

STONE MOUNTAIN MEMORIAL ASSOCIATION  
November 14, 2011

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Monday, November 14, 2011, at Confederate Hall, Stone Mountain Park, Stone Mountain, Georgia.

ASSOCIATION MEMBERS PRESENT

Carolyn Meadows, Chairman  
Greer Johnson, Vice Chairman (by telephone)  
Roy Roberts  
Ray S. Smith, III  
Joan Thomas

ASSOCIATION MEMBERS ABSENT

Dick Childers  
Scott Johnson  
Becky Kelley, Director State Parks & Historic Sites - representing Mark Williams,  
Commissioner of Department of Natural Resources

OTHERS PRESENT

Bill Stephens, C.E.O.  
Gail Durham, Director of Finance and Secretary  
Chuck Kelley, Chief of Police and Fire  
Duane Studdard, Administration Manager  
Curtis Branscome, former SMMA C.E.O.  
Naomi Thompson, Education Supervisor  
Sonny Horton, V.P. – Silver Dollar City Stone Mountain Park  
Laura Ramos, Silver Dollar City Stone Mountain Park  
Other SMMA and HFEC staff

MEMBERS OF THE PUBLIC

None

CALL TO ORDER

Carolyn Meadows, Chairman, called the meeting to order.

APPROVAL OF MINUTES

A motion was made by Joan Thomas, seconded by Ray Smith, and unanimously approved to waive the reading of the minutes of the October 17, 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

None.

## SILVER DOLLAR CITY/STONE MOUNTAIN PARK REPORT

Mr. Horton introduced Laura Ramos as a valuable member of the SDC/SMP team. Ms. Ramos oversees the marketing operation and all the advertising campaigns and production of television and radio spots. Mr. Horton said that Jeanine Jones was not available today because she is in Chattanooga appearing on a television show to promote the Christmas program at Stone Mountain Park.

The festival season has come to a close with the Pow Wow two weeks ago which was attended by about 10,000 school children. The Country Living Fair, Highland Games, the Pumpkin Festival, and Yellow Daisy Festival were all good events for the Park. Christmas and Snow Mountain advertising campaigns videos were shown. Brochures were distributed which promote the Christmas event and Snow Mountain. Ms. Johnson stated that she has seen some of the advertising and it is very well done.

## FINANCE COMMITTEE REPORT

Ms. Durham stated that total revenues through September 30, 2011 were about \$7.4 million. Total operating expenses were \$4.9 million compared to the budget of \$5.3 million. After depreciation and interest, the net loss year to date is \$1.1 million compared to the budgeted loss of about \$1.2 million.

## ADOPTION OF 2012 STRATEGIC PLAN

Ms. Meadows said that the strategic plan was presented at the last meeting. Ms. Thomas made a motion to adopt the 2012 strategic plan, Mr. Smith seconded the motion and it was unanimously approved.

## NEW MEETING DAY FOR THE STONE MOUNTAIN MEMORIAL ASSOCIATION

Ms. Johnson polled the Board members and the date recommended is the third Tuesday of each month. This would become the new meeting day for the Stone Mountain Memorial Association. Ms. Meadows stated that Scott Johnson is not present, but she spoke with him and he was in favor of changing the meeting day. Mr. Smith made a motion to adopt the third Tuesday of each month as the meeting day for the Stone Mountain Memorial Association beginning in January 2012. Ms. Thomas seconded the motion and it was approved unanimously.

## INVESTMENT ACCOUNT RESOLUTIONS

New resolutions to conduct business with the Georgia Fund 1 and the Georgia Extended Asset Pool were presented. Ms. Durham stated that these resolutions reflect the change in banking relations to SunTrust Bank as well as authorizing Bill Stephens to conduct business on behalf of the SMMA with these investment funds. These investment fund resolutions were distributed to the members for review with the agenda materials.

Mr. Smith made a motion to approve the banking resolutions, Ms. Thomas seconded the motion and it was unanimously approved.

## NEW BUSINESS

Mr. Stephens stated that a resolution is necessary to authorize the officers of SMMA to execute an amendment for the 401(k) plan to maintain compliance with Internal Revenue

Service rules and regulations. Mr. Smith made a motion to approve the resolution, Ms. Thomas seconded the motion and it was unanimously approved.

#### OLD BUSINESS

None.

#### SPECIAL RECOGNITION OF CURTIS BRANSCOME

A plaque dedicated to G. Curtis Branscome who was C.E.O. of Stone Mountain Memorial Association from 1994-2011 was presented to Mr. Branscome in the lobby of Confederate Hall. The plaque names Confederate Hall as “The Branscome Education Center at Confederate Hall” and is in recognition of Mr. Branscome’s vision, commitment and leadership at Stone Mountain Park. Mr. Branscome thanked the Board for honoring his service.

#### ADJOURNMENT

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

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Carolyn Meadows, Chairman

Submitted by  
Gail Durham, Secretary