

# 2013 ANNUAL REPORT



## FROM THE BOARD PRESIDENT

## LETTER

*Dear Friends,*

It's a pleasure to share with you the first annual report for Atlanta Memorial Park Conservancy, including our latest success stories and developments. We are proud to show you why there has been overwhelming community support of the Conservancy's mission.

As the only regional park within the city of Atlanta without a master plan, our focus has been to use a best practices standard in developing a draft master plan for the park borders that include Bobby Jones Golf Course, Bitsy Grant Tennis Center, and the passive portion of green space known as Atlanta Memorial Park. Our mission includes:

- Establishing solutions to improve conditions on those segments of Peachtree Creek and Tanyard Creek running through the Park, including storm water management and flood mitigation; restoration and preservation of creek beds to prevent further erosion; and management of sewer-related issues.
- Developing and implementing a plan to renovate Bobby Jones Golf Course and clubhouse.
- Developing and implementing a plan to support and enhance ongoing renovations at Bitsy Grant Tennis Center.
- Developing and implementing a plan to revitalize Atlanta Memorial Park, including reforestation and recognizing that the park needs to maintain its character as a passive park.

Completion of three master plan workshops held in 2013, with an average of 100-150 community wide attendees and additional community wide public presentations, allowed us to present a draft master plan to the Department of Parks, Recreation and Cultural Affairs to begin the adoption process. This process was a team effort and throughout our report you will see how our volunteer members and neighbors contributed to the success of this project.

The Atlanta Memorial Park Conservancy board and member community look forward to the next phase of our mission - developing a strong public/private partnership to fund implementation and maintenance of the adopted master plan. We are excited about our future and look forward to a successful journey.

We are proud to be a partner in responsible oversight of this beautiful city asset.

Sincerely,

Roxanne Giles Smith | President

## 2013 ACCOMPLISHMENTS

It has been a very productive year for Atlanta Memorial Park Conservancy. Some of our annual accomplishments include:

### > EXTENSIVE DATA COLLECTION & ANALYSIS

- Completed Feasibility Study by Coxe-Curry & Associates.
- Acquired broad donor community support for the concept of a conservancy.
- Benefactor of ULI Study recognizing our regional impact and outlining best practices.
- Held three well-attended strategic planning sessions in July, September and November.

### > PARTNERSHIPS FORGED

- Developed authorized partnership with the Department of Parks, Recreation and Cultural Affairs.
- Established partnership with the Department of Watershed Management for protection of Peachtree Creek from Colonial Homes to Howell Mill.
- Formed partnership with GDOT for design input on new Northside Drive bridge project.
- Built partnership with Friends of Bitsy Grant Tennis.

### > STRUCTURAL FRAMEWORK ESTABLISHED

- Staffed formal Working Committees: Parks, Trails, Watershed, Clubhouse, History, Golf, Friends of Bitsy Grant, Executive, and Legal.
- Launched new website [www.atlmemorialpark.org](http://www.atlmemorialpark.org).
- Identified neighborhood "Captains" & held official AMPC Membership Drive kick off parties.
- Completed Draft Master Plan.

### > DRAFT PLAN PRODUCED & PRESENTED

- Presented draft Master Plan to the City & the community.



## STRATEGIC PLANNING SESSIONS

## COMMUNITY MEMBERSHIP DRIVE



OVER

83%

AGREE THAT A  
GOOD PLAN  
WILL IMPROVE  
OUR PARK FOR  
THE FUTURE

AMPC held three strategic workshops open to the community at large in June 2013, September 2013 & November 2013. Over 100 participants from the immediate community as well as Atlanta at large were present at each.

Additional surveys were submitted to every household registered with the six adjacent neighborhood organizations as well as golf and tennis organizations.

All comment sheets and voting records from each workshop have been scanned and made part of the permanent electronic records held by HGOR, master plan firm for the Conservancy.

- Participants from all area neighborhoods and age groups attended. Over 83% of attendees agree a good plan can improve Atlanta Memorial Park for the future.
- Three top concerns were established: preserving tennis and golf, improving neighborhood connectivity, and solving watershed issues.

AMPC's neighborhood Membership Drive kicked off in November of 2013. Parties were held at homes in the local neighborhoods of Castlewood, Wildwood, Peachtree Battle, Springlake and Memorial Park. Appointed neighborhood captains worked with their local Civic Association to promote the event and encourage participation. In total, over 300 people attended to learn more about park's potential. Festive merriment and detailed information were enjoyed by all.

The membership drive enrolled almost 100 new members and raised \$34,000.

100

NEW MEMBERS





## DRAFT MASTER PLAN OVERVIEW

As the 21st century dawns, the Atlanta Memorial Park Conservancy has adopted a compelling mission for preservation and improvements to be made to Atlanta Memorial Park and its associated sporting areas: the Bobby Jones Golf Course and Clubhouse, and the Bitsy Grant Tennis Center and Clubhouse. Through the creation of a master plan, we will endeavor to:

- Rectify drainage issues caused by storm runoff of natural waterways that impact the Park;
- Renovate the Golf Course using current best practices for sustainable, environmentally-friendly course design and maintenance;
- Renovate the Golf Clubhouse to create a more attractive and efficient space for community use;
- Support initiatives taking place at the Bitsy Grant Tennis Center as an organic extension of other area improvements.

## FOUNDATIONS

We would like to thank the **Cherokee Garden Club Community Fund** for offering their support to the Atlanta Memorial Park Conservancy. The Community Fund's stated goal is furthering Community Improvement and Capacity Building, and their initial \$4,000 donation provided us with the funds to incorporate and begin the development process. We will always be grateful to the Cherokees for their initial vote of confidence, demonstrated by our mission.

We would like to thank the **R. Howard Dobbs, Jr. Foundation** for their grant of \$22,500 to fund a feasibility study for the Bobby Jones Golf Course and Park Conservancy. The grant was contingent upon the Conservancy raising a minimum of \$25,000 in new contributions from the homeowners in the community surrounding Atlanta Memorial Park for use toward the cost associated with the Park's Preliminary Master Plan. The Conservancy raised the challenge grant and the feasibility study was completed.

The founding Board of Directors of the Bobby Jones Golf Course and Park Conservancy has generously donated more than \$20,000 towards the inaugural year's annual budget of \$104,000. We will be forever indebted to their generosity of time and resources.

### 2013 Board Members

- Roxanne Giles Smith, President – Peachtree Battle
- Marty Elgison, Vice President – Brandon
- Catherine Spillman, Secretary – Springlake
- Cody Laird, Treasurer – Bobby Jones Family Representative
- Paul Melvin, Past President – Borghese Condominiums
- Bonneau Ansley – Peachtree Battle
- Rush Barrett – Collier Hills
- Beth Beskin – Brandon
- John Egan – Castlewood
- Lee Kolber – Collier Hills North
- Greg Mauldin – Springlake
- Roger Moister – Collier Hills North
- Loulie Reese – Memorial Park
- Marion Smith – Smith Family Representative

### 2013 Advisory Board Members

- Frank Troutman, President
- Ann Barrett, Secretary
- Jim Claussen
- Vince Dooley
- John Fairey
- Hill Hardman
- John Hardman
- Jon Hunter
- John Imlay
- Dr. Robert T. Jones, IV
- Seaborn Jones
- Kip Kirkpatrick
- J. Hardman Knox
- Chuck Palmer
- Mark Rusche
- Anthony Smith
- Brendan Thomas
- Dan Van Horn
- Charles Yates, Jr

### Additional Funding (for master plan expense)

- DPRCA \$25,000
- Yolanda Adrean \$5,000



## FOUNDING MEMBERS

Shaler Vincent Alias  
Linda and Rick Allen  
Alexis Dan Amit  
Bonneau Ansley  
Richard J. Arroll  
Julie and Jim Balloun  
Ann and Hal Barrett  
Beth Beskin  
Amanda Glenn Brady  
Forrest and Bob Caton  
Cherokee Garden Club  
Community Fund  
The Coca-Cola Foundation  
Sherry and Jeff Cohen  
Collier Hills Civic Association  
John Crawford  
Robin and Stockton Croft  
Cynthia and Mike Davison  
Bruce Owen Desloge  
Susan and Fernando Duralde  
Valerie and John Egan  
Marty Elgison  
Betsy and Bob Glenn  
Freddy Goldenberg  
James Albert Hammack  
John Hardman  
Stephanie and Ian Henderson  
Wawa and Richard Hines  
Howard Dobbs Foundation  
Ben Huger  
The Imlay Foundation, Inc.  
Elizabeth and Bill Jump  
Stacey and Mark Kessler

David F. Kirkpatrick  
Harriett and Kip Kirkpatrick  
J. Hardman Knox  
Cody Laird  
Brad Mauldin  
John McColl  
Paul Melvin  
Roger Moister  
John Montag  
Carter H. and W. Hampton Morris  
Aleida and John Oehlke  
Ann and Fay Pearce  
Garth Peters  
Sadler and Teed Poe  
Elizabeth and Tom Pritchard  
Paul Raulet  
Loulie and Frank Reese  
Thomas B Reynolds  
Reed and Brad Roberts  
Audrey and Jack Ross  
Fred Jay Schwartz  
Karen and Stuart Sheldon  
Bronson DeBose Smith  
Marion Smith  
Roxanne and Carl Smith  
Laura Spearman  
Catherine & John Spillman  
Springlake Civic Association  
Greer and Alex Taylor  
Kelly and Andy Trotter  
Susan and Frank Virgin  
Jeremy Wing  
Studie and Zach Young

[atlmemorialpark.org](http://atlmemorialpark.org)

