

STONE MOUNTAIN MEMORIAL ASSOCIATION
May 20, 2014

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Tuesday, May 20, 2014, at Evergreen Conference Center, Stone Mountain Park, Stone Mountain, Georgia.

ASSOCIATION MEMBERS PRESENT

Carolyn Meadows, Chairman
Greer Johnson, Vice Chairman
Dick Childers
Roy Roberts
Ray Smith III
Joan Thomas
Perry Tindol

ASSOCIATION MEMBERS ABSENT

Scott Johnson
Becky Kelley, Director State Parks & Historic Sites

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
Other SMMA staff
Ashlee Aurandt, MBA, Deputy Chief Operating Officer at Office of Governor Nathan Deal
Sonny Horton, VP Silver Dollar City/Stone Mountain Park
Stan Morrell, Director of Guest Experience Silver Dollar City/Stone Mountain Park

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 Ms. Thomas, seconded by Mr. Smith, and unanimously approved to waive the reading of the minutes of the April 15, 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.

Ms. Meadows recognized Ms. Ashlee Aurandt who is attending the meeting today. Ms. Aurandt works in Governor Deal's office as the Deputy Chief Operating Officer.

PUBLIC COMMENT

None.

SILVER DOLLAR CITY/STONE MOUNTAIN PARK REPORT

Mr. Sonny Horton reported that the summer season is kicking off with recognition of veterans over the Memorial Day holiday weekend. The new laser show content is a significant addition for the season. Mr. Horton discussed recent marketing efforts with radio stations and other media. The movie industry has been using the Park for several films.

Mr. Stan Morrell distributed information about the new laser show which is themed "more music, more lasers, more fun". Seven lasers are now featured instead of three and more lights are included. Terrace seating is sold now in addition to the free lawn seating.

FINANCE REPORT – YEAR-TO-DATE

Ms. Durham reported that the Finance Committee met earlier and discussed the financial statements through April 30, 2014. Total revenues year-to-date were \$3.5 million and total operating expenses were about \$2.0 million compared to the budget of \$2.25 million. After depreciation the net loss year-to-date is \$500,000 compared to a budgeted loss of \$910,000.

DEPARTMENT OF PUBLIC SAFETY

Chief Kelley distributed a brochure designed for the SMMA police officers regarding the new firearms law. This brochure was created as a reference for officers and to remind them of the guidelines under the new law. Chief Kelley reviewed the points addressed by the brochure.

NEW BUSINESS

The June meeting will be at 11:00 a.m. The committee meetings will be held at 10:00 a.m. The Board will board a bus for a tour of the Park after lunch and the tour will be complete by about 2:30-3:00 p.m.

OLD BUSINESS

None.

ADJOURNMENT

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

Carolyn Meadows, Chairman

Submitted by Gail Durham