

STONE MOUNTAIN MEMORIAL ASSOCIATION

October 17, 2017

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Tuesday, October 17, 2017, at Evergreen Conference Center, Stone Mountain Park, and Stone Mountain, Georgia.

ASSOCIATION MEMBERS PRESENT

Carolyn Meadows, Chairman
Ray S. Smith, III, Vice Chairman
Dick Childers
Joan Thomas
Roy Roberts
Becky Kelley, Director of State Parks & Historic Sites

ASSOCIATION MEMBERS ABSENT

Scott Johnson
Perry Tindol
Michael Thurmond

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
Duane Studdard, Administration Manager
Mike Lee, Assistant Chief of Police & Fire

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 Mr. Smith, seconded by Ms. Thomas, and unanimously approved to waive the reading of the minutes of the September 19, 2017 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 updated the Board on what was happening with SDC/SMP. Stone Mountain Christmas is opening in the Park. It will run from November 11 thru January 3 on selected dates. Mr. Dombrowski wanted to highlight some new events that will be happening this year. There is a new nightly tree lighting with the Snow Angel about 5:40pm

every night. They also have a new 36-foot-tall video Christmas Tree featuring a theatrical production of It's a Wonderful Life. Lastly, they have a new live holiday show. It is Christmas in the City and takes guests on a high-energy musical journey featuring Christmas classics from around the Country.

Snow Mountain is opening the week of November 18th. This year they are expanding with a Galactic snow tubing experience. This will be a night time experience with lighting, music and lasers. Snow Mountain will also have new 8-person family tubes. The Galactic experience should be open until 9 or 10 pm. It will hopefully attract a teenage audience.

Mr. Dombrowski updated the Board on improvements they are making to the Park entrances because that is the first impression guests have of the Park. They are going to freshen up the main signs and the entry booths. They have hired a full-time painter so they can continually be refreshing areas all around the park. SDC also plans to put in a natural-rock water effect at the front gate.

Mr. Dombrowski said they are looking at automated gates to help with traffic flow. He said they would start with a gate for employees and progress from there. Currently, for heavy traffic days they have employees with Ipods walking the car lines and selling parking passes to help the lanes move faster.

CONSIDERATION OF PEAK-TIMES PARKING FEES REQUESTED BY SDC

Mr. Dombrowski explained to the Board how they wanted to grow the special events business. One way they want to do that is with peak-time parking fees. In 2008, they used a peak-time pricing model for events and it worked well. Mr. Dombrowski asked the Board for approval for 30 calendar days during the year to increase the rates from \$15 to \$20. The proposed new rate will apply to special fireworks, holidays and special events. They are requesting to have it go into effect in January 1, 2018.

A motion was made by Mr. Smith, seconded by Ms. Thomas, and unanimously approved to agree to the peak-time pricing for parking fees of \$20 (up to 30 calendar days during the year).

FINANCE REPORT – YEAR TO DATE

Ms. Zimmerman reported that year-to-date revenues through September 30, 2017 were \$7,914,297 compared to a budgeted amount of \$7,880,700. Total operating expenses year to date were \$5,128,894 compared to the budgeted amount of \$6,079,755. The net operating profit before depreciation was \$2,831,946 compared to a budgeted amount of \$1,818,945. The year to date deficiency of revenue over expenses was \$1,412,009 compared to a budgeted loss of \$2,456,055.

The statement of cash flows reflects net cash provided by operating activities of \$1,946,522 year to date. The net increase in cash year to date was \$1,415,645. The cash and investment balance at the end of the period was \$13,214,940.

The capital project in process is SmartCop Software. The total cost including annual maintenance is \$133,187. The capital portion is \$103,132 and the expenditure to date is \$28,943 leaving a remaining balance of \$74,189.

DEPARTMENT OF PUBLIC SAFETY

Assistant Chief Lee told the Board that the Park has been very busy. There was a record crowd at the Big Green Egg event. This weekend is the 45th annual Highland Games. The weekend following the games is the Country Living festival. The Tour of Southern Ghost is open at Historic Square until Halloween.

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