

STONE MOUNTAIN MEMORIAL ASSOCIATION
DEVELOPMENT AND FINANCE COMMITTEES MEETING
February 20, 2018

A joint meeting of the Development and Finance Committees of the Stone Mountain Memorial Association was held at 11:00 a.m. on Tuesday, February 20, 2018, at Evergreen Conference Center, Stone Mountain Park, Stone Mountain, Georgia.

FINANCE COMMITTEE MEMBERS PRESENT

Scott Johnson, Chairman Finance Committee
Roy Roberts, Finance Committee Member
Becky Kelley, Finance Committee Member

DEVELOPMENT COMMITTEE MEMBERS PRESENT

Ray S. Smith III, Chairman Development Committee
Joan Thomas, Development Committee Member
Dick Childers, Development Committee Member

SMMA BOARD MEMBERS ABSENT

Perry Tindol, Development Committee Member
Michael Thurmond, Finance Committee Member

OTHERS PRESENT

Carolyn Meadows, SMMA Board Chairman
Bill Stephens, C.E.O.
Bob Cowhig, Director of Planning and Development
Edna Zimmerman, Director of Finance
Debbie Blihovde, Benefits Administrator
Chief Chuck Kelley, Director of Public Safety
Mike Lee, Assistant Chief of Police & Fire
Duane Studdard, Administration Manager

Call to Order

The meeting was called to order.

Review of Year-To-date Financial Statements

Ms. Zimmerman reported that preliminary year-to-date revenues through December 31, 2017 were \$10,811,911 compared to a budgeted amount of \$10,730,229. Total operating expenses year to date were \$7,208,202 compared to the budgeted amount of \$7,886,443. The net operating profit before depreciation was \$3,670,919 compared to a budgeted amount of \$2,867,786. The year to date deficiency of revenue over expenses was \$1,864,942 compared to a budgeted loss of \$2,832,214.

The statement of cash flows reflects net cash provided by operating activities of \$3,141,970 year to date. The net increase in cash year to date was \$1,644,897. The cash and investment balance at the end of the period was \$13,444,192.

The remaining capital project at December 31, 2017 is the SmartCop software. The total cost including annual maintenance is \$133,187. The capital portion is \$103,132 and the expenditure to date is \$50,147, leaving a remaining balance of \$42,985.

Updates

Chief Kelley was asked more details about the SmartCop software. He explained that the manufacturer of the reporting system software that Public Safety previously used discontinued its operations and new software had to be purchased.

All SMMA DPS accident reports must be electronically sent to The Department of Transportation. Anyone who may need a copy of a traffic accident report can get one online. All of the police officers can now create their reports in the vehicles. Chief Kelley explained that SmartCop is the same reporting system software that The Georgia State Patrol and The Department of Natural Resources use.

Mr. Cowhig updated the Board on the Gate Project. It is in its 3rd phase. Landscaping and painting are being done to the area outside of the East Gate ticket booth. A water feature will be included in this area too. The automated gates are operational and working well. Next, HFE will start integrating the Mountain Membership passholders into the automated gate system. They may add an additional gate arm.

The old Pro Shop is now gone, and the area has been cleaned up. Mr. Cowhig also informed the Board that the complete Tennis Center was demolished, and the land has been cleaned up. There have been drainage issues from the property onto the golf course. Gwinnett County has put in erosion control devices. Mr. Cowhig is going to "walk the property" with Gwinnett county and see where things stand and what else needs to be done to correct the problem.

HFE has added three more yurts for a total of 18 yurts. The new units will hold eight people. The yurts appear to be very popular.

Mr. Cowhig updated the Board on the protective barriers that he and Chief Kelley are working on to try and create separation from guests and vehicles, particularly where there is a high volume of people at certain times of the year. Some will be permanent, and some will be removeable.

Mr. Cowhig said he has been working with HFE on updating the Sky Lift control system. They are looking at updating it around 2020. It takes about 18 months to work through the entire process.

Mr. Stephens discussed a proposed change to the Public Assembly Ordinance. The changes involve exempting other instrumentalities of the State of Georgia from having to go through the Public Assembly Ordinance if they want to have an event in the Park. The change defines instrumentality and states that instrumentalities of the State of Georgia are not covered by the Assembly Ordinance.

Mr. Stephens went over the Park advertisement that is planned for 2018. SMMA is required by law to spend the hotel / motel tax on advertising for the Park.

Mr. Stephens explained that the purpose of the advertising campaign is to generate awareness of recreational activities available at the Park and to ultimately boost attendance and revenue. Once the target audience is determined, the goal is to drive sales and transactions through parking pass and hotel bookings. SMMA hopes to efficiently expand its geographic footprint. Mr. Stephens also talked about the role of radio endorsements and digital media.

Meeting adjourned at 12:00 p.m.
Notes taken by
Debbie Blihovde