

STONE MOUNTAIN MEMORIAL ASSOCIATION  
September 16, 2014

A meeting of the Stone Mountain Memorial Association was held at 1:00 p.m. on Tuesday, September 16, 2014, at Evergreen Conference Center, Stone Mountain Park, Stone Mountain, Georgia.

ASSOCIATION MEMBERS PRESENT

Carolyn Meadows, Chairman  
Greer Johnson, Vice Chairman  
Ray Smith III  
Dick Childers  
Becky Kelley, Director State Parks & Historic Sites  
Joan Thomas  
Perry Tindol

ASSOCIATION MEMBERS ABSENT

Scott Johnson  
Roy Roberts

OTHERS PRESENT

Bob Cowhig, Director of Planning and Development  
Chief Chuck Kelley, Director of Public Safety  
Duane Studdard, Administration Manager  
Other SMMA staff  
Michael Dombrowski, HFEC, Stone Mountain Park  
Gerald Rakestraw, HFEC, Senior VP  
Robert Woolridge, General Manager, Evergreen Conference Center  
Barry Brantley, member of the public

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 August 19, 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

None.

## SILVER DOLLAR CITY/STONE MOUNTAIN PARK REPORT

Mr. Rakestraw thanked the members for recognizing him with a gift at his going away party. He has enjoyed getting to know the Board over the past years and thanked the SMMA Board for having good fiduciary responsibility and being good partners with HFEC.

Mr. Rakestraw introduced Michael Dombrowski as the new General Manager for Stone Mountain Park. Mr. Dombrowski worked at the Park years ago as the Human Resource Manager. He came to HFEC with a banking background where he was the general manager of a lock box operation.

Mr. Dombrowski said he has been with HFEC for seven years and worked at SMP for four of those years. He updated the Board on the Campground operation. The operation is divided into two sectors. The RV camping is one with tent camping being the second. RV'ers want an entirely different experience from the tent campers. The RV business has grown significantly. There are 422 sites in the campground with 245 RV sites and 177 tent sites. Prices range from \$25 to \$65 depending on the amenities offered with the site such as cable, grill, electric and gas. Broadband and WiFi are being added to some sites as well. The most significant challenge for the campground is the roads. Many are in very rough shape. The RV's have difficulty maneuvering the rough areas. This is a several million dollar initiative. Hotel capital investment has taken precedent over funds for the campground. There are many repeat guests and they love the campground. The advertising is targeted to RV customers.

Mr. Robert Woolridge updated the Board on the golf operations. Stonemont, the first course, opened in 1969 and was designed by Robert Trent Jones. The Lakemont course opened in 1989 and was designed by John LaFoy. The Commons opened in 1994 and houses the pro shop and restaurant. In 1998, HFEC leased operations from SMMA and Marriott assumed responsibility for the golf operations. The golf operations became Audubon certified in 1998 and Marriott has maintained this certification. Since 1990, golf has declined at Stone Mountain as well as nationally. Younger people are no longer taking up the sport. Focus groups have studied this issue and Marriott as well as other operators are looking to reverse this trend. New marketing efforts will emerge next year as Marriott attempts to attract younger and more players.

Ms. Johnson asked if there are many tournaments. Mr. Woolridge said the tournaments have sustained themselves, but the number of individual rounds are down. Mr. Smith asked about maintenance. Mr. Woolridge said that at some point the greens will have to be converted from bent grass to Bermuda grass.

## FINANCE REPORT – YEAR-TO-DATE

Ms. Durham reported that the Finance Committee met earlier and discussed the financial statements through August 31, 2014. Total revenues year-to-date were \$7 million and total operating expenses were about \$4.4 million compared to the budget of \$4.8 million. After depreciation the net loss year-to-date is \$1.3 million compared to a budgeted loss of \$2.1 million.

REVISIONS TO THE ORDINANCES OF THE STONE MOUNTAIN MEMORIAL ASSOCIATION – SECOND READING

Chief Kelley reviewed the proposed changes to the ordinances for Stone Mountain Park. The weapons ordinance is updated to reflect a reference to the current Georgia code section. State law will replace the previous weapons ordinance.

Drones will be prohibited in Stone Mountain Park and the definitions and restrictions on model airplanes and unmanned aircraft were updated. The ordinance for personal transportation vehicles is amended to conform to state law and this necessitated a reduction in the speed limit from 30 to 25 miles per hour. The boating ordinances have been updated as well as the prohibited entry ordinance. Hours of operation have been updated to reflect extended hours of operations. The Park will open at 5 a.m. versus 6 a.m. Dates have been changed in the Pets and Other Animals ordinance to reflect rescue of pets left in vehicles between April 1 and October 31.

Mr. Smith made a motion to adopt the proposed changes to the ordinances and Ms. Thomas seconded the motion. The motion was unanimously approved.

Chief Kelley stated that the Yellow Daisy Festival was well attended. However, because of forecasted thunderstorms, traffic was heavy prior to noon and lighter later in the day. Overall, attendance was lighter than prior years.

OLD BUSINESS

Mr. Studdard explained the process to update the SMMA logo. The new logo was displayed along with the different formats for the new website, letterhead, banners, and seals for vehicles.

NEW BUSINESS

None.

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