MEMO TO: James Hetherington
Milton J. Fineberg
Dave Gibson
James Pauloski
Robert Richey
Rosemary Tanner
Suzy Wert

FROM: Winston Shindell, Director, Indiana Memorial Union

SUBJECT: Minutes and follow-up to meeting of September 10, 1983.

DATE: September 30, 1983

Enclosed please find the minutes of the September 10, 1983 meeting of the John Whittenberger Society Advisory Board.

As a result of this meeting, Gene Fletchall, Deb Winger, and I have outlined this fund drive schedule:

Phase I -- Immediately after the reunion send Union Board alums a packet containing:

1. The commemorative brochure about the IMU's history.
2. A letter telling about the commemorative project and explaining that a pledge card is enclosed.
3. A pledge card.
4. A printed piece with narrative and illustration about the commemorative project.

Phase II -- In 1984.
This would use the class agent system of former presidents (or others) contacting their board members. This phase would also introduce the signature bricks to Union Board alumni and the general public.

By way of this memo, I would like to ask the Advisory Board's permission to use $600 of the cash in the Whittenberger Society endowment to fund a booklet about the commemorative project. This would be sent immediately after the reunion.

Thank you again for your support and interest. See you in November!

WS/cl

cc: Ann Claussen
Gene Fletchall
Deborah Winger
JOHN WHITTENBERGER SOCIETY ADVISORY BOARD

INDIANA MEMORIAL UNION

Minutes of Fourth Meeting
September 10, 1983

PRESENT:  James Hetherington, Chair
           Milton J. Fineberg
           James Pauloski
           Robert Richey
           Suzy Wert

           Ann Claussen, Ex-Officio
           Gene Fletchall, Ex-Officio
           Winston Shindell, Ex-Officio
           Deborah Winger, Ex-Officio
           Guests:  J. Terry Clapacs
                    Thomas Cunningham
                    David Smith

ABSENT:  David Gibson
         Rosemary Tanner

Call to order and approval of agenda

Jim Hetherington called the fourth meeting of the John Whittenberger Society Advisory Board to order at 9:05 am, and welcomed board members and guests to the meeting. He asked for additions to the minutes. With minutes approved, he called on Winston Shindell.

Introductions

Mr. Shindell thanked the committee for convening, then made introductions: Terry Clapacs, Director of University Physical Facilities; Dave Smith, Landscape architect for University Physical Facilities; Tom Cunningham, Union Board Public Relations Director; and Deb Winger, formerly Deb Cochran, Administrative Assistant to the Director of the Indiana Memorial Union.

Union Board update

Ann Claussen passed out a packet of information about Union Board. She reported that the 1982-83 Union Board planned 215 programs that drew a total of 180,000 persons. The Union Board is making a special effort to reach out to married students and their families this year.

She then highlighted the brochures and programming areas in the packets: public relations' "Get Involved" brochure, to promote Union Board's visibility; the lectures brochure, with various programs; Plant Sale in Alumni Hall; Informational Mass Meeting; Learning at Leisure; Travel and Excursions; Neil Young concert; Films, which drew 3,000 persons the previous week; and the renewed popularity of College Bowl.

Mrs. Claussen also reported that Union Board President - Scott Gudeman
meet with Chancellor Herman B Wells, Vice President - Bloomington Kenneth Gros Louis, and Executive Vice President and I.U. Foundation President George Pinnell over the summer. Scott has also arranged for the Union Board to have lunch with each of those persons this semester.

Issues facing the Union Board include the review of the allocation of I.U.'s mandatory student fee and concert scheduling.

Tom Cunningham then told the Advisory Board about Union Board's public relations committee. The Union Board magazine has been renewed this year, and the first issue will come out around the first of October. He also reported that his committee is broken down into five sub-groups who handle press releases, public service announcements, slide shows, frisbees, banners, magazines, a Public Relations Forum, and more.

Commemorative Project

Terry Clapacs discussed plans for the I.U.-Bloomington campus. With the I.U. Art Museum and renovation of Woodburn Hall, the Showalter Fountain Plaza and Seventh Street have had significant landscaping improvements.

The Arboretum (which replaces Memorial Stadium on Tenth Street), the Jordan Hall Addition, and the Law School Addition all contribute toward the long-range goal of consistency in landscaping the campus bordered by Third Street, Tenth Street, Jordan Avenue, and Indiana Avenue.

Dave Smith then discussed the IMU's commemorative garden project. He said that the garden would emphasize the IMU's image by making the Biddle Continuation Center entrance more open and inviting.

When designing the garden, he looked at overall concepts such as continuing the street plantings west on Seventh Street to Indiana Avenue.

The garden's landscaping plan would keep the mature trees in the area, and take out the shrubs and hedge that currently block the view. Plans call for a formal lawn and flower beds. Garden maintenance is a separate budget item in the cost breakdown.

The garden reflects the IMU's role as an important place for alums and visitors to congregate before going to other places on campus.

He discussed granite, fired brick pavers, pre-cast concrete pavers, and exposed aggregate concrete as paving alternatives. He emphasized that all materials used must fit into the entire plan for campus.

Mr. Smith also talked about two alternatives for donor recognition. In Indianapolis, signature bricks were sold around Monument Circle, and on the Richmond campus, wall tiles were sold. The Board then discussed signature bricks.

Finally, Mr. Smith emphasized that when the Advisory Board considered breaking down costs, keep in mind that some parts of construction projects must take place simultaneously.
Endowment Update

Gene Fletcher gave the financial reports:

Union Board Scholarship fund:

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<th>Description</th>
<th>Value</th>
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<tbody>
<tr>
<td>Book value</td>
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<tr>
<td>Market Value</td>
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</tr>
<tr>
<td>Cash in Scholarship fund</td>
<td>$2,091.91</td>
</tr>
<tr>
<td>Total cash - month end</td>
<td>$2,593.91</td>
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</table>

NOTE: $502 of the cash is in the Endowment Fund, and will increase the book value by this amount when it is invested. After giving two scholarships of $750 each, there will be $591.90 surplus cash in the scholarship endowment fund.

Whittenberger Society Fund

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
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<tr>
<td>Market value</td>
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<tr>
<td>Cash in endowment Sept. 7</td>
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<td>Cash in income fund</td>
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<td>Total cash</td>
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</tbody>
</table>

Mr. Fletcher suggested that since we have plenty of money for scholarships, that we condense the other options on the pledge cards. The alums would then have a choice of contributing toward the commemorative project or write in a specific project. The Advisory Board endorsed this suggestion.

75th anniversary projects

Deb Winger called the Advisory Board's attention to the deadline schedule before them, and highlighted the following projects:

- Chancellor Wells has agreed to speak at the reunion.
- The multimedia presentation about the IMU's history debut at the reunion is now in the production stage. Hirons Williams Advertising in Bloomington is producing the show.
- The Marching Hundred is still considering featuring the IMU's 75th anniversary during its halftime show at the Purdue game.
- The commemorative brochure, a 36-page booklet about the history of the Union, is at IU Publications, and will be distributed at the reunion.
- Rudy Pozzatti has agreed to produce a print for the anniversary. No details have been worked out, but he would like to make the print available in the late spring of 1984.

Reunion program

Mr. Shindell noted that the reunion invitations will go out within two weeks, as soon as the IMU has the Purdue football tickets in hand. He then ran through the suggested reunion program, noting that because of the large number
of items to be covered, he thought it appropriate that he serve as Master of Ceremonies to keep it brief. The Advisory Board agreed.

The Advisory Board then discussed the announcement of the commemorative project. The Board recommended that it be kept in mind that the kickoff for the 75th anniversary is an historical event, and that the fundraising materials be sent out immediately after the reunion.

The reunion Saturday morning program was highlighted next. Tom Cunningham reported that his committee was planning the Union Board Forum. This would be an entertaining look at Union Board -- both looking at what Union Board had done as well as taking a look forward. This program will be at 10:00 am in Whittenberger Auditorium, and will include a 10-15 minute slide presentation.

The Advisory Board then endorsed the program format. The Board also recommended that a roaming photographer be available at the reunion.

Alumni Scholarship Plaque

Mr. Shindell asked if the IMU may use $500 of the cash in the scholarship fund to purchase a plaque listing Union Board Alumni Scholarship recipients. This would hang in the South Lounge or Whittenberger Entrance area. The Advisory Board approved.

Fund Drive

The group then discussed plaques and bricks as forms of donor recognition, and listing all donors in a program at the project's dedication. The group recommended that we wait to establish donor increments until donations begin to come in. Mr. Shindell also suggested that the Pozzatti prints, IMU Reserves (no more than $25,000), and Union Board's Art Objects Fund are possible commemorative project funding sources.

Finally, the Advisory Board emphasized the consensus that we use the undesignated funds in the John Whittenberger Society endowment as the seed money for the commemorative project.

The meeting was adjourned at 10:45.

Respectfully submitted,

Deborah S. Winger
Deborah S. Winger
DSW/clt