

STONE MOUNTAIN MEMORIAL ASSOCIATION
DEVELOPMENT AND FINANCE COMMITTEES MEETING
June 19, 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, June 19, 2018, at Evergreen Conference Center, Stone Mountain Park, Stone Mountain, Georgia.

FINANCE COMMITTEE MEMBERS PRESENT

Scott Johnson, Chairman Finance Committee
Becky Kelley, Finance Committee Member (Teleconference)
Roy Roberts, Finance Committee Member

DEVELOPMENT COMMITTEE MEMBERS PRESENT

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

SMMA BOARD MEMBERS ABSENT

Michael Thurmond, Finance Committee Member
Perry Tindol, Development 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
Chief Chuck Kelley, Director of Public Safety
Debbie Blihovde, Benefits Administrator
Mike Lee, Assistant Chief of Police & Fire
Duane Studdard, Administration Manager
Naomi Thompson, Education Supervisor
Michael Dombrowski, VP/General Manager, Silver Dollar City/Stone Mountain Park

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 May 31, 2018 were \$4,392,615 compared to a budgeted amount of \$4,370,339. Total operating expenses year to date were \$2,666,407, compared to the budgeted amount of \$3,374,348. The net operating profit before depreciation was \$1,770,862 compared to a budgeted amount of \$1,012,991. The year to date deficiency of revenue over expenses was \$415,411 compared to a budgeted loss of \$1,516,174.

The statement of cash flows reflects net cash provided by operating activities of \$1,252,517 year to date. The net increase in cash year to date was \$742,395. The cash and investment balance at the end of the period was \$14,186,587.

The remaining capital project is the SmartCop software. The total cost including annual maintenance is \$133,187. The budgeted capital portion is \$103,132 and the expenditure to date is \$126,376, leaving an overage of \$23,244.

Discussion of Park Signage and Wayfinding Project

Mr. Stephens gave the Board the history of the signs in the Park. They have been added at different times and are basically from three different eras. In Era 1, faux stone-based signs with colorful graphics were used. In Era 2, green and white lattice style signs were used and in Era 3, green/angled pavilion signs were used. In addition, there are miscellaneous signs that have been installed over the years.

It can be difficult for guests to find their way around the Park using the signage that is currently in place. As a result, a consulting firm was hired to do a study of the signage in the Park and recommend improvements and replacements.

Mr. Dombrowski said the project will be addressed with a phased-in approach. Because there is no central location to park at Stone Mountain and you may park at several different locations, it makes it difficult to find your way around without the right kind of signage.

The map of the park, given to guests, will also be updated. Most maps like the one used in the Park have zones with different signs directing guests to the corresponding park zone. The consulting firm would like to have the map divided by zones and color-coded. The signs would then match the color of the zone. For example, the campground, the hotel and the golf courses would be in the East Lake Zone. The areas with the Carillon, the Gristmill and the REI Boathouse would be in the West Lake Zone. The area with most of the attractions would be in the Park Central Zone. Anything in the Events Area would be called the Yellow Daisy Zone. Anything from the Walk-up Trail and beyond would be in the South Woods Zone. By having zones, naming them, and color coding them, guests would know if they were in the right area.

The consulting firm also pointed out the need for pictograms. The Park has a lot of international visitors which increases the need for signs with pictograms. Pictograms are universal and good for guests who do not speak English or do not speak English very well.

The goal of the first and second phase is to get guests to the right place while driving. As a part of the first phase, there will be a digital sign at the Triangle indicating areas of interest and the various directions. The digital sign can also change when needed. For example, it could be used for the different festivals. It will also help guests to decide which way to go while at the main intersection coming into the Park. Once the first phase is completed, the map will align with the signage. The plan is to have this phase done by Spring Break 2019.

The third phase will address the giving of directions via a kiosk once guests have parked their vehicles. There will also be walking signs that guests can follow to find the area that they want to visit.

Phase four has two elements. It will include an app like the one used in New York's Central Park. It will be able to tell you where you are as well as give walking and driving

directions. The other element is the creation of a Welcome / Information Center. Memorial Hall is the location that would be used for a Welcome/ Information Center. This project will be worked on jointly by SMMA and HFE and the costs will be shared equally.

Updates

Mr. Smith mentioned that he was hiking on the Cherokee Trail and noticed a tree was down, which caused damage to a fence on the back side of the Park.

Ms. Thomas was out at the Park with her grandchildren and wanted Mr. Dombrowski to know the employees were great.

Ms. Meadows reminded the Board there would not be a meeting in July.

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