrowski said they monitor their net promoter scores closely and make adjustment to try and to improve the guest experience.

## FINANCE REPORT – YEAR-TO-DATE & Proposed 2016 SMMA Budget

Ms. Zimmerman reported that the Finance Committee met earlier and discussed the financial statements through November 30, 2015. Total revenue year-to-date was \$10.1 million compared to a budget of \$9.6 million. Total operating expenses were about \$6.7 million compared to the budget of \$7.2 million. After depreciation the net income year-to-date is a loss of \$2 million compared to a budgeted loss of \$3.1 million.

Ms. Meadows asked Mr. Johnson to discuss the proposed 2016 SMMA Budget. Mr. Johnson said that the 2016 Budget had been distributed, reviewed and discussed in the Finance Committee meeting at 10:00 AM. A motion was made by Mr. Johnson and seconded by Ms. Thomas, and unanimously approved that the Board approves the 2016 Budget.

## CONSIDERATION OF LEASE AMENDMENT 9

Ms. Meadows stated that next on the agenda was consideration of an amendment to the lease with Silver Dollar City/Stone Mountain Park. It would be amendment 9. Ms. Meadows ask Mr. Stephens to speak concerning the amendment. Mr. Stephens stated that the amendment had been discussed at great length over several months with Silver Dollar City, the executive committee as well as the Board this morning in the finance committee meeting. He asked the Board to approve the amendment.

A motion was made by Mr. Smith, seconded by Ms. Johnson, and unanimously approved to amend the original lease with Silver Dollar City/Stone Mountain Park dated January 3, 1998.

Ms. Meadows thanked Mr. Stephens and the executive committee who have worked diligently on the amendment.

#### DEPARTMENT OF PUBLIC SAFETY

Chief Kelley discussed the terrorist attack in California and how the Department has added extra precautions and is alert to any situation that can be a danger in Stone Mountain Park. He discussed how they handle days and events that are very busy with large crowds. The goal is to have a visible police presence. The department is in contact with the GBI and receives updates and information needed to keep the Park safe.

#### NEW BUSINESS

None

#### OLD BUSINESS

None

#### ADJOURNMENT

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

---

Carolyn Meadows, Chairman

Submitted by Debbie Blihovde