

MINUTES OF MEETING

ILLINOIS COMMISSION - NEW YORK WORLD'S FAIR

DECEMBER 8, 1965

The seventh, and final, meeting of the Illinois Commission - New York World's Fair was held on Wednesday, December 8, 1965, at the Chicago Press Club. Mr. Ralph G. Newman, Chairman of the Commission, presided at the meeting. Members of the Commission attending the meeting were:

Mr. Ralph G. Newman, Chairman	Chicago
Senator George E. Drach	Springfield
Senator Thomas A. McGloon	Chicago
Senator Robert A. Welch	Canton
Senator Gordon E. Kerr	Brookport
Representative John G. Fary	Chicago
Representative Paul J. Randolph	Chicago
Mrs. Vernon E. Barnes	Rushville
Mr. Robert Gaiswinkler	Belleville
Mr. Eldon Hazlet	Carlyle

Staff:

Mr. James A. Cassin	Executive Director
Miss Virginia L. Marmaduke	Special Events Director
Mr. John Conte	Business Manager
Miss Irene Repa	Dept. of Business and Economic Development

I. Summary of Second Season Activities

The meeting was called to order at 1:15 PM by Chairman Newman, who extended a welcome to the new Commissioners--Senators McGloon, Welch, and Kerr. He then highlighted some of the statistics of the Fair. Attendance at the Illinois Pavilion for both seasons was seven million. Mr. Lincoln spoke more than 18,000 times. The Fair's attendance (paid and employee) was 55 million for the two seasons. The Illinois Pavilion got approximately 13% of the Fair's attendance. For Illinois' \$1,657,000 investment, the cost per head was less than twenty-five cents.

The Pavilion featured two special days during the second season--Illinois Day in June and Adlai Stevenson Day in August. Both state days were successful in building publicity in the New York area, as well as in Illinois, and also provided an opportunity to recognize special friends of the project. Stevenson Day was a particular success because of the large number of distinguished guests, including Ambassador Goldberg, who made his first public speech at the Illinois Pavilion as Stevenson's successor.

As previously reported to the Commissioners, the great majority of VIP visitors to the New York World's Fair were escorted to the Illinois Pavilion, so that Illinois enjoyed exceptional prestige at the Fair.

The Illinois Pavilion proved to be one of the favorite exhibits on the Fairgrounds, and its staff was one of the favorites. During the two years, 120 young college-age girls and boys represented Illinois as ushers and usherettes. A total of eighty Illinois State Troopers, working thirty-day shifts, added to the good appearance and increased the security. All contributed to a continuing favorable publicity for the Pavilion.

II. Pavilion "Close Down"

Chairman Newman reviewed the sequence of events in connection with the waiver of the demolition requirement for the Illinois Pavilion. Commissioners were reminded that three major agreements were made before the Commission finally agreed to participate in the World's Fair: that the World's Fair assist in the payment of the Disney production fee (\$250,000 subsidy from the Fair Corporation); that the fees to the World's Fair Corporation for utility connection charges, plan review, etc. not exceed \$5,000; and that Illinois would not have to demolish its building and restore the site. The last two points were not part of a written contract, but were formally agreed to and so recorded in a memorandum which the Commission has on file.

When it became clear that the Fair Corporation was not a financial success, efforts were made to force Illinois to demolish the building. An exchange of correspondence between Mr. Moses and the Commission, and eventually Governor Kerner, has resulted in Illinois offering to turn over whatever revenue remains from its share of the concessionaire's fees to assist the World's Fair in demolishing the building. It is expected that the share will be something approaching \$15,000, in addition to the \$15,000 originally agreed to as an attempt to repay the \$250,000 subsidy. In other words, at the conclusion of the audit it is anticipated that Illinois will remit approximately \$25-\$30,000 to the World's Fair. As of November 13 the keys to the Illinois Pavilion were turned over to Mr. Moses with a covering letter indicating the state was no longer responsible for the site and structure.

With the cooperation and guidance of the Department of Finance and its Property Control Section, the economically moveable and salvageable properties of the Pavilion were turned over to the state departments and agencies that could best use them. Mr. Cassin gave examples of the Pavilion office equipment that was turned over to the new Department of Business and Economic Development, the library furniture and historical exhibits to the State Historical Library, and the color photo panels to the Division of Tourism and the Department of Conservation.

III. Review of Financial Condition

Financial statements for state funds and private funds for the period through November 30 were submitted to the Commission for review and approval. It was explained that the statements were unaudited and that the Price Waterhouse staff was presently auditing the Commission's books, as well as the concessionaire's, at the direction of the State Auditor General. The financial statements were accepted as submitted, including accounts payable covering the remaining period of the contracts for administrative staff and the Business Manager's extended employment through the period of the audit. Copies of the statements are attached to the minutes.

IV. Final Report

According to the Commission's legislation, within three months of the closing date of the World's Fair the Commission must make an accounting report to the General Assembly. The Commission directed the Executive Director to determine the statutory requirements for the number of copies of the report and any required distribution. It was the concensus of the Commission that the Governor, Clerk of the House, Secretary of the Senate, Department of Finance, and the private sponsors of the Pavilion projects be included on the distribution list regardless of the minimum requirements.

Chairman Newman introduced the subject of a more formal report as a matter of record of the Commission's accomplishments. After considerable discussion Mr. Gaiswinkler moved, and Senator McGlooin seconded the motion, that a printed report, following the general pattern of the report prepared after the first season, be prepared, and that the mechanical details be at the discretion of the Executive Director. Motion passed unanimously.

Mr. Hazlet added that the report should refer to the state's fulfilling its obligation to keep Lincoln's example before the nation and the world, and that Lincoln was not used as a money-making gimmick for the state or any private operators.

Mr. Hazlet, who was one of the original supporters of the state's participation in the World's Fair, pointed out that the original estimates for the two year period were in the range of \$2 million, or more. Before the Lincoln theme was completely developed, there was the thought that private industrial exhibitors would play a major part in the exhibit, providing about \$1 million additional revenue. According to Mr. Hazlet, it can be said that the Illinois Pavilion, with a total expenditure of approximately \$1,750,000, cost less than originally projected--a remarkable accomplishment when compared to the widespread financial problems at the Fair.

V. Discussion Period

Mr. Cassin explained some of the follow-up work being done in connection with the Illinois Pavilion. Visitors who registered for Illinois tourism information are being supplied literature on a routine basis and are part of a new mailing list system developed by Richard Newman, Chief of the Division of Tourism. Miss Marmaduke's lists of the VIP's received at the Pavilion have been reviewed to select the heads of out-of-state companies. These VIP's are receiving letters from Director Graves reminding them of their VIP treatment at the Illinois Pavilion, and extending an invitation to them to consider Illinois as a site for their plants and offices. Complimentary mail still being received is being answered with the typical invitation to visit Illinois, and every opportunity is being used to continue to capitalize on the good impressions left by the Pavilion.

Representative Randolph gave a vote of thanks and appreciation to Chairman Newman for a wonderful job. Mrs. Barnes asked that Mr. Cassin be included in that commendation. The votes passed by acclamation.

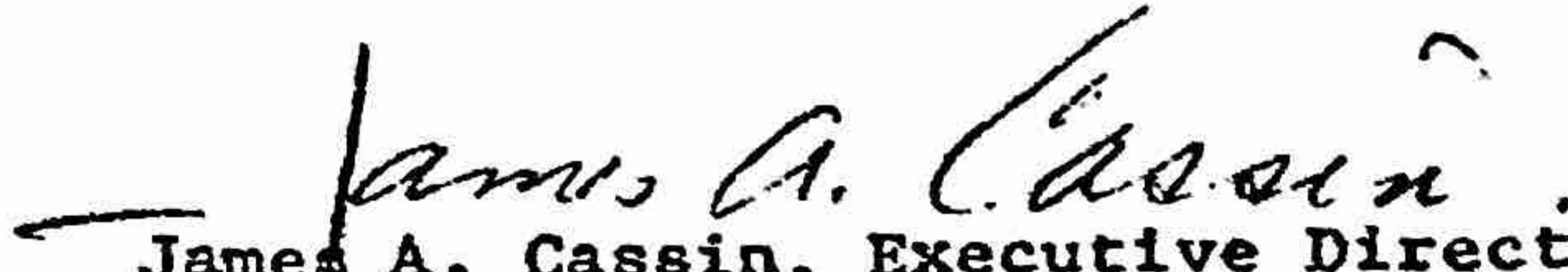
As the final point of business, Chairman Newman brought up the fact that the Executive Director has been on the payroll of the Department of Business and Economic Development since May 1, 1965. In addition to his employment by the Department as Chief of the Division of Export Expansion, Mr. Cassin devoted his services to the Illinois Pavilion by commuting there every week or two. While

Mr. Cassin was under contract to the Commission from August 1963 to May 1, 1965, there was no provision for a vacation period. Mr. Cassin had agreed to continue as the unsalaried Executive Director for the balance of the life of the Commission (June 30, 1966) to handle the main details and supervise publication of the final reports. Chairman Newman suggested there be some compensation to the Executive Director for the services mentioned. Representative Fary moved, and Mr. Hazlet seconded the motion, that a \$1,000 fee be paid the Executive Director from the private funds for his services in connection with the special events and special activities of the Commission. Motion passed unanimously.

After reviewing the remaining responsibilities of the Commission, it was agreed that this would be the final meeting. The Executive Director indicated that copies of the final financial statements, concession sales record, audit of the concessionaire's operation, and the final published report will be sent to each Commission member.

The meeting adjourned at 2:15 PM.

Respectfully submitted,


James A. Cassin, Executive Director
for
Gene Graves, Secretary

SUMMARY OF BIDS FOR EXHIBIT CONSTRUCTION
ILLINOIS COMMISSION - NEW YORK WORLD'S FAIR

January 2, 1964

1. Gardner Displays		\$ 54,987.87 ✓
2. Firks Exhibitions, Inc. (F.O.B. World's Fair site) No estimate for installation. Cost plus 20% fee for supervision, overhead, and profit. Lowest installation quote of other bidders -	50,992 48,067	56,492.00 55,067.00
3. Exhibits, Inc.		56,397.00
4. Award Exhibits		79,678.00
5. General Exhibits F.O.B. Chicago. Bid for installation is cost plus 10%. Lowest installation quote of other bidders -	\$88,990 5,500 7,000	94,490.00 95,990.00
6. Hartwig Displays		96,600.00
* 7. Mc Design Assoc.		104,850.00
8. 3 Dimensions		129,500.00
9. Winbush Associates		140,096.80
10. Howard Displays		164,000.00
11. Edward P. Sutorius & Associates - Premier Design, Inc.		

* 7. Mc Design, F.O.B. Chicago
Lowest other bid - shipping
" " " - Installation

95,616.80
1,200.00
5,500.00
102,316.80

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MARTIN S. COLEMAN, Executive Vice President

Worlds Fair
III. Pavillion
Flushing, New York

Dec. 8, 1965

Gentlemen:

We are conducting a routine audit of our branch inventories. According to the records of our New York branch, the following equipment was on loan to you on December 3, 1965.

Description	Model No.	Serial No.
Record Safe	3441 B1	16095-5
_____	_____	_____
_____	_____	_____

Will you please verify this information by completing the following statement and by returning this letter in the stamped, self addressed envelope enclosed for your convenience.

Sincerely,

THE MOSLER SAFE COMPANY

H. J. Ehrhart
H. J. Ehrhart,
Mgr., Internal Audits

The equipment listed above was on loan to me (us) as of _____ except as noted below.

Ref. N-34 _____

Signed _____

Title _____

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