

STONE MOUNTAIN MEMORIAL ASSOCIATION
February 21, 2011

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Monday, February 21, 2011, at the Commons, Stone Mountain Park, Stone Mountain, Georgia.

ASSOCIATION MEMBERS PRESENT

Mark Baxter, Chairman
Greer Johnson, Vice Chairman
Brent Brown
Carolyn Meadows
Mike Pentecost
Ray S. Smith, III
Joan Thomas
Becky Kelley, Director State Parks & Historic Sites - representing Mark Williams,
Commissioner of Department of Natural Resources

ASSOCIATION MEMBERS ABSENT

None

OTHERS PRESENT

Curtis Branscome, C.E.O.
Bob Cowhig, Director of Planning & Construction
Gail Durham, Director of Finance
Bill Stephens, Director of Administration
Gerald Rakestraw, V.P. – Silver Dollar City Stone Mountain Park
Other SMMA staff

MEMBERS OF THE PUBLIC

Will Eccelston

CALL TO ORDER

Mark Baxter, Chairman, called the meeting to order.

APPROVAL OF MINUTES

A motion was made by Joan Thomas, seconded by Carolyn Meadows, and unanimously approved to waive the reading of the minutes of the January 24, 2011 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

Will Eccelston is with the Southeastern Climbers Coalition. He would like to start a dialog with the Stone Mountain Memorial Association about the possibility of climbing at Stone Mountain Park. He realizes there are enormous obstacles that would need to be resolved, but that if discussions go forward there is a great opportunity for climbers.

Mr. Branscome said that Mr. Eccelston can leave his contact information with Ms. Durham and the staff will talk with him about this.

SILVER DOLLAR CITY/STONE MOUNTAIN PARK REPORT

Mr. Rakestraw said there have been some changes in the operation. Gayle Barclay who was Vice President of Operations has moved to manage two new parks acquired by HFEC. One is in Denver and the other is in Buffalo. Mark Terlep has joined the SDC/SMP team and was the corporate person in charge of the Memorial Lawn project. Mr. Terlep has a long history in park management.

April first is the scheduled date for complete clean-up on Memorial Lawn. The team has been going non-stop since September 1 and this is atypical of most parks with attractions. Normally, summers would be busy and fall and winter would be slower.

Mr. Rakestraw will present the summer line-up of attractions and shows at the next SMMA Board meeting to include some wonderful additions to the laser show.

Finance Committee Report – Year-to-Date

Mr. Branscome stated that for the record Mr. Brown has been appointed as Chair of the Finance Committee.

Ms. Durham said that as of December 31, 2010 year-to-date revenues were \$10.2 million compared to the budget of \$9.8 million. Operating expenses were \$6.7 million and right on budget. Net profit before interest and depreciation was \$3.6 million. After depreciation of \$3.9 million, the year-end deficit was \$269,141 compared to the budgeted deficit of \$599,409.

The audit process was completed last week and the year end audit report will reflect audit adjustments including the write-off of the FEMA receivable. The audit report will be presented next month at the March meeting.

OLD BUSINESS

Mr. Baxter called on Mr. Smith, Chairman of the Development Committee. Mr. Smith said several Board members have been working on developing the state historical materials for Memorial Lawn pedestal markers at each of the terraces. Mr. Smith said that thanks to the hard work of Mr. Branscome and Mark Baxter two historical summaries have been presented for consideration. The two versions include one that is more abbreviated, includes pictures and is easier to read. In committee discussion this morning, the abbreviated material was preferred for the plaques on the lawn, and the more detailed material will be produced in brochure form to include information about the Oklahoma Native Americans role during the Civil War. This material will be made available for guests at Memorial Hall.

Ms. Meadows moved to approve the use of the abbreviated material for the state markers at Memorial Lawn and to use the more detailed materials in brochure form. Mr. Pentecost seconded the motion and it was unanimously approved.

NEW BUSINESS

Mr. Baxter said that for the record, a Personnel Committee has been appointed by him for SMMA as of the last meeting. Greer Johnson will serve as chair of that committee while Mike Pentecost and Joan Thomas will be members. Mr. Branscome introduced Bill Stephens as a new member of the SMMA staff. Mr. Stephens is the Director of Administration and was welcomed to the meeting.

ADJOURNMENT

There being no other business, the meeting was adjourned at 1:20 p.m.

Mark Baxter, Chairman

Submitted by
Gail Durham, Secretary