

STONE MOUNTAIN MEMORIAL ASSOCIATION  
November 15, 2010

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Monday, November 15, 2010, at the Evergreen Conference Center, Stone Mountain Park, Stone Mountain, Georgia.

ASSOCIATION MEMBERS PRESENT

Mark Baxter, Chairman  
Greer Johnson, Vice Chairman  
Brent Brown  
Bill Chappell  
Becky Kelley (representing Chris Clark)  
Carolyn Meadows  
Mike Pentecost  
Ray S. Smith, III  
Joan Thomas

ASSOCIATION MEMBERS ABSENT

None

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 Bill Chappell, and unanimously approved to waive the reading of the minutes of the September 20, 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 discussed the recent special events in the Park. Pumpkin Festival was successful and there was no rain for the entire event which improved guest attendance. Country Living was well attended also and HFEC hopes this will become an on-going event. Ms. Johnson and Ms. Thomas stated that they had attended the Country Living event.

The next events scheduled are Christmas and Snow Mountain. Mr. Rakestraw distributed maps and schedules for these events and discussed enhancements for each event. Each member is invited to attend the Park during these events and special tickets and discount coupons will be provided for employees and the SMMA Board. There will be no Christmas laser show, but the laser show for 2011 includes several new segments.

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

Mr. Chappell called on Ms. Durham to present the financial update. Ms. Durham said that for the period ending September 30, 2010 year-to-date revenues were \$7.5 million. Total operating expenses for the eight month period were \$4.8 million. After interest income the net profit before depreciation was \$2.7 million. The excess of revenue over expense was about \$6,000 compared to a budgeted deficit of about \$300,000.

#### ADOPTION OF 2011 BUDGET

Mr. Chappell stated that the Finance and Development Committees had met this morning. The committees voted to recommend approval of the 2011 SMMA budget to the full Board. Mr. Chappell moved to approve the 2011 budget, Mr. Smith seconded and the budget was unanimously approved.

#### AMENDMENT TO INTERGOVERNMENTAL AGREEMENT WITH GWINNETT COUNTY

Mr. Branscome said there was extensive discussion in the committee meeting this morning and he prepared a consensus for a motion that was agreed to at the earlier meeting. After the reading of the prepared summary, it is hoped that a Board member would make a motion to adopt the statement. Mr. Branscome read, "It appears that neither SMMA nor Gwinnett County is ready to go forward with this agreement at this time. What we need to do is to table it and bring it back up when both of us are ready.

"Therefore, I move that we request that Gwinnett County agree to cancel the agreement by mutual consent.

"If that is not possible, SMMA does not wish to extend the effective date of the agreement and gives Gwinnett County 12 months' notice of the cancellation of the agreement."

Mr. Smith moved to approve the motion as summarized by Mr. Branscome. Mr. Pentecost seconded and with no further discussion, the motion was unanimously approved.

#### OLD BUSINESS

Mr. Baxter stated that the group of professors engaged earlier to work on the presentations for Memorial Lawn have provided a retrofit for Alabama and other states are to come. Mr. Baxter will circulate those materials to the Board. Earlier it was agreed that more pictures and entertaining materials needed to be on the plaques. The academic group prefers historical details with a brochure to present pictures and other interesting or entertaining information. SMMA will present the detailed information in a brochure. Otherwise the materials are acceptable.

Ms. Meadows requested that the information to be presented be mailed to the Board.

#### NEW BUSINESS

Mr. Branscome stated that Mr. Rakestraw would provide a tour of the renovated interior of Evergreen rooms immediately following the meeting.

ADJOURNMENT

There being no other business, the meeting was adjourned at 1:30 p.m.

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Mark Baxter, Chairman

Submitted by  
Gail Durham, Secretary