

MINUTES OF MEETING

Illinois Commission - New York World's Fair
August 28, 1963

The second meeting of the Illinois Commission - New York World's Fair was held in the Governor's Conference Room, State of Illinois Building, Chicago, at 2:00 on Wednesday, August 28, 1963. Mr. Ralph G. 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 John G. Fary
Representative J. Horace Gardner
Representative Paul J. Randolph
Senator Edward C. Eberspacher
Mr. Eldon Hazlet
Mr. Albert Myers, Jr.
Mr. Robert Gaiswinkler
Mr. Fairfax Cone (represented by Mr. Albert P. Weisman)

Chicago
Chicago
Chicago
Shelbyville
Carlyle
Springfield
Belleville
Chicago

Also attending the meeting were:

Mr. Bruce Graham - Skidmore, Owings & Merrill
Mr. John Schruben - Skidmore, Owings & Merrill
Dr. Clyde Walton - State Historian
Miss Katie Miller - Representing Miss Olga Corey, Board of Economic Development
Mr. James Cassin - Illinois Commission - New York World's Fair
Miss Irene Repa - Illinois Commission - New York World's Fair

The meeting was called to order by Ralph Newman. Senator Eberspacher moved, Rep. Randolph seconded, that the minutes of the previous meeting be approved as published. Passed by unanimous vote.

BACKGROUND AND REVIEW OF MEETINGS WITH NEW YORK WORLD'S FAIR CORPORATION AND
WALT DISNEY ENTERPRISES

Ralph Newman discussed the results of meetings in New York and Los Angeles regarding the fees to be paid to the World's Fair Corporation and for the auto-animated Lincoln production by Walt Disney.

Newman explained the great interest expressed in New York to have Illinois represented. As a result of the discussions, the following concessions were made to the Illinois exhibit.

1. The working drawing approval fee and the connection fees for utilities are set at a \$5,000 maximum. (It was noted that fees for other states, such as Maryland, were as high as \$40,000, and fees for the General Motors exhibit exceeded \$1 million.)
2. Demolition of building and restoration of the site to finished park were waived by General Potter of the New York World's Fair Corporation. (Estimates for demolition and restoration range as high as \$75-\$100,000.)
3. Robert Moses, President of the New York World's Fair Corporation, offered an unsecured subsidy of \$250,000 to the Illinois exhibit in order that the Disney-Lincoln production could be included in the World's Fair through the Illinois exhibit. This is the first instance of financial support to any exhibitor at the World's Fair and is based on Moses' conviction that the Disney-Lincoln show would be one of the major attractions. Newman explained that prior to this concession, the Commission had decided that the Commission's budget would not be adequate to retain Disney on his original terms. The net result of the discussions was that the Illinois Commission will now pay \$100,000 out of budget to Disney for the first year of the Lincoln production, that the World's Fair would pay \$250,000 to Disney to cover the balance of the first year rental, and that the World's Fair would be assigned a percentage of the gross income from the concession sales in the Illinois exhibit in an attempt to pay back the \$250,000. However, it is clearly understood that if the revenue from the concessions does not meet the one-quarter million dollar total, the Illinois Commission has no obligation to repay the balance.

Discussions in Los Angeles clarified the points concerning the services included in the Disney production. Originally Disney's WED Enterprises did not include maintenance--electrical and mechanical--of the animated figure. It is now agreed that the Disney production fee includes all maintenance and operation of the show. Mr. Newman pointed out that the Disney rental fee for the two years does not change--\$600,000 for 1964-1965. However, it is now set at \$350,000 for the first year and \$250,000 for the second year. The Illinois Commission has the exclusive option on renewing the contract with Disney for 1965 at the \$250,000 fee for the second year.

Mr. Newman discussed briefly that the concessions from the World's Fair Corporation and from Disney now enable the Commission not only to offer an outstanding public attendance feature, but include as well the substantive Lincoln exhibits and programs which will be unique at the Fair. Mr. Newman had the opportunity to meet with USIA and State Department officials to make preliminary arrangements for a program of Lincoln addresses by national and international figures at the Illinois exhibit.

REPORT OF STATE HISTORIAN REGARDING DISNEY-LINCOLN PRODUCTION
AND TREATMENT OF HISTORICAL ELEMENTS IN THE ILLINOIS EXHIBIT

Dr. Clyde Walton, who accompanied the Commission members to Los Angeles, gave his opinion that Walt Disney and his colleagues were treating the Lincoln production with the proper historical authenticity. Dr. Walton gave the example of Disney retaining a leading historian from UCLA as consultant on the project and assigning Jim Algar, the award winning producer of Disney's nature films, as producer of the Lincoln show.

A demonstration of the prototype figure and one of the current experimental heads indicated the technical capabilities of WED Enterprises. Dr. Walton offered the services of the Illinois State Historical Library in approving, with Chairman Newman, the script of the Lincoln production.

Dr. Walton also offered to make available the priceless Lincoln manuscripts and memorabilia for the Illinois exhibit. Mr. Newman pointed out that the Historical Library will have a major role in the planning and operation of the Lincoln Library in the Illinois exhibit.

Newman also advised the Commission that other institutions, including the Library of Congress and Chicago Historical Society, had offered the loan of priceless exhibit materials.

ARCHITECT'S CONCEPT OF THE ILLINOIS BUILDING

Bruce Graham and John Schruben presented schematic outlines of the function of the Illinois Pavilion. It was explained that the building itself will not be the attention-getter, but rather the shelter and background for the following elements.

1. Landscaped entrance court with immediate impact of Illinois and Lincoln. A reproduction of the Gutzon Borglum bust of Lincoln will be at or near the entrance.
2. Gathering area to set the theme.
3. Theatre - to serve the Disney production figure and provide the site for the speaker program.
4. Series of exhibits.
 - a. Library and manuscript room relating to Lincoln and Lincoln Land itself.
 - b. Rutledge Tavern, or other representation of New Salem.
 - c. Souvenir and gift shop.
 - d. State of Illinois department exhibits.
 - e. Industrial exhibits.
 - f. State tourist information center.
5. Landscaped exit court.
6. Service area - office, storage, washrooms, maintenance.

Mr. Graham again recommended that a general contractor be immediately appointed so that planning of the building can be coordinated with the architect, general contractor, and exhibit designer. Mr. Graham talked to Lou Crandall, Chairman of the Board of the George A. Fuller Construction Company, founded in Chicago 77 years ago. Fuller is considered one of the outstanding contractors in the United States and is now building the Eastman Kodak, National Cash Register, U.S. Post Office, Church of the Latter Day Saints, and other buildings at the World's Fair. Mr. Crandall, as a member of the Board of Directors of the Fair and one of the five outside members of its Executive Committee, will be an excellent choice for this project because of the limited budget and tight schedule.

Mr. Newman reviewed the proposal of the Fuller Construction Company. Mr. Crandall offered to handle the general contractor service for a \$25,000 fee plus the actual cost of construction. It was explained that of the major contractors now doing business at the World's Fair, only two have Illinois connections-- Fuller and Turner. Since Fuller has solicited the business on very favorable terms, it was recommended that the contract be given to them. Preliminary discussions with the State architect and the Department of Public Works and Buildings indicate that they will approve this method of awarding the contract. During the discussion of the cost of the building, Mr. Gaiswinkler noted that 30,000 square feet will be for the building, including the semi-enclosed area. Mr. Graham indicated that the architects are hoping for a square foot cost in the neighborhood of \$20 for the enclosed area, and that all fees--architect, general contractor, and others--will be included in the building budget. In answer to a question from Mr. Gaiswinkler, Mr. Graham reported that Skidmore, Owings & Merrill is providing architectural service for the Equitable Life and American Hospital Association buildings, as well as smaller projects at the World's Fair.

Mr. Hazlet moved, and Mr. Myers seconded, that the contract be awarded to Fuller Construction Company, and that the total cost of the building and the architect's fee not exceed \$500,000. Motion passed by unanimous vote.

In further discussion concerning the exhibit elements to be included in the Illinois exhibit, Mr. Newman reviewed the possible exhibits and materials now available. For example, the Rutledge Tavern replica now at the Illinois State Fairgrounds may be moved to New York as the feature of the New Salem exhibit area. In any case all exhibit materials would have to conform to standards and design patterns established by the Commission and its representatives. Mr. Myers asked if there would be a souvenir book which would be revenue producing. Mr. Newman reported that there would be a book or booklet of that type, but not the typical entertainment program associated with fairs. The souvenir book would be of high quality that would cover the techniques used by Disney in the production, the Lincoln utterances, and the attractions in Illinois. Newman explained that the concession fees to the state at New Salem range from 5 to 15%. He recommended 10 to 20% at the Fair. On that basis half would go toward repayment of the loan and half would be revenue for the Commission. In other words, for every dollar paid to the New York World's Fair Corporation, the Illinois Commission would have a dollar in net income. Disney's merchandising people have offered to be of help in the preparation of the souvenir booklet and other items.

CONSIDERATION OF AN INTERIOR EXHIBIT DESIGNER

The next matter for discussion was retaining of an interior exhibit designer immediately to provide the final member of the planning "team". Mr. Newman pointed out that in an exhibit of this type the designer would have to work directly with the architect, general contractor, State Historian, and others in the original planning.

A number of solicitations were made by designers and exhibit builders, but because of limitations of time there have been meetings with only a cross-section of local and national designers. Mr. Newman explained that the most frequent recommendation received concerned Will Burtin. Burtin's most recent accomplishment was his design of the Eastman Kodak building at the World's Fair. Mr. Newman read a description of Will Burtin from an issue of Industrial Design magazine which describes Burtin as "virtually dean of American exhibition design." Mr. Newman advised the Commission that Will Burtin's design fee based on six major elements in the Illinois exhibit would be \$25,000. This was the fee that was first discussed in initial meetings with the architect when the matter of a master designer was considered.

In the discussions that followed, the following points were made. Mr. Graves felt that the Illinois exhibit should have a top flight designer to go with the stature of the architect and general contractor. Mr. Gaiswinkler mentioned that an Illinois designer of relatively the same stature as Burtin had specialized in package and product design, rather than exhibit design. Mr. Gaiswinkler also suggested that the designer be tied in with the architect's contract. Mr. Graves made the point that in selling industrial sponsorship, a designer of international stature such as Will Burtin would be an added selling point. Mr. Myers pointed out that an exhibit designer with knowledge of crowd control is essential to the project.

Mr. Cassin reviewed his discussions with exhibit builders and designers and indicated that one of the leading Chicago exhibit builders typically sets a design and supervision fee at 20% of the exhibit construction cost. In the so-called middle range design field, fees of approximately \$2,000 per month are considered normal. (The assignment of a designer to a project is normally charged at \$10 per hour plus model drawings and other additional costs.)

After discussion Senator Eberspacher moved, and Mr. Hazlet seconded, that the previous motion, setting the total cost of the building at \$500,000, be reconsidered. Motion passed unanimously.

Senator Eberspacher moved, and Rep. Randolph seconded, that the total cost of the building, including all fees, now be set at \$525,000 (to include fee for an exhibit designer) and that the designer be selected by the architect, Skidmore, Owings & Merrill with Commission approval.

ANALYSIS OF BUDGET

Mr. Cassin went through the preliminary budget point by point for the Commission. A copy of this preliminary budget is attached to the minutes. It was pointed out that the estimated budget items were based on review of other state budgets and initial conversations with contractors and suppliers.

There was particular discussion by the Commission on the item for Commission travel (\$10,000) which was considered low by the Commission. The insurance budget of \$50,000 was discussed and initially considered excessive. It was pointed out, however, that invaluable historical materials would have to have special insurance coverage. It was hoped that special security measures, such as Illinois State Troopers and special storage and handling techniques through industrial sponsors, may reduce the insurance premiums.

It was also pointed out that the preliminary budget included no contingencies. Mr. Newman pointed out that the possible industrial and commercial sponsorships for elements of the exhibit should provide the contingency necessary for this type of operation. Since industrial exhibit space in multi-use buildings at the World's Fair is now sold at \$100 per square foot, it was suggested that Illinois companies would be willing to participate in the Illinois exhibit on similar or better terms. Mr. Graves pointed out that even the landscaped courtyards could be available for industrial sponsorship and exhibits.

Mr. Myers asked if the Commission should allocate the total appropriation for the first year at the World's Fair. Mr. Newman said that while the bill was being considered by the legislators, it was felt even at that time that the funds would not be sufficient. The Commission's plan is to develop revenue from the gift shops and sponsorships that can be applied against 1965 operations. It was mentioned that there may be a need to request additional appropriation to cover operating expenses for 1965 from the Agricultural Premium Fund in the next legislative session in 1965. The Commission budget does not commit it to a deficit for 1964 operations.

OPERATING PROCEDURES FOR COMMISSION

Mr. Graves asked for Commission discussion on hiring of personnel for staffing of the exhibit. He explained that a number of applications had come in from students wanting to work in the Illinois exhibit. Mr. Weisman and Mr. Myers thought it would be advisable to consider young people because of the good will advantage to the state. Because of the practical problems of using young people from Illinois at the Illinois exhibit in New York, it was decided that this consideration should be postponed until there is a better idea of the personnel staffing requirements.

After discussion a resolution concerning travel expenses was passed by unanimous vote. Moved by Rep. Randolph, and seconded by Rep. Gardner.

RESOLVED: That a schedule of maximum travel expense allowances be established for members of the Illinois Commission - New York World's Fair, and its agents, and that receipts for expenses not be required; that the officers and Executive Director of the Commission also be authorized to submit additional extraordinary expenses necessary to the conduct of Commission business.

Schedule of Maximum Travel Expense Allowances

- Transportation - 10¢ per mile
- Meals - \$10 per day
- Lodging - \$10 per day in Springfield
- \$15 per day in Chicago and out-of-state
- Incidentals - \$10 per day

Mr. Graves pointed out that in the minutes of the first meeting the position of Director of the Illinois Pavilion was created for the period August 1, 1963 through December 31, 1964, and that a Commission secretary be hired for the same period. Because of the need for pavilion management after December 31, whether the project is continued in 1965 or not, it was considered necessary to extend the time of the contracts. Mr. Hazlet moved and Mr. Gaiswinkler seconded that the contract for Mr. James Cassin and Miss Irene Repa be extended through March 31, 1965. Motion passed by unanimous vote.

OTHER MATTERS FOR CONSIDERATION

Mr. Newman brought up the subject of promoting foreign attendance at the Illinois exhibit by dignitaries as well as tourists, and continuing that promotion so that foreign travel to Illinois may result. An Illinois Mission to Europe, headed by Governor Kerner with more than 100 Illinoisans, will depart on October 17 for three weeks. There was discussion concerning the merits of having Chairman Newman take part in this mission to promote the Land of Lincoln theme at the World's Fair. After further discussion Senator Eberspacher moved, and Rep. Randolph seconded, that the Chairman be authorized to join the Illinois delegation in the forthcoming European Mission for the purpose of selling the Illinois exhibit, and that his expenses be limited to \$750. Motion passed unanimously.

Senator Eberspacher mentioned that he had been approached by a publicity firm in Decatur representing the American Soybean Association and asked that the Executive Director pursue the possibility of having the soybean industry sponsorship, since that industry represents a major factor in Illinois agriculture.

Senator Eberspacher also pointed out that there is a model of the Vandalia State House available which should be considered as a possible exhibit feature.

After discussion of the advantage of having a coin and stamp collection relative to Lincoln and Illinois, Senator Eberspacher agreed to make inquiries of the American Numismatic Association.

There being no further business, the meeting was adjourned at 4:10 PM.

PRELIMINARY BUDGET

ILLINOIS EXHIBIT

New York World's Fair - 1964

I.	Building	\$525,000	
II.	Exhibits and Lincoln Theatre Production	225,000	
III.	Operation	<u>250,000</u>	\$1,000,000

I.

Preliminary Budget
Building

Architect and designer fees - interior and exterior design and supervision	\$ 75,000	
Fees to NYWF Corp. for working drawings review and connection charges	5,000	
Landscaping	45,000	
Construction of building (ready for exhibits)	<u>400,000</u>	\$ 525,000

II.

Preliminary Budget
Exhibits and Lincoln Theatre Production

Construction of exhibits, handling of historical materials, interior furnishings and equipment	\$125,000	
WED Enterprises - production of auto-animated Lincoln show	<u>100,000</u>	\$ 225,000

III.

Preliminary Budget
Operation

Utilities - water, electricity, telephone, air conditioning, waste removal	\$ 50,000 .	
Ushers and security	50,000 .	
Personnel	55,000 .	
Insurance - construction and operation	50,000 .	
Travel	10,000 .	
VIP reception and speaker programs	10,000 .	
Printing and mailing	5,000 .	
Maintenance - building and landscape	10,000 .	
Tourist information service	<u>10,000 .</u>	\$ 250,000 .