

STONE MOUNTAIN MEMORIAL ASSOCIATION  
August 2, 2010

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Monday, August 2, 2010, at the Plantation – Dickey House, Stone Mountain Park, Stone Mountain, Georgia.

ASSOCIATION MEMBERS PRESENT

Mark Baxter, Chairman  
Greer Johnson, Vice Chairman  
Brent Brown  
Bill Chappell  
Mike Pentecost  
Ray S. Smith, III  
Joan Thomas

ASSOCIATION MEMBERS ABSENT

Chris Clark  
Carolyn Meadows

OTHERS PRESENT

Curtis Branscome, C.E.O.  
Bob Cowhig, Director of Planning & Construction  
Gail Durham, Director of Finance  
Gerald Rakestraw, V.P. – Silver Dollar City Stone Mountain Park  
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 Greer Johnson, and unanimously approved to waive the reading of the minutes of the June 21, 2010 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. Rakestraw said that today's meeting is being held at the Plantation. He distributed materials to the Board related to the Plantation and school programs. A lot of growth in school group visitation has driven growth at the Plantation. About 25,000 school children visit each year. The facility is used to tell some of the history of Georgia. Frontier Days in the

spring and the Pow Wow Indian Festival at the end of the school year are two events that are well attended.

Cindy Horton is the curator for the facility and the animal trainer. She is on site today and has been introduced to most of the Board.

Mr. Rakestraw said they were excited about hosting the Board meeting on the Plantation grounds and it provided an opportunity to focus on the facility.

The "Last Blast of Summer" concert will be held over the Labor Day weekend and will be followed by the Yellow Daisy Festival. A 24 hour bicycle event to benefit cancer research and a new event with *Country Living* magazine are scheduled for October.

The Evergreen roof and exterior work are just about complete and have turned out well. The interior upgrades will begin soon and will enhance the hotel.

#### FINANCE COMMITTEE REPORT – YEAR-TO-DATE

Ms. Durham said that for the period ending June 30, 2010 total revenues were about \$5.2 million, total operating expenses were \$3.2 million, net operating profit before depreciation was \$2.0 million and the excess of revenue over expense for the first five months of operation was about \$159,000. This compares to a budget year-to-date of \$90,000. The Association is on target to meet the financial forecast for 2010.

The Association is holding a receivable from FEMA for repairs related to the flood in September of 2009 in the amount of about \$130,000. About \$450,000 is budgeted to repair the bridge that was damaged and that work is underway. 75% of the \$450,000 or about \$338,000 is expected to be reimbursed by FEMA. If FEMA declines reimbursement, the Association would have to write-off \$580,000 at year end as a repairs and maintenance expense.

Mr. Baxter thanked Mr. Branscome, Ms. Durham and their teams on behalf of the SMMA Board for the work they have done.

#### ORDINANCE AMENDING THE ALCOHOLIC BEVERAGE ORDINANCE

Mr. Branscome stated that a license is needed from the State of Georgia to sell alcoholic beverages. The local license is required to obtain the state license. The Stone Mountain Association is the local licensing authority and we have already licensed Marriott to serve alcoholic beverages in the Park. Several one-day permits are issued for certain charitable events. In auditing these licenses, Mr. Branscome discovered that SMMA was issuing licenses on the golf course and in the events district without clearly specifying in our ordinances that these were locations where licenses were permitted. This amendment adds the golf course and the events district as legitimate areas for serving alcohol with proper permits.

Mr. Smith made a motion to approve the amendment to the alcoholic beverage ordinance, Ms. Johnson seconded the motion and it was unanimously approved.

#### OLD BUSINESS

Mr. Baxter reported that he and Mr. Branscome have been working on the display for the states at Memorial Lawn and they have made substantial progress. He stated that several Board members have commented that it would be prudent for someone with academic credentials to review the material. Mr. Baxter recommended that the Board authorize he and Mr. Branscome to select the person to perform this review and present their report or comments to adjust for any historical inaccuracies.

Mr. Pentecost moved to approve the recommendation that Mr. Baxter and Mr. Branscome have the authority to choose the academic professional to review the materials for the state terraces at Memorial Lawn. Ms. Thomas seconded the motion and it was unanimously approved.

Mr. Baxter said he will circulate a copy of the current draft for all Board members to review.

Mr. Branscome reported that the Governor and his guests attended the laser show recently and Mr. Rakestraw's team provided him with a terrace, chairs and snacks. Mr. Rakestraw said it was an honor for some of his staff to have an opportunity to meet the Governor.

## NEW BUSINESS

Mr. Branscome distributed a draft of an amendment to the agreement with Gwinnett County related to the operation of the tennis facility. This amendment states that SMMA will begin demolition of the stadium ten months after Gwinnett County requests this action. This will give the Highway 78 CID time to complete their study. Gwinnett County will then have time to review the findings and decide if they want to demolish the stadium or determine an alternate use for the facility.

Mr. Branscome said Gwinnett County will take possession of the facility January 1, 2011 and will maintain it. The County will accept liability up to \$2 million. SMMA retains the right to approve any development or alteration to the property. Mr. Brown asked if there was a clause to terminate the agreement. Mr. Branscome said the agreement could be terminated with twelve months notice. Mr. Branscome said if the facility is used for anything other than tennis then SMMA must grant that approval as well.

Mr. Chappell moved to approve the first amendment to the intergovernmental rental agreement between Gwinnett County and the Stone Mountain Memorial Association. Mr. Pentecost seconded the motion and it was unanimously approved.

## ADJOURNMENT

There being no other business, the meeting was adjourned at 2:10 p.m.

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Mark Baxter, Chairman

Submitted by  
Gail Durham, Secretary