

STONE MOUNTAIN MEMORIAL ASSOCIATION
September 20, 2010

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Monday, September 20, 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
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
Christopher Rupp, Project Management, IDC Construction LLC
Other SMMA staff

CALL TO ORDER

Mark Baxter, Chairman, called the meeting to order.

APPROVAL OF MINUTES

A motion was made by Joan Thomas, seconded by Bill Chappell, and unanimously approved to waive the reading of the minutes of the August 2, 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 construction at Evergreen. He said the outside exterior work has been completed and he presented “before” pictures so that the Board would have a comparison when the tour is conducted after the meeting. Chris Rupp has been the project manager for the renovation and will lead the tour of the exterior

improvements as well as viewing an updated guest suite. Renovation of the guest suites will begin on October 11. A color board that has material swatches and samples is available for viewing outside of the Waterside restaurant.

Pumpkin Festival brochures were distributed and Mr. Rakestraw stated that the second half of the summer activities have been well attended in comparison to a rough start at the beginning of the season. The Yellow Daisy Festival and the Labor Day weekend provided a nice boost at the end of summer.

The *Country Living* event will be October 22-24 and these tickets are pre-sold. There will be fewer vendors at this event and it is oriented toward home décor and improvements. Ms. Thomas commented that all the hotel rooms in the Park are already booked for this weekend. Mr. Rakestraw confirmed this and said that the event is held in Ohio and Texas currently and that Stone Mountain Park hopes to be the third permanent site.

FINANCE COMMITTEE REPORT – YEAR-TO-DATE

Ms. Durham said that for the period ending August 31, 2010 year-to-date revenues were \$6.7 million. Total operating expenses for the eight month period were \$4.3 million. After interest income the net profit before depreciation was \$2.6 million. The excess of revenue over expense was about \$14,000 compared to a budgeted deficit of \$241,000.

Net cash provided from operating activities year-to-date was \$1.3 million and cash used for acquisition of capital assets was \$9.9 million. The total decrease in cash is \$8.6 million and the cash and investment balance at the end of August was \$9.3 million.

Mr. Chappell stated that the Finance Committee thanked the SMMA staff for keeping the Board well informed regarding financial matters of the Association to include any issues or concerns.

ANCILLARY FACILITIES AGREEMENT

Mr. Branscome stated that the Ancillary Facilities Agreement presented today is a restatement of the agreement approved in 1998 with the original lease agreement. The restatement reflects the changes in operations over the years as well as use of the newly acquired Forest Hills Baptist Church gymnasium building for storage. The master lease only covers the areas outside of the natural district. Some activities and operations, such as auto maintenance, will now fall within the natural district and this agreement defines these areas. For example, the top of the mountain falls within the natural district, but HFEC is allowed to operate a snack bar and gift shop.

The lessee has expanded their maintenance operation to include the Ride the Ducks vehicles and they need a facility to use for this purpose. The recently completed Services Complex has freed up the older buildings for use by the lessee. For their vehicle maintenance a hydraulic lift and a pit is required. The former SMMA vehicle maintenance facility includes this equipment. Approval of this Ancillary Facilities Agreement is recommended.

A motion was made by Ray Smith, seconded by Mike Pentecost, and unanimously approved to adopt the Ancillary Facilities Agreement.

OLD BUSINESS

None.

NEW BUSINESS

Ms. Johnson said that with the storage issue being addressed by the Ancillary Facilities Agreement perhaps the “housekeeping” in the Park could be addressed. There is a lot of discarded equipment, lumber and junk sitting around the Park.

Mr. Rakestraw said that he and Mr. Cowhig had been working on a plan to get better organized. In the last ten years activities such as the building of Crossroads and new events had created a need for storage facilities. Two warehouses have been built, but old items are not purged frequently enough. When the dry dock facility was destroyed by the flood last year the need for clean-up was a point of focus. The intent is to tidy the Yellow Daisy parking lot as soon as the Snow Mountain materials are cleared from that area. Mr. Rakestraw said he is not proud of the way the area looks presently, but hopefully by the time the SMMA Board meets again there will be a difference in the appearance of that parking lot. There are other maintenance and storage issues that are also being addressed.

Mr. Brown asked if this was something that would be accomplished prior to year end. Mr. Rakestraw stated that with the small full-time staff, he doubted this timeframe could be met, but would set a date and advise the Board accordingly. Ms. Thomas said there were other areas like the base of the old sky ride that also needed to be addressed. Mr. Rakestraw said that attention would be given to this matter and he will keep Mr. Branscome informed regarding the progress of this effort.

Mr. Baxter stated that he understands the railroad shop area looks much better and that substantial progress has been made. Mr. Rakestraw said that effort is ongoing and improvements have been made.

Mr. Branscome reminded the Board that a tour of Evergreen would be led by Mr. Rupp immediately following the meeting.

ADJOURNMENT

There being no other business, the meeting was adjourned at 2:25 p.m.

Mark Baxter, Chairman

Submitted by
Gail Durham, Secretary