

STONE MOUNTAIN MEMORIAL ASSOCIATION
June 16, 2008

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Monday, June 16, 2008, at Evergreen Conference Center, Stone Mountain Park, Stone Mountain, Georgia.

ASSOCIATION MEMBERS PRESENT

Mark Baxter, Chairman
Brent Brown
Bill Chappell
Noel Holcomb
Mike Pentecost
Ray S. Smith, III
Joan Thomas

ASSOCIATION MEMBERS ABSENT

Greer Johnson, Vice Chairman

OTHERS PRESENT

Curtis Branscome, C.E.O.
Bob Cowhig, Director of Planning & Construction
Gail Durham, Director of Finance
Gerald Rakestraw, HFEC V.P. General Manager
Teri Fields, Assistant Attorney General
Other SMMA Staff

CALL TO ORDER

Mark Baxter, Chairman, called the meeting to order.

APPROVAL OF MINUTES

A motion was made by Ray Smith, seconded by Joan Thomas, and unanimously approved to waive the reading of the minutes of the April 21, 2008 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.

STONE MOUNTAIN PARK REPORT – HFEC

Gerald Rakestraw thanked the Board for the lease amendment that allowed the construction of the new ballroom at Evergreen. He said the ballroom opened on time and reasonably close to budget.

Pictures of the 50th anniversary celebration and the new SkyHike were distributed to the Board members. A great article in the Atlanta Journal Constitution featured the new attraction and was also posted on www.ajc.com. People from 7 to 70 are enjoying this challenging course.

Mr. Rakestraw said that year-to-date from October, 2006 to May, 2007 compared to October, 2007 to May, 2008 that 20 million gallons of water have been trimmed from the 70 million gallons of domestic use of water in the Park. The great news is that this has been accomplished through behavioral changes. The waterless urinals have been installed, the laundry recycling is up and running, and the irrigation at Crossroads is now active from the lake. Other than the lack of seasonal flowers being planted, the operation has not been impacted. We hope to see another 10 million gallons saved from additional conservation efforts. Water features at Crossroads are discontinued due to the level 4 drought. This includes the water wheel, the stream in front of Miss Katie's and the water features at the mini golf course. These features are expected to return when water filtration capabilities are available. Mr. Branscome said SMMA looks forward to a full year of reporting on these efforts and commends HFEC for the efforts thus far.

Mr. Brown asked how much monetary savings would be achieved from these conservation efforts. Mr. Rakestraw said this issue is debatable. Rates will probably equalize as demand falls and behavior changes. DeKalb County will have to fund the outstanding debt related to sewer lines and we would expect over the next two years to see the rate increase.

FINANCE COMMITTEE REPORT

Ms. Durham reported on the five month period ending May 31, 2008. The total operating revenues were \$4.9 million and were at budget. Total operating expenses are \$2.4 million year-to-date and about \$218,000 better than budget. Net operating income before depreciation is \$2.6 million compared to the budget of \$2.4 million or about \$222,000 better than budget. After depreciation expense the excess of revenues over expenses is \$988,000 after five months of operation. The bottom line is about \$230,000 better than budget.

Cash provided from operating activities for the five month period is \$2.4 million and cash used on capital projects has been \$4.5 million. This leaves a net decrease in cash year-to-date of about \$2.2 million. The investment and cash balance at the end of May is \$22.9 million and the Association is in good financial standing.

Mr. Holcomb asked if gas prices were having an effect on Park visitation. Mr. Rakestraw said that Memorial Day was a fantastic weekend in terms of attendance. In terms of the impact of gas prices on the consumer, HFEC has been doing consumer research for the past three years to determine when the customer would limit travel due to fuel prices. Three years ago, it appeared the cutoff was \$3.50 per gallon. This year, we expected the limiting price to be \$3.75 per gallon and this has proven to be correct. Industry wide, every assessment of visitation is down this year. Every attraction in metro Atlanta is having a difficult time. The campground is experiencing cancellations. People are making reservations and then backing off their commitment.

ORDINANCE ADOPTING GEORGIA UNIFORM RULES OF THE ROAD

Mr. Branscome explained that the Magistrate's Court in DeKalb County hears violations and citations related to Stone Mountain Memorial Association's ordinances. The Magistrate's Court is very accommodating and sets aside a calendar for SMMA's cases every two months so they can be all grouped together. If something is covered by State law as opposed to local

ordinance, then the case is not heard in Magistrate's Court. These cases must be heard in State Court. State Court is not as accommodating. Adopting the Georgia Uniform Rules of the Road will allow all traffic violations and citations to come before the Magistrate's Court. Our previous ordinances did not include language that adopted all the uniform rules of the road.

According to the SMMA By-laws, we must post the proposed ordinance for public inspection at least one meeting prior to adoption. Mr. Branscome will recommend adoption of this ordinance at the next meeting.

UNFINISHED BUSINESS

None.

NEW BUSINESS

Ms. Naomi Thompson of the SMMA Education Department updated the members on recent programs and efforts by her staff. She distributed "Leave No Trace" cards to the Board members. These cards have been distributed to guests that visit the trails and are available at the Confederate Hall information desk.

Beth Rothermel and Susan Meyers, two part-time educators have been working with the Stone Mountain Elementary School. The grand opening of their schoolyard habitat opened in May. Ms. Thompson read a letter from the school thanking her staff for their efforts and educational, moral and physical support given in pursuing new heights in environmental education.

In April the Education Department hosted "Meet the Mountain" month. Programs were developed to support the 50th Anniversary Celebration of Stone Mountain Park. Memorial Hall is displaying photos by Larry Winslett to support this effort.

For July, Estelle Hendrickson will conduct history talks at Confederate Hall on Mondays and Wednesdays. Estelle works part-time at the information desk and has previous experience at the Telfair Museum in Savannah.

Work is being conducted at the old Wildlife Trails with the Georgia Native Plant Society. This organization has a plant propagation project in this location and has made some improvements for irrigation through collection of rainwater from gutters. This area is perfect for this group because it is fenced and protected. Volunteers have come forward to assist with this project and some of the plants will be retained by SMMA for use throughout the Park.

Weekend talks at the Nature Garden are being given to highlight efforts in progress concerning native plants in that area. Native plants on the Mountain are also discussed.

ADJOURNMENT

There being no other business, the meeting was adjourned at 1:45 p.m.

Mark Baxter, Chairman

Submitted by
Gail Durham, Secretary