

STONE MOUNTAIN MEMORIAL ASSOCIATION
October 17, 2011

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Monday, October 17, 2011, at Evergreen Conference Center, Stone Mountain Park, Stone Mountain, Georgia.

ASSOCIATION MEMBERS PRESENT

Carolyn Meadows, Chairman
Greer Johnson, Vice Chairman
Dick Childers
Scott Johnson
Joan Thomas

ASSOCIATION MEMBERS ABSENT

Becky Kelley, Director State Parks & Historic Sites - representing Mark Williams,
Commissioner of Department of Natural Resources
Roy Roberts
Ray S. Smith, III

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
Gerald Rakestraw, V.P. – 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 Greer Johnson, and unanimously approved to waive the reading of the minutes of the September 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. Rakestraw congratulated Ms. Meadows on her appointment as Chairman of Stone Mountain Memorial Association. He distributed a handout with marketing efforts for Pumpkin Festival. These digital advertising boards are displayed throughout the Atlanta area. Kroger is a partner in offering ticket sales for this event. An internet advertising page is also being used to market the festival. The Country Living event starts this week and the Christmas event starts November 12th. Snow Mountain begins November 23rd and ticket sales have already begun.

Southwest Airlines did a buy-out of Crossroads recently and this was a successful event. This group had exclusive use of the area and a special viewing of the laser show. This is a new marketing effort that proved to be very lucrative for the Park.

Mr. Rakestraw reviewed the Geysers Towers attraction which is a climbing course that includes water features and will be complete by March of 2012. This attraction can be used throughout the year. Depending on the weather, the water can be turned on or off.

FINANCE COMMITTEE REPORT

Ms. Durham stated that total revenues through August 31, 2011 were about \$6.6 million. Total operating expenses were \$4.3 million compared to the budget of \$4.7 million. After depreciation and interest, the net loss year to date is \$884,000 compared to the budgeted loss of about \$1 million.

RESOLUTION HONORING MICHAEL CLAY PENTECOST

Ms. Meadows stated that the members had received a copy of a resolution honoring Mike Pentecost and his service on the SMMA Board. The Board discussed when the resolution should be presented to Mr. Pentecost. Ms. Thomas made a motion to present the resolution at the December 3rd Board dinner at the Commons. Ms. Johnson seconded and the motion was unanimously approved.

OLD BUSINESS

Ms. Johnson stated that a new meeting day for the SMMA had been discussed previously. She suggested that a new poll be taken which would include new Board members in order to determine the preferred day. Previously, Tuesday was discussed as the day. Ms. Meadows suggested that the day be voted on at the November meeting.

NEW BUSINESS

Mr. Stephens stated that a resolution to honor the service of Mark Baxter who served as SMMA Chairman for the last three years has been drafted and distributed to the members for their review. The Board approved the resolution and Mr. Baxter will be invited to the December Board dinner.

ADJOURNMENT

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

Carolyn Meadows, Chairman

Submitted by
Gail Durham, Secretary