

MINUTES OF MEETING

Illinois Commission - New York World's Fair
November 18, 1963

The third meeting of the Illinois Commission - New York World's Fair was held in the Conference Room of the Board of Economic Development, Room 400, State Office Building, Springfield, on Monday, November 18, 1963, at 3:30 PM. Mr. Ralph Newman, Chairman of the Commission, presided at the meeting. Mr. Gene Graves, Secretary of the Commission, was secretary of the meeting.

Members of the Commission attending the meeting were:

Representative Charles M. Campbell	Danville
Representative John G. Fary	Chicago
Representative J. Horace Gardner	Chicago
Representative Paul J. Randolph	Chicago
Senator Arthur J. Bidwill	River Forest
Senator Edward C. Eberspacher	Shelbyville
Senator Dwight P. Friedrich	Centralia
Mrs. Vernon Barnes	Rushville
Mr. Robert Gaiswinkler	Belleville
Mr. Eldon Hazlet	Carlyle
Mr. Albert Myers, Jr.	Springfield

Staff:

Mr. James A. Cassin	Executive Director
Miss Virginia L. Marmaduke	Special Events Director
Miss Irene Repa	Administrative Assistant

Also attending the meeting were:

Dr. Clyde C. Walton	State Historian
Mr. Waldo Mauritz	Peat, Marwick, Mitchell & Company
Mr. Michael Lerner	Lerner Home Newspapers
Mr. Holder Collier	Gardner Displays
Mr. James Gaskill	Gardner Displays

The meeting was called to order by Ralph Newman. Senator Eberspacher moved, and Representative Randolph seconded, that the minutes of the previous meeting be approved as published. Motion carried unanimously.

SPECIAL EVENTS PROGRAM

Chairman Newman gave details of the WGN, Inc. sponsorship of the Special Events Program. As previously announced, the sponsorship fee is \$50,000.00, half of which has already been received by the Commission. With the consent of the sponsor, \$10,000.00 per year has been earmarked for the salary of the Special Events Director. Furthermore, WGN has agreed to pay expenses incidental to setting up the program and to cooperate in the promotion of the Illinois Pavilion.

A letter from WBBM Radio, signed by its Vice President and General Manager, Mr. E. H. Shomo, was read by Mr. Newman. There was an indication of some misunderstanding of the terms of the Special Events Program arrangement with WGN. That letter, and Mr. Newman's reply to Mr. Shomo, are attached to the minutes.

The basic points clarified were that any broadcaster is welcome and, in fact, invited to cover any aspect of the Illinois Pavilion. However, broadcasters who need special handling or assignment of space will have to pay the proportion of overhead costs on the same basis as WGN. WGN has offered their recordings and video tapes to any broadcaster in return for the token handling costs. Senator Friedrich suggested the Commission send a letter similar to the Chairman's reply to Mr. Shomo to all broadcasters in order to state our policy.

The Commission's Special Events Director, Miss Virginia L. Marmaduke, was introduced. Miss Marmaduke discussed tentative plans for the Special Events Program and asked that Commission members, who anticipate that groups from their local communities will be attending the Fair, notify her well in advance so that adequate arrangements can be made.

Mr. Cassin pointed out that no complimentary tickets have even been printed by the New York World's Fair. As a matter of fact, even Pavilion staff will have to buy season identification passes at \$5.00 apiece. Advance sale tickets are available until February 29, 1964 at a discount of 32½%, which reduces the children's ticket from \$1.00 to .67½ and adult tickets from \$2.00 to \$1.35. Advance tickets must be bought in blocks rather than individually.

Senator Eberspacher gave the example of the Boy Scouts who plan to spend three days at the World's Fair after their national meeting in Valley Forge. Senator Eberspacher felt there would be a number of groups who are also planning to spend days at the World's Fair who may not be aware of the advance sale price and may be turning to us after the opening of the Fair for assistance.

Representative Randolph expressed his feeling that the Commission should have a block of tickets at the discount rate to service our Special Events Program. Mr. Myers felt that a total of about 5,000 would be appropriate if we could avoid the clerical details of getting into the ticket sales business. Mr. Graves asked that we look into the payment procedure so that we could avoid investing too much money in an inventory of tickets. It was the suggestion of Mr. Gaiswinkler that Messrs. Newman and Cassin investigate the demand for tickets and purchase the appropriate number.

After discussion, it was the feeling of the Commission that opening day, April 21, and Illinois Day, September 22, be selected as the two official Commission trips to the World's Fair. It was pointed out, however, that certain Commission members would not be able to adjust their schedules for both days and would still have to visit the Fair in their official capacity. Senator Eberspacher moved, and Senator Friedrich seconded, that members of the Commission are encouraged to make their official trips to the World's Fair on opening day and Illinois Day; if a Commission member cannot schedule a trip for one of the days, he may visit the World's Fair in his official capacity at one other date assigned by the Chairman. Motion carried unanimously.

The Commission directed Mr. Cassin to investigate and arrange charter flights in order to realize the economies of group travel for the two official trips to the Fair. A charter should also be considered for Advisory Committee or Illinois Pavilion exhibitor trips to the World's Fair. Mr. Graves mentioned that Travel Headquarters, the agency that arranged the Trade Mission to Europe, should be considered because of the excellent services they performed.

ACCOUNTING AND AUDITING SYSTEM

When the Commission was first formed, it was hoped that the bookkeeping responsibility could be assumed by the Board of Economic Development. After a reasonable period of experimenting, it is obvious that the bookkeeper for the Board simply does not have the time to handle the unusual accounting problems inherent in the Commission's operations.

Mr. Cassin turned to the Division of Accounting of the Department of Finance (headed by C. F. Aiken) and others in State government for suggestions as to the proper way to handle the Commission accounting. It was suggested by all concerned that professional accounting service should be retained to set up and oversee bookkeeping for the Commission. The firm most frequently recommended was Peat, Marwick, Mitchell and Company, now the largest accounting firm in the country, and perhaps the best experienced in Illinois state government financial procedures.

Initial estimates indicate that the cost of servicing of a professional accounting firm would be less than half that of a full-time staff bookkeeper.

Mr. Cassin pointed out that legislation establishing the Commission exempts the bookkeeping system from the normal state accounting code. Furthermore, the fact that the Commission can receive and disburse income from other sources requires a parallel set of books independent from expenses through the state treasury. In the discussion that followed it was the concensus of the Commission that professional accounting service be hired in order that bookkeeping and financial controls be beyond question. Mr. Gaiswinkler agreed that this was a necessity to the efficient operation of the Pavilion. In answer to Senator Eberspacher's question, Mr. Cassin explained that Peat, Marwick, Mitchell's service would be presented on a daily or hourly basis, rather than a set monthly fee. Mr. Cassin also pointed out that Peat, Marwick, Mitchell maintains a New York office which could take up after the relocation of the Commission office to the World's Fair area, and that Peat, Marwick, Mitchell is one of the accounting counsels to the New York World's Fair.

Senator Bidwill moved, and Representative Randolph seconded, that the firm Peat, Marwick, Mitchell and Company be hired on the basis suggested. Motion carried unanimously.

Mr. Waldo Mauritz, partner in the firm of Peat, Marwick, Mitchell, was introduced to the Commission. Mr. Mauritz proposed that the first step in his firm's accounting service would be to establish the ground rules and bookkeeping with the Director of Finance and other agencies of the state, including the Attorney General's office. The second step would be to draft a set of fiscal controls and a record keeping system, both for the state funds and the income from private sources. Mr. Mauritz emphasized that he intended to establish the least elaborate system possible and estimated that one of his staff could service the Commission account for two days a month at \$60 to \$70 per day. While initially more time may be required, it is expected that once the system is in operation, the accounting fee would total approximately \$150 a month.

Mr. Cassin asked that the Commission establish a policy regarding operational expense by the Executive Director without the prior authorization of the Commission. After a discussion Mr. Myers moved, and Senator Bidwill seconded, that the Executive Director be authorized to spend up to \$500 per item without previous authorization of the Commission. Motion carried unanimously.

REVIEW OF SPONSORSHIP AND EXHIBITOR PROGRAM

Chairman Newman announced details of the sponsorship of the Gettysburg Address manuscript display made possible by the Robert R. McCormick Charitable Trust grant through the Illinois State Historical Society. In the letter from the Trust it was stipulated that the manuscript display would eventually return to Springfield for permanent display in the Historical Library. Present plans are to create a display that will show the timeliness and world wide acceptance of the Gettysburg Address.

Chairman Newman reported that a number of corporations have been approached for exhibiting or sponsorship. R. R. Donnelly was asked to consider representing the printing industry of Illinois. Montgomery Ward was approached to sponsor an exhibit saluting higher education in Illinois. Field Enterprises was asked to sponsor the Pavilion Library. It was pointed out that industrial support is difficult to muster for strictly non-commercial projects such as the Illinois Pavilion. Cooperation of the Commission was requested.

Senator Eberspacher said that he would like to offer to furnish a model of the Vandalia State House on behalf of the Chamber of Commerce of Vandalia with all expenses, including transportation, covered by the Chamber. Chairman Newman suggested that the President of the Vandalia Chamber and the Commission's designer, Will Burtin, discuss the matter of the State House model as soon as possible.

In connection with the sponsorship and exhibitor fees, Chairman Newman requested authorization to open a separate bank account for the funds received in accordance with the procedures recommended by Peat, Marwick, Mitchell. Mr. Gaiswinkler moved, and Representative Randolph seconded, that a separate bank account be opened for the special funds, using the systems and controls suggested by the account consultants. Motion carried unanimously.

TOURIST PUBLICATION FOR PAVILION INFORMATION CENTER

A proposal by Lerner Papers of Chicago was explained to the Commission. Michael S. Lerner, one of the officers of the firm, contacted the Chairman and Executive Director concerning a tourist guide supported by advertising which would be available for free distribution at the World's Fair. One million copies would be available each year. The Commission would have control of selection of advertisers, advertising content, and editorial copy.

Some of the questions discussed included offering the same opportunity to other publishers in the state and the possibility of having twenty or thirty publications to distribute at the Pavilion.

Mr. Lerner joined the meeting to present his personal remarks about the proposal. He pointed out his direct interest in the state as evidenced by his position as Vice President of the Historical Society and his efforts at the time of the national political conventions in 1960 when he prepared, at his own expense, an Illinois souvenir folder for delegates.

Mr. Lerner explained the ground rules for his proposal: every publisher in the state would be invited to participate in the tourist guide book; advertising and editorial would be divided equally (32 pages of each); the advertising rate would be lower than that of the Chicago Sunday Tribune, for example, (\$2,000.00 per page); and final approval on the entire content of the tourist guide publication would rest with the Commission or its designated representatives.

In the discussion that followed Senator Friedrich expressed his concern with this publication being misconstrued as an exclusive of the Lerner organization, rather than something available to competitive companies in the state. Clyde Walton indicated that he thought rather than the Historical Library editing copy, it was more properly the responsibility of Mr. Graves' Economic Development staff in charge of tourist promotion. Mr. Graves suggested that a committee be formed which would include Richard Newman, Chief, Division of Tourism, to look into the proposal.

Mr. Gaiswinkler moved, and Representative Randolph seconded, that the Chairman appoint a Committee to investigate the subject and that the Committee recommend suitable course of action to the Commission's Executive Committee as soon as possible. Motion carried unanimously.

SPECIAL EXHIBITS SALES PROGRAM

Messrs. Holder Collier, Vice President, and James Gaskill of Gardner Displays were introduced to the Commission in their capacities as sales agents for the Special Exhibits Program. Mr. Gaskill gave a sample presentation designed for prospective exhibitors using slide projections and a tape recording. In answer to a question by Mr. Gaiswinkler, it was pointed out that elements of the presentation would be available to Commission members for local use. The Commission was also informed that the New York World's Fair has at least two progress report films available for community use.

In answer to Senator Friedrich's question, the exhibitor fees were reviewed. Total participation fee is set at \$10,000.00 per exhibit. The Commission fee to Gardner Displays is 12½% or 25%, based on whether the display company is also awarded the display construction job for the exhibitor. The resulting income to the Commission is \$8,750.00 or \$7,500.00. The exhibitor fee, of course, does not cover the design and construction of the exhibit, but does include all of the housekeeping services for the two year period of the Fair. In all cases the design of the special exhibit must be coordinated or at least accepted by the Commission's designer, Will Burtin. In this way design integrity will be preserved.

Mr. Cassin explained that the Special Exhibits Program would be one of the most difficult areas of the project and requested cooperation from members of the Commission. Commission members were asked to suggest prospective exhibitors, and particularly "open doors" where possible so that the presentation may be given to the top officials in prospect organizations. Commission members were asked to direct their suggestions to the Commission office so that there would be a central clearing house in the solicitation program.

There being no further business, the meeting was adjourned at 5:30 PM.

Respectfully submitted,

James A. Cassin
for
Gene Graves
Secretary