

STONE MOUNTAIN MEMORIAL ASSOCIATION

November 27, 2018

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Tuesday, November 27, 2018, at Evergreen Conference Center, Stone Mountain Park, and Stone Mountain, Georgia.

ASSOCIATION MEMBERS PRESENT

Carolyn Meadows, Chairman
Ray S. Smith, III, Vice Chairman
Roy Roberts
Joan Thomas
Perry Tindol
Jeff Cown, Director of State Parks & Historic Sites

ASSOCIATION MEMBERS ABSENT

Michael Thurmond
Dick Childers
Scott Johnson

OTHERS PRESENT

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

CALL TO ORDER

Ms. Meadows, 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 Mr. Smith, and unanimously approved to waive the reading of the minutes from the previous Board meeting on September 18, 2018 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 informed the Board that Peter Herschend's wife passed away this past Sunday. She had a 24-year battle with cancer.

He updated the Board by passing out a schedule of upcoming events. New this year is the tree lighting which starts at 6pm, just before the parade. The Snow Angel comes out at the beginning and end of the evening. It has been very well received. Polar Express is back this year in the 4D theater. It is one of the most popular 4D shows.

Snow Mountain almost doubled the capacity last year going from 8 to 14 lanes. There were still wait times, but this year they made changes to reduce the wait times. Mr. Dombrowski said they were greatly pleased with the results. The galactic tubing at night time has been very popular.

FINANCE REPORT – YEAR TO DATE

Ms. Zimmerman reported that year-to-date revenues through October 31, 2018 were \$8,849,442 compared to a budgeted amount of \$8,788,678. Total operating expenses year to date were \$5,685,670, compared to the budgeted amount of \$6,816,198. The net operating profit before depreciation was \$3,267,043 compared to a budgeted amount of \$2,005,480. The year to date deficiency of revenue over expenses was \$1,030,694 compared to a budgeted loss of \$3,052,850.

The statement of cash flows reflects net cash provided by operating activities of \$958,848 year to date. The net cash used by investing activities year to date was \$790,894. The net increase in cash year to date was \$167,954. The cash and investment balance at the end of the period was \$13,612,146.

There are no capital projects in process currently.

DEPARTMENT OF PUBLIC SAFETY

Chief Kelley informed the Board that there was a Free Speech event on November 10th. The protesters stayed for about 2 hours and left. There were no counter protesters.

Tomorrow, HFEC is having an active shooter training for all supervisors and managers. The Department of Public Safety will use the old school for the training.

CONSIDERATION of 2019 BUDGET

Ms. Meadows asked Ms. Zimmerman to give an overview of the proposed 2019 budget, which had been mailed out to all board members.

Ms. Zimmerman said total revenues are budgeted at \$10.7 million, which is roughly the same as 2018. Total operating expenses are \$7.8 million, leaving SMMA with an operating profit before depreciation of \$2.9 million.

Depreciation expense for 2019 is budgeted at \$6.6 million and leaves SMMA with a net loss after depreciation of \$3.6 million.

Mr. Zimmerman highlighted the differences between the 2018 and 2019 budgets. She reported that the 2019 occupancy tax revenue is estimated at \$438,000. Labor costs have increased from last year's budget by \$99,083 or 2.9%. Employee benefits are budgeted at 34% of total labor costs.

Advertising expense is expected to be about \$303,000.

A motion was made by Mr. Smith, seconded by Ms. Thomas, and unanimously approved to approve the 2019 Budget as presented at the Finance Committee meeting this morning and as summarized here and presented by Ms. Zimmerman.

NEW BUSINESS

None

OLD BUSINESS

None

ADJOURNMENT

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

Carolyn Meadows, Chairman

Submitted by Debbie Blihovde