

MINUTES OF MEETING

Illinois Commission - New York World's Fair
February 13, 1964

The fourth 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 Thursday, February 13, 1964, at 2:40 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:

Senator George E. Drach	Springfield
Senator Dwight P. Friedrich	Centralia
Representative Charles M. Campbell	Danville
Representative John G. Fary	Chicago
Representative J. Horace Gardner	Chicago
Representative Paul J. Randolph	Chicago
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

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

GENERAL REPORT

Chairman Newman reviewed the construction of the Illinois Pavilion and reported that the building was on schedule. It was pointed out that compared to some of the other projects, Illinois has made excellent progress. For example, the State of West Virginia exhibit, just north of the Illinois location at the Fair, has had a number of problems that finally resulted in additional funds being appropriated from Legislature the first week of February. Apparently West Virginia needed \$350,000 more in order to complete the project before opening day. (It was recalled that the consulting firm for West Virginia is the same company that approached the Commission at its first meeting.)

Chairman Newman also reported that the terms of agreement with the authors and publishers of the complete collection of Lincoln photographs have been completed. As a result the Illinois World's Fair Pavilion will be the first place that the entire 119 known photographs of Lincoln will be on public exhibit. Fifteen of the photographs are entirely unique and have never been on public display.

Chairman Newman also reported the sponsorship of Who's Who Publishing Company for a Lincoln biography as it would have appeared in Who's Who. The publisher is paying a \$10,000 sponsorship fee and, in addition, is supplying handout materials including biographies of outstanding Illinoisans.

In answer to questions concerning a City of Chicago exhibit, Chairman Newman explained that the Mayor's office had been contacted, as well as the Chicago Association of Commerce and Industry for support of the project. To date there are no specific plans for a Chicago exhibit in the Illinois Pavilion, although the Greater Michigan Avenue Association is going to try to work with the State Street Council and other groups in Chicago to prepare some sort of representation.

AGREEMENT WITH GENERAL CONTRACTOR

Mr. Cassin reviewed the previous consideration and approval of the George A. Fuller Company as general contractor for the construction of the Illinois Pavilion. As in the case of the World's Fair contract, the Disney contract, and other agreements, the draft of the general contractor's agreement was forwarded to the Attorney General's office for approval.

The Commission has been informed that the Attorney General's office cannot give official recommendation to execute the contract because of the absence of competitive bidding for the construction contract. In spite of the recommendation by the State Architect and the extenuating circumstances connected with the World's Fair and our time table, the Attorney General could find no basis for making an exception to the competitive bidding regulation.

Since the Attorney General's approval of Commission contracts is not specifically required by legislation, Mr. Cassin was directed to withdraw the Commission's request for approval and to have the contract executed as written.

BUDGET AND FINANCIAL STATEMENTS

A revised budget and financial statements as of January 31, 1964 were submitted for the Commission's approval.

Mr. Cassin gave some examples of increased construction costs, including adjustment in the air conditioning requirements in order to make the entrance exhibit hall suitable for the large crowds expected. High electrical costs were also cited as one of the reasons for the construction budget exceeding the original estimates.

The budget has been revised to show additional income from outside sources, as well as rearrangement of the \$1 million appropriation, to show the increased construction cost and reduced display costs.

The Operations section of the budget was unchanged in total but had three additional sub-categories--Administrative Supplies and Services, Office Equipment and Furnishings, and Promotion. Funds for those types of operations are available by reducing the amount of the Insurance and Utilities budget items by \$15,000.

Senator Friedrich moved, and Representative Randolph seconded, that the budget be approved as revised. Motion carried unanimously.

After some background explanation, including review of the Personnel budget, it was moved that Mr. Cassin be authorized to hire an Assistant Director at \$850 per month for the seven months of operation of the exhibit. The motion by Senator Drach, seconded by Representative Campbell, passed unanimously.

Mr. Cassin stated that he planned to offer the position to a former colleague from the Chicago International Trade Fair, Richard d'Anjou. D'Anjou is now living in New York City and would be available for the period of the Fair without the complications of relocation and other expenses.

Chairman Newman reported on the Commission's request of the Department of Public Safety to provide State Troopers for the Pavilion. Director Ragen received the idea most enthusiastically and is now working out final arrangements to provide four or five State patrolmen to be assigned to the Pavilion throughout the Fair.

In order to take advantage of the State Troopers being assigned to the exhibit, the Commission will have to provide the transportation from Illinois to New York, and quarters for the men while on assignment to the Commission. Mr. Cassin had investigated living quarters in the World's Fair area and reported that a three bedroom apartment in an apartment development known as Lefrak City (one mile from the Fairgrounds) can be rented for \$375 a month on an 18-month lease. Based on the plans of other states and other exhibitors who have now made commitments for apartments in Lefrak City, it was proposed that this type of housing accommodation be provided. Representative Randolph moved, Mrs. Barnes seconded, that the Commission conclude arrangements to use State Troopers for security and crowd control at the Illinois Pavilion, and that Mr. Cassin make final arrangements for their housing in Lefrak City. Motion passed unanimously.

EMPLOYMENT POLICY FOR NON-ADMINISTRATIVE PERSONNEL

After a long discussion on the alternative means of staffing the Illinois exhibit, the following points were the consensus of the Commission:

1. That the usher/usherette type employees be paid on an hourly basis without transportation or other living expenses provided by the Commission.
2. That the personnel, whenever possible, be Illinois-connected.
3. That the minimum employment period should be six weeks, and that the work week should be approximately 40 hours at \$1.50 to \$1.75 per hour.
4. That the applicants be 18 years old or older and high school graduates, with minors providing parental consent as a part of the application.
5. That two sub-committees of the Commission be formed--one to meet in Springfield and the other in Chicago to screen the applicants and interview as many as possible in the respective areas of the sub-committees.

A sample fact sheet and application form are attached as part of these minutes.

PREVIEW TRIP TO ILLINOIS DEDICATION AND WORLD'S FAIR OPENING

Mr. Cassin announced that the World's Fair had made an exception to the rule that no previews could be held after April 14. Illinois will have its preview and dedication ceremonies on Monday, April 20 with the special permission of Mr. Moses. The travel agents for the Commission, Travel Headquarters, Inc., have prepared an itinerary for a group trip and charter flight to New York leaving on Sunday afternoon, April 19 and returning to Chicago on Wednesday night, April 22. Total cost of the package trip, which includes everything but a few meals, is \$198 per person.

After some discussion the Commission decided that the Advisory Committeemen should be the first ones invited to the Preview, in addition, of course, to the Commission members, State officials, and others who are directly connected with the project. Commission members were asked to provide their nominations for the Advisory Committee as soon as possible. Each Commission member was asked to nominate three persons for the Advisory Committee. The nominees will then be formally asked to serve by letter from Chairman Newman.

After it is determined how many Commission members and Advisory Committeemen can make the trip to New York for the preview and opening, additional invitations will be extended to those who have been helpful in preparation of the Pavilion.

GIFT AND SOUVENIR CONCESSION FOR PAVILION

After some preliminary discussion and review of the position of Chairman Newman as one of the leading merchants in the Lincoln field, Mr. Newman stated that neither he nor any firm with which he is associated would bid on the merchandising concession for the Illinois Pavilion.

Secretary Graves announced that only two bids had been received as of the time of the Commission meeting, in spite of the more than a dozen invitations sent to qualified merchants in the field throughout the state.

Since it was felt that two bids would not give the Commission an adequate selection or cross-section of interest, a proposal was made to extend the bidding period for another week or ten days in order to reach additional firms in and out of the State of Illinois to assure the Commission and the visitors the best possible concessionaire in the Illinois Pavilion. Mr. Gaiswinkler moved, and Mrs. Barnes seconded, that the two bids in hand be returned to the bidders unopened and that the bidding period be extended until Monday, February 24, 1964. Motion passed unanimously.

Mr. Cassin was instructed to prepare a press release to be distributed through the Illinois Information Service announcing the extension, and inviting bids from any qualified firms or individuals in the state. Mr. Cassin was also directed to contact firms outside of Illinois, and particularly in the New York City area, in order to have as many qualified bids as possible. Copy of the press release sent out Friday morning, February 14, is attached as part of the minutes.

SPECIAL EXHIBITS SALES PROGRAM

A progress report of the sales of special exhibits was presented to the Commission. Members were asked to provide whatever assistance possible in contacting the firms listed on the report. Mr. Cassin mentioned that it was unlikely that the Illinois Pavilion would open with the six or eight special exhibits that were originally hoped for. To date, only the Caterpillar Company has agreed to prepare a special exhibit for the Pavilion. The Caterpillar exhibit will cover the subject of the Illinois manufacturing role in international trade, and provide some background on why Illinois is the number one export state in the nation.

There being no further business, the meeting was adjourned at 4:35 PM.

Respectfully submitted,

James A. Cassin
for
Gene Graves, Secretary

Hand

2/13/64

REPORT OF SPECIAL EXHIBITS SALES PROGRAM

Solicited - Answer is Yes

1. Caterpillar Tractor Company
2. Metropolitan Sanitary District of Greater Chicago

Solicited - Answer is No

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|------------------------------------|---------------------------------------|
| 1. Rand McNally | 5. Harris Trust & Savings Bank |
| 2. International Harvester Company | 6. First National Bank of Chicago |
| 3. Inland Steel Company | 7. Continental Illinois National Bank |
| 4. Illinois Tool Works | 8. American Hospital and Supply |

Pending

- | | |
|--------------------------------------|---------------------------------|
| 1. Curtiss Candy Company | 12. Libby-McNeil-Libby |
| 2. Florshein Shoe Company | 13. Borg Warner Corp. |
| 3. Granite City Steel Company | 14. American Oil Company |
| 4. Hart Schaffner & Marx | 15. Argonne National Laboratory |
| 5. Zenith Radio Corp. | 16. Deere and Company |
| 6. U. S. Gypsum Company | 17. National Can Corp. |
| 7. Sunstrand Company | 18. Container Corp. |
| 8. Truax-Traer Coal Company | 19. Ottawa Chamber of Commerce |
| 9. Electro-Motive Div. of G.M. Corp. | 20. A. E. Staley Company |
| 10. Beatrice Foods Company | 21. Peabody Coal Company |
| 11. Walgreen Company | 22. Swift & Company |

ILLINOIS COMMISSION - NEW YORK WORLD'S FAIR

Suggested Employment Policy Statement
February 13, 1964

It is anticipated that there must be five usher/usherettes on duty at all times in the pavilion. With the two-shift system this will mean a total force of ten young people on the payroll. It should be remembered that many of the staff needs have already been filled:

1. The Disney production is operated by one of his men in attendance whenever the show is being run.
2. State Troopers will provide security in the Manuscript Room and in the general area on a full-time basis.
3. The Division of Tourism of the Board of Economic Development has agreed to provide staffing for the Information Center.
4. The Department of Conservation is now considering providing costumed personnel to assist in operating the Rutledge Tavern.
5. The concessionaire will have his own personnel operating the four or five sales points.
6. The Historical Society is considering the possibility of providing a librarian for the Manuscript and Library rooms.

Qualifications for the positions should be over 18 years of age before date of employment, native of Illinois, or resident of Illinois, or strongly Illinois connected.

Based on the wage scale for similar positions throughout the World's Fair it seems that a range of \$1.50 to \$1.75 an hour is standard. We would probably want to schedule the ushers on a 6½ hour day, 6 day week for top efficiency.

Ideally we would hire the same ten Illinois young people for the run of the World's Fair season. Our big problem will be to find qualified Illinoisans who are available on the 15th of April and can work to the end of October. In any case six weeks must be set as the minimum period of employment. A shorter period would never give us the benefit of experienced personnel in our high traffic exhibit.

Contrary to the opinion of most of our job applicants we do not anticipate that the summer months of June, July, August will be any heavier for the Illinois Pavilion than the opening and fall months. According to all of the advance promotion, guide books, and advice from the World's Fair Corporation, the Illinois Pavilion should be heavily attended even on comparatively slow days of World's Fair attendance. (Our capacity is only 10% of the expected average daily attendance.) Accordingly, we are not planning to have a skeleton force in April, May, September, October, but will maintain a "full" staff for the entire period.

Commission will not provide any expense allowances of other fringe benefits above the hourly salary. Transportation from Illinois to New York must be borne by the employee, along with living expenses in the World's Fair area. The only "benefit" which we will provide is a uniform which becomes the property of the usher/usherette.