

STONE MOUNTAIN MEMORIAL ASSOCIATION
September 17, 2011

A meeting of the Stone Mountain Memorial Association was held at 11:15 a.m. on Saturday, September 17, 2011, at Memorial Hall Auditorium, Stone Mountain Park, Stone Mountain, Georgia.

ASSOCIATION MEMBERS PRESENT

Mark Baxter, Chairman
Greer Johnson, Vice Chairman
Dick Childers
Scott Johnson
Becky Kelley, Director State Parks & Historic Sites - representing Mark Williams,
Commissioner of Department of Natural Resources
Ray S. Smith, III
Joan Thomas

ASSOCIATION MEMBERS ABSENT

Carolyn Meadows

OTHERS PRESENT

Bill Stephens, 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 and HFEC staff

MEMBERS OF THE PUBLIC

None

CALL TO ORDER

Mark Baxter, Chairman, called the meeting to order.

APPROVAL OF MINUTES

A motion was made by Ray Smith, seconded by Greer Johnson, and unanimously approved to waive the reading of the minutes of the August 15, 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 introduced several members of his staff and associates including Sara Van Pelt, Director of Revenue and Paul Creasy, staff engineer. Mr. Rakestraw updated SMMA about the sales efforts at Evergreen including a commitment by Price Waterhouse Coopers to hold a national training event in 2012 at the conference center. However, the contract has not been signed and is still pending.

Mr. Rakestraw presented the plans for Geyser Towers. This attraction will be inside the Crossroads development. A handout was distributed that included a drawing of the footprint of the attraction. Ms. Johnson asked about the size of the footprint. Mr. Rakestraw said it would be about 3,000 square feet. A 25 foot show geyser will be in front of the attraction and in the warmer months smaller geysers will be inside the attraction.

Tree removal will be minimal and the project will begin sometime in late October. The plan is for the structure to be ready for Spring Break 2012 and the budget is about \$750,000 to be funded by SDC/SMP.

FINANCE COMMITTEE REPORT

Ms. Durham stated that total revenues through August 31, 2011 were about \$6.5 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.

DEDICATION PLAQUE AT EDUCATION CENTER IN HONOR OF CURTIS BRANSCOME

Mr. Baxter stated that the style and wording for the plaque has been reviewed by the Board. Mr. Smith moved that the proposed plaque be approved. Ms. Johnson seconded the motion and it was unanimously approved. Mr. Baxter stated that the names of the Board members will be added in small letters at the bottom of the plaque and it will be placed at Confederate Hall Education Center.

OLD BUSINESS

None.

NEW BUSINESS

Ms. Thomas proposed that a resolution honoring the service of Mike Pentecost be prepared. The Board unanimously agreed and the staff will prepare a resolution for approval at the October meeting.

ADJOURNMENT

There being no other business, the meeting was adjourned at 11:40 a.m.

Mark Baxter, Chairman

Submitted by
Gail Durham, Secretary