

CENTURY 21 EXPOSITION, INC.
200 Civic Auditorium
Seattle 9, Washington

AT 4-0700

EXECUTIVE COMMITTEE MEETING
Thursday, April 30, 1959
Chamber of Commerce

PRESENT

Mr. Carlson, Presiding
Mr. Bekins
Mr. Braman
Mr. Brandt
Mr. Broderick
Mr. Carr
Mr. Douglas
Mr. Dupar
Mr. Ehrlichman
Mr. Gandy
Mr. Jewett
Mr. Olsen
Mr. Riley
Mr. Rosellini
Mr. Ryan
Mr. Shefelman
Mr. Way

GUESTS:

Mr. Graham, Chairman,
Housing Committee
Mr. Kasper, Chairman,
Century 21 Beautification
Mr. Flood, U. S. Department
of Commerce

STAFF:

Mr. Dingwall
Staff Members
Agency Members
Law Office Representative

The following business was transacted:

1. Finance Report: Mr. Frank Dupar reported that the interim finance solicitation has reached a total of \$69,525. Of this amount \$40,057 has been subscribed in cash.

2. Property Acquisition Report: Mr. Carlson read a letter addressed to Mr. DeWayne Kreager, Director of the Department of Commerce and Economic Development, from Mr. Roger Walsh, Special Assistant to the Attorney General. The letter stated that for all intents and purposes the State's land acquisition has been completed. This means that the entire 74-acre site has now been purchased.

3. Debenture Report: Mr. Harry Henke, III, reported that although the debenture form had been completed in rough form, several decisions remain to be made regarding such matters as: (a) establishing a stable interest rate and a date to begin interest payments; (b) total bond limitations; and (c) selection of three trustees to sign the debenture.

The committee directed Mr. Henke to present these problems to a special finance committee. This committee will be set up shortly, with the approval of the Executive Committee, and will then report back on such matters as the debenture form.

Executive Committee Minutes
April 30, 1959

-2-

4. Building Lease Reports: Mr. Douglas asked that his committee report on leases of existing on-site facilities be put over until the next meeting.

Mr. Douglas also reported that his State Building Advisory Committee had met several times with Paul Thiry, and in his opinion they were in complete agreement as to the use, design, capacity, etc., of the state structure. Mr. Douglas recommended that as the design of the building is further solidified, a board of review, made up of arena managers from Portland, Seattle, and other areas, be called in to study the specific problems of the exposition sports building.

5. Century 21 Beautification Committee Report: Mr. Gene Kasper, Chairman of the Century 21 Beautification Committee, presented a detailed report on the history, objective, and current results of the beautification program throughout the State of Washington.

Mr. Kasper advised that over fifty Washington communities have accepted Auburn's challenge in the beautification contest. He revealed the results in terms of planting, cleanup campaigns, and highway beautification programs to date. The active subcommittees in the beautification program now include public relations, business participation, historical site development, mass plantings, school participation, and prizes.

President Carlson and the committee were greatly impressed by the beautification program and the work that had been done and thanked Mr. Kasper for his fine leadership.

6. Monorail Report: Mr. Carlson said that the Seattle Transit System's selection of Lockheed Aircraft as the prime contractor for the monorail system was one of the major steps to date in the development of the exposition.

Joe Gandy reported that his Monorail Finance Advisory Committee, made up of Mr. Wageman, Mr. Ehrlichman, and Mr. Prosser, is ready to go to work in cooperation with Transit and Century 21 in developing a sound financial program for the monorail.

7. Interim Century 21 Housing Report: Mr. John Graham, Chairman of the Interim Century 21 Housing Committee, reviewed the objectives of his group and explained their threefold job of recommending a suitable permanent housing authority, examining of housing problems and existing facilities, and making recommendations on the various problems.

The recommendations of the Steering Committee are as follows:

I. Permanent Housing Committee

A permanent Century 21 Housing Committee to be appointed by the President. The committee should include, among others, representatives from:

Executive Committee Minutes
April 30, 1959

-3-

Washington State Hotel Association
Washington State Hotel Association
Mayor's Office, City of Seattle
Seattle Chamber of Commerce Tourist & Convention Bureau
Tourist & Promotion Division, Dept. of Commerce &
Economic Development, State of Wash.
Seattle Housing authority
Seattle Hotel Association
Seattle Hotel Association
Seattle Apartment House Operators Association
Washington State Park Dept.
Seattle City Park Dept.
County of King Park Dept.

II. Permanent Housing Authority

A housing authority, such as "Logexpo" be set up immediately as either:

1. A separate non-profit corporation, or
2. As a branch of Century 21, Inc.

That said authority (Logexpo "21", if this be its name) be empowered to conduct a survey to ascertain the number of existing and proposed housing accommodations that will be in operation by 1961:

1. Within a 30-mile radius of the Exposition site.
2. Area outside 30-mile radius of Exposition site.

III. Public Relations

That Logexpo 21 employ public relations counsel for the purpose of telling the housing story to the public.

IV. Regulation of Rates

That the permanent committee devise a workable solution for a guaranteed rate structure for housing accommodations.

V. Speculative Building

That the President and Board of Directors set a policy that would help to stem speculative building of permanent transient housing accommodations.

VI. Statewide Project

That all state communities through local chambers of commerce be asked to work on this project.

Executive Committee Minutes
April 30, 1959

-4-

VII. Labor

We wish to call attention to the importance of securing the cooperation of organized labor.

The committee unanimously accepted the recommendations as presented and requested that the staff give detailed study to the most effective methods of carrying out the recommendations.

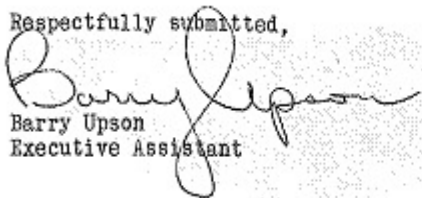
8. Exhibits and Concessions Report: Mr. Allen Beach, Deputy Director in charge of Exhibits and Concessions, presented preliminary schedules for the exposition development. A general schedule is made up of nine phases, beginning May 5, 1959, and running through the complete demolition of the site sometime after September 10, 1962.

Mr. Beach also presented a very detailed "Phase Two" deadline schedule for the next six months, beginning May 10. This schedule was broken down into the following sections: (a) Design and Construction; (b) Budget, Administrative Section; (c) Rules and Regulations, Exhibits and Concessions; (d) Publications and Promotion; (e) Direct Contacting, Exhibits and Concessions Sections; and (f) Management Staffing, Executive Section.

Mr. Beach advised that the next six months were going to be the most critical time in the development of the exposition, particularly in reference to securing foreign and national exhibitors. He said that the "Phase Two" schedule was very tight; but if we could hold to it for the next six months, Century 21 would be well on its way to a success.

Copies of the "General Schedule" and the detailed "Phase Two" schedule are included with these minutes.

Respectfully submitted,


Barry Upson
Executive Assistant