

## MINUTES OF THE CITY COUNCIL

CITY OF AUSTIN, TEXAS

Special Meeting

November 14, 1956  
10:00 A.M.

Council Chamber, City Hall

The meeting was called to order with Mayor Miller presiding.

## Roll call:

Present: Councilmen Long, Palmer, Pearson, White, Mayor Miller  
Absent: None

The meeting was called to discuss with MR. E. M. RACE, Manager of the Will Rogers Memorial Buildings in Fort Worth, and President of the International Association of Auditorium Managers, the management and rates to be charged for the Auditorium.

MR. JOHN POWELL, Vice President of the Chamber of Commerce; MR. GEORGE SEAGERT, Convention Chairman; and MR. VIC MATHIAS, Chamber of Commerce were present; also MR. JACK SWENSON and other representatives from the Junior Chamber of Commerce were present.

Mr. Race reviewed the rates charged for the Auditorium and buildings in Fort Worth, and listed the revised rates to be placed in effect shortly. His recommendation was to charge a flat fee per day--over the country the fees ran from \$400 per day to \$1500. The conventions get their money back from selling exhibit space--charging not less than \$100.00 for a ten foot square exhibit space. This is for the time of the convention three to ten days. Some cities charge the conventions five cents a square foot.

He explained the four-wall contract in that the renter will take the building as is, and that includes normal lighting, heating and electrical facilities. Most shows need additional current, and licensed electrician is employed to run the lines at the expense of the show. No extra charges are made for additional use of power or anything. It is all included in the original rental fee. Mr. Race suggested that in establishing the rate, it be set high enough to cover extra power, etc.

Fees charged for the various types of uses were discussed. The proposed fees for the Fort Worth Auditorium are as follows:

	Morning	Afternoon	Evening
TRAVELING SHOWS South Pacific Oklahoma, Etc.	\$175	\$200	\$250
GRAND OPERA Local Organization	\$100	\$125	\$150

Anytime the space could not be rented due to another use, the renter pays for the full time. A moving in and moving out charge of \$100 each is made.

Parking charges were discussed. No parking charges are made; but Mr. Race, speaking as President of the International Association of Auditorium Managers, recommended a reasonable charge to pay for maintenance of the area, lighting, and patrol service.

As to personnel of the Fort Worth Auditorium and other buildings, there are a Manager, a Secretary, and 17 others including 5 building engineers, a foreman, and laborers. At times there will be 250-300 additional personnel, employed and directed by the Manager, but paid for by whomever rents the building.

Mr. Race listed the numbers of days the Auditorium and Coliseum were occupied last year--265 and 192. For a new Auditorium, it would take two or three years before it gets started off; and when the new Manager was employed, it would still take a couple of years to get people convinced to bring their conventions in. He suggested engaging the local organizations to use the building, and get accustomed to its facilities; their promoting travelling shows. Mayor Miller outlined a good program for getting the Auditorium started, and getting everyone acquainted with the Auditorium potentialities.

Mr. Race stated he worked directly under the City Manager of Fort Worth, and was responsible to him. He did not have any Board, or work through the Recreation Department. The Council sets the rental rates, and approves all expenditures over \$500.00. The Business Manager is on duty practically all the time, and has to be on the job when the various activities are going on. He recommended that an Auditorium Manager be responsible only to the City Manager.

Detailed discussion was held on the Concession privileges. He recommended a concession contract at first on the percentage base on the first five years; then change the contract to a flat fee plus a percentage. Clubs and individuals were not permitted to come in and serve. When big banquets are planned in Fort Worth, (the concessioner is not set up to handle banquets) the Auditorium receives a certain amount and the concessioner receives a certain amount, from the outside caterers.

Other points Mr. Race mentioned, were: No reduction of rates for longer leasing time, as operating costs did not go down; Out-of-town people, unless it is a responsible well known organization, are required to pay a deposit of

one-half on signing the contract, and the other half collected the first night of the performance. The contract has a clause that will take care of any damage to the building or furnishing, to be paid by the renter; and certain insurance is required. The personnel of the management cleans the buildings, but not the booths.

It was his recommendation that the Coliseum and Auditorium be placed under one management, and that a manager be employed at least a year before the Auditorium is completed so that he could familiarize himself with the building, with the local groups, and work with the various groups. He did not believe the amount of fees charged would influence the use of the Auditorium as what the convention people were looking for were building facilities, amount of hotel space, and amount of service they could get from the Auditorium.

As to shuttle busses, Mr. Race stated certain large conventions and associations would furnish those busses themselves, and that some companies would bid for that service.

There being no further business the Council adjourned subject to the call of the Mayor.

APPROVED

Tom Miller.  
Mayor

ATTEST:

Elin Hooley  
City Clerk