

STONE MOUNTAIN MEMORIAL ASSOCIATION  
March 18, 2014

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Tuesday, March 18, 2014, at Evergreen Conference Center, Stone Mountain Park, Stone Mountain, Georgia.

ASSOCIATION MEMBERS PRESENT

Carolyn Meadows, Chairman  
Greer Johnson, Vice Chairman  
Scott Johnson  
Ray S. Smith, III  
Dick Childers  
Roy Roberts  
Perry Tindol

ASSOCIATION MEMBERS ABSENT

Becky Kelley, Director State Parks & Historic Sites  
Joan Thomas

OTHERS PRESENT

Bill Stephens, C.E.O.  
Bob Cowhig, Director of Planning and Development  
Chief Chuck Kelley, Director of Public Safety  
Duane Studdard, Administration Manager  
Meredith Lipson, Partner, Mauldin & Jenkins CPA's  
Members of the Public – Barry Brantley, Lilburn, GA  
Curtis Branscome  
Other SMMA staff

CALL TO ORDER

Ms. Meadows, SMMA Chairman, called the meeting to order and stated that a quorum was present.

APPROVAL OF MINUTES

A motion was made by Mr. Smith, seconded by Mr. Johnson, and unanimously approved to waive the reading of the minutes of the February 25, 2014 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

Ms. Durham stated that Mr. Curtis Branscome was in attendance. Ms. Meadows welcomed Mr. Branscome as former CEO of the Stone Mountain Memorial Association. Mr. Branscome said he had driven all around the Park and found it to be in good shape.

Mr. Barry Brantley was also in attendance as an observer of the proceedings.

## SILVER DOLLAR CITY/STONE MOUNTAIN PARK REPORT

Mr. Rakestraw distributed a synopsis of outdoor advertising for Spring Break. This includes about 22 outdoor boards. The Spring Break content begins April 5<sup>th</sup>.

Snow Mountain was a success and up about 12,000 in attendance numbers. The lawn is scheduled to be “cleaned up” on time. The new content for the laser show will begin Memorial Day weekend.

## FINANCE REPORT – YEAR-TO-DATE

Ms. Durham reported that the Finance Committee met earlier and discussed the financial statements through February 28, 2014. Total revenues year-to-date were \$1.7 million and total operating expenses were about \$986,000 compared to the budget of \$1.1 million. After depreciation the net loss year-to-date is \$257,000 compared to a budgeted loss of \$420,000.

## PRESENTATION OF 2013 AUDIT REPORT

Ms. Meredith Lipson, a partner with Mauldin & Jenkins, CPA's, stated that she presented the audit report in detail earlier at the Finance Committee meeting.

The audit was for the year ending December 31, 2013 and resulted in an unqualified or “clean” opinion. No findings and no deficiencies were noted in the report. The fiscal year ended with net position or net equity of \$92.1 million and is about \$2 million less than the prior year. Ms. Lipson is available for questions and encouraged the Board to contact her at any time.

## DEPARTMENT OF PUBLIC SAFETY

Chief Kelley stated that car break-ins are still an issue and additional signs have been placed in parking lots. A burglary task force will formulate new ideas and techniques to deter these crimes.

The AEDs (automatic defibrillators) have been ordered for Evergreen. The golf clubhouse will have one as well as the Stone Mountain Inn.

Chief Kelley said SMMA was recognized at the annual SDC/SMP employee meeting for assisting Lynne Dundon, an employee, when she went into cardiac arrest. SDC/SMP presented an award to the SMMA Department of Public Safety and Chief Kelley displayed this award for the Board.

New boating and bicycling safety brochures were distributed and are now available to officers. These will be distributed to those guests who are in violation of the rules and will also be placed in certain strategic locations in the Park. Ms. Johnson stated that it would be a good idea to distribute this literature at the gates. The staff will work with SDC/SMP to implement this if possible.

#### EDUCATION DEPARTMENT UPDATE

Ms. Naomi Thompson distributed information about this year's "Monadnock Madness". This event invites guests to visit Arabia Mountain, Panola Mountain and Stone Mountain which are all considered monadnocks. Monadnocks are defined as mountains or rocky masses that have resisted erosion and stand isolated in a flat landscape. They are also known as unique ecosystems that offer fantastic places to hike, bike, and camp.

Ms. Thompson distributed other items including the newsletter that is written by her staff and includes interesting articles about wildlife and the environment at Stone Mountain Park.

#### NEW BUSINESS

None.

#### OLD BUSINESS

Ms. Meadows commented that she had attended the SMMA employee appreciation luncheon recently. This event was to recognize the employees for the hard work of each department and bolstered camaraderie with staff. She encouraged the Board members to attend these luncheons and stated she was proud to have represented the Board at this event.

#### 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