

STONE MOUNTAIN MEMORIAL ASSOCIATION

June 19, 2018

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Tuesday, June 19, 2018, 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
Scott Johnson
Roy Roberts
Joan Thomas

ASSOCIATION MEMBERS ABSENT

Michael Thurmond
Perry Tindol
Becky Kelley, Director of State Parks & Historic Sites

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
Mike Lee, Assistant Chief of Police & Fire
Joyce Henke, Public
Naomi Thompson, Education Supervisor
Greer Johnson, Former SMMA Board Vice Chair

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 of the May 15, 2018 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 upcoming 4th of July events at the Park. The Park is ranked as the **“Best place to watch fireworks in Atlanta”** by the

Atlanta Journal-Constitution readers, a **“Must see fireworks”** by USA Today and one of Reader’s Digest’s picks for **“America’s most spectacular fourth of July fireworks”**. The fireworks finale has been extended for 7 nights. It will run from Sunday the 1st to Saturday the 7th. This is the 35th anniversary of the Lasershow. There has been new music, new segments (Girl Power and 80’s Throwback), water effects, immersive laser canopy and a fleet of drones. There will also be a Dog Show in Historic Square for all 7 days.

FINANCE REPORT – YEAR TO DATE

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.

DEPARTMENT OF PUBLIC SAFETY

Chief Kelley passed out a report of AED Usage and Saves by his Department from May 2006 to June 2018, noting that the 1st AED save occurred September 15, 1994. SMMA Department of Public Safety has a 70% cardiac arrest save rate. The national average is less than 10%. The Department of Public Safety has had a very successful CPR Program.

Chief Kelley told the Board about retired Police Sergeant James Rivers who passed away. He retired as the Chief of Police for the City of Stone Mountain before coming to Stone Mountain Park. The police are participating in his funeral tomorrow.

Chief Kelley told the Board that the Police Department has been part of the Georgia International Law Enforcement Exchange Program for about 15 years. Once a year, they take a group of law enforcement officers mainly from Georgia to Israel to train with the Israeli police for two weeks. Ray Elliott is currently in Israel for the training program. Chief Kelley told the Board that Mr. Lee, Mr. Maharry and he have all been through the training.

DISCUSSION OF PARK SIGNAGE AND WAYFINDING PROJECT

Mr. Stephens explained that the Park was going to make some changes to the signage. He talked about the history of the signs in the Park. They have been added at different times and are basically from three different eras. There are also miscellaneous signs that have been installed over the years.

The map of the Park, given to guests, will also be updated. The map will break the Park into zones, which will be color-coded with signs that will match the color of the zone.

The Park will also use pictograms on signs. 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.

It will be phased in over a three-year period. Phase one and two will be done this year and next year. 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 also be a digital sign at the Triangle indicating areas of interest and the various directions.

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 the Welcome / Information Center.

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