

STONE MOUNTAIN MEMORIAL ASSOCIATION

September 19, 2017

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Tuesday, September 19, 2017, at Evergreen Conference Center, Stone Mountain Park, and Stone Mountain, Georgia.

ASSOCIATION MEMBERS PRESENT

Carolyn Meadows, Chairman
Dick Childers
Joan Thomas
Ray S. Smith, III
Scott Johnson
Roy Roberts
Perry Tindol
Michael Thurmond
Becky Kelley, Director of State Parks & Historic Sites

ASSOCIATION MEMBERS ABSENT

None

OTHERS PRESENT

Bill Stephens, C.E.O.
Bob Cowhig, Director of Planning and Development
Michael Dombrowski, General Manager, Silver Dollar City/Stone Mountain Park
Stan Morrell, Director, 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
Mark Williams, Commissioner of DNR
Keith Hensley, Marriott General Manager
Wes Robertson, DNR
Kelly Jordan

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 Ms. Kelley, and unanimously approved to waive the reading of the minutes of the July 18, 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 introduced Keith Hensley to the Board of Directors. He is the new General Manager for the Marriott operation at Stone Mountain Park. Mr. Hensley has been in the industry for 33 years. He has been with Marriott for 15 years and has an extensive background in Sales and Marketing. Mr. Hensley expressed his excitement about being over the property and working with everyone at the park.

Mr. Morrell updated the Board on the 49th Annual Yellow Daisy Festival. They had great weather all four days. There were 460 craft vendors this year compared to 425 last year. Parking was up 15% during Yellow Daisy. The Marketing group used social media to help with advertising Yellow Daisy. Madlyn Lambkin is the new Events Manager and this was her first Yellow Daisy Festival. Next year will be the 50th anniversary of Yellow Daisy and they are working to make it special.

Mr. Morrell told the Board about the upcoming Fall Events at the Park. The Pumpkin Festival will be held in Crossroads from September 29th through October 29th. They will have games, shows, parades, storytelling and a pie-eating contest.

The Tour of Southern Ghosts will be held in Historic Square and will run from October 13th through October 29th. It is put on by The Arts Station. The Tour is held during the Halloween season and is great fun for families. Each night has a different cast of story tellers.

Eggtoberfest will be held on October 14th and it is put on by Big Green Egg. They will have live demonstrations, live music and an onsite store.

The 45th Annual Highland Games will be held October 21st through the October 22nd. Tickets must be purchased from the Highland Games for entry. They will have Highland athletic events, Highland dancing, bagpipes and more. They will also have vendors selling Scottish items and Scottish Food.

The County Living Fair will be held on October 27th through October 29th. This event is presented by County Living Magazine with art, crafts and antiques. They will also have workshops this year.

The Native American Festival and Pow Wow will be held on November 2nd through November 5th in Historic Square. This event was named by the Southeast Tourism Society as a Top 20 Event. This event is about Native American culture. Entry is included in an all-attractions Adventure Pass ticket or you can purchase a ticket solely for the Pow Wow.

FINANCE REPORT – YEAR TO DATE

Ms. Zimmerman reported that year-to-date revenues through August 31, 2017 were \$7,025,632 compared to a budgeted amount of \$7,009,900. Total operating expenses year to date were \$4,593,645 compared to the budgeted amount of \$5,433,351. The net operating profit before depreciation was \$2,472,042 compared to a

budgeted amount of \$1,592,549. The year to date deficiency of revenue over expenses was \$1,344,890 compared to a budgeted loss of \$2,207,451.

The statement of cash flows reflects net cash provided by operating activities of \$1,674,404 year to date. The net increase in cash year to date was \$1,204,705. The cash and investment balance at the end of the period was \$13,004,000.

DEPARTMENT OF PUBLIC SAFETY

Chief Kelley updated the Board on the Yellow Daisy Festival. Traffic control for the event went very well. Because there is a continuous turn over in parking, a helicopter is used to let the public safety officers on the ground know where to send incoming guests to park. Due to high winds caused by Hurricane Irma, the helicopter was grounded on Sunday. Chief Kelley said everyone worked very hard to make this event successful and safe.

SMMA EDUCATION DIVISION REPORT

Ms. Thompson updated the board on the education programs offered at SMMA. Based on the evaluations that teachers complete, the Geology program is the most requested program. It meets the stated standards of the schools and offers a unique teaching opportunity here at the Park.

Ms. Thompson went over the Geology lesson plan. The program covers the core standards as well as covering our essential understandings with observations.

The education department has teacher workshops. They also have science kits to loan to teachers for use in the classroom. They also instruct the teachers on how to use the kits.

Ms. Thompson went over a Plein Air Paint out brochure. It is an event presented by The Art Station and Stone Mountain Park. Artists come to the Park and create pictures of nature in the Park (in all forms other than photography). Park guests can watch and interact with the artists.

Education also has a Land Management Plan. Ms. Thompson gave the board a map which shows the land management areas of the Park and what is monitored in each area. They also have a land management newsletter that includes projects they are working on.

ELECTION OF A NEW VICE-CHAIR OF BOARD

A nomination was made by Mr. Johnson, seconded by Ms. Thomas, and unanimously approved to elect Ray Smith as Vice-Chair of the Board.

NEW BUSINES

Ms. Meadows welcomed the Commissioner of DNR, Mark Williams, to the Board Meeting. She also welcomed the newest Board member, Michael Thurmond.

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