

MINUTES OF A SPECIAL MEETING
 REGENTS OF THE UNIVERSITY OF OKLAHOMA
 THURSDAY, APRIL 30, 1953 - 11:00 A. M.

A special meeting of the Board of Regents of the University of Oklahoma was called by the President of the Board at 11:00 a.m. on Thursday, April 30, 1953 for a hearing requested by Roy C. Lytle, of the law firm Keaton, Walls, Johnson & Lytle, of Oklahoma City, representing McClure Concessions, Inc., to discuss further the matter of turning over the concessions at football games and other occasions to the Department of Athletics. This action was taken on recommendation of President Cross at the April 9, 1953 meeting.

The following members of the Board were present: Regent T. R. Benadum, President, presiding; Regents Short, Morgan, Foster, Little, McBride, Grisso.

Mr. Jake McClure and Mr. John Laughlin, representing McClure Concessions, Inc. were present. Also C. E. (Bud) Wilkinson, Director of Athletics and Kenneth Farris, Business Manager.

The Chair asked that Mr. McClure make such statements as he desired, whereupon he explained the operations during the past years. He stated they had attempted to give the best possible service and at prices commensurate with those charged generally throughout the country. He stated also that they paid the Athletic Department 30% of the gross sales plus \$1,000 last year on a one-year contract, but that he had assumed the contract would be extended. Salesmen are paid 16 $\frac{1}{2}$ % of sales. They have had full cooperation on the part of Kenneth Farris. He asked that the Regents rescind its action at the previous meeting and that they be given a long-time contract.

Costs, prices, and services were discussed, following which Messrs. McClure and Laughlin retired from the meeting.

Mr. Wilkinson was asked to express his opinion on the matter. He stated he was skeptical in the beginning and stated he did not know if the Department of Athletics could operate the concessions successfully. At the Universities of Nebraska and Minnesota, where the concessions are operated, the facilities are used by other organizations, and on a nine-months basis. He stated Kenneth Farris has made a thorough study of the matter and is in a better position to explain the situation.

The following statement, prepared by Kenneth Farris, was distributed:

1953 CONCESSIONS

OBJECTIVES AND PLANS

- I. OFFICIAL NAME: "OU CONCESSIONS"
- II. OFFICIAL SLOGAN: "HERE TO SERVE YOU"
- III. OBJECTIVES
 - A. It shall be the prime objective of "OU Concessions" to provide substantial quantities of beverages and food at nominal cost sold by clean, courteous personnel.
 - B. The sales personnel and certain stand positions will be solicited exclusively from the student body. It shall be the intent to assist and aid deserving students financially through sales commissions. Sales personnel other than students will be used only in event of absolute necessity.
 - C. It is the desire of this department to employ University staff and/or faculty members as available for work in supervisory positions.
 - D. Sales personnel and some stands personnel will be requested and interviewed very soon in an effort to secure as many as possible before school is out for the summer. Prior to reporting back to Norman in September, all personnel will be contacted as to availability in the fall. They will be notified when to report for instruction, which will be offered by means of lecture and visual aids prior to the first game.
 - E. It is the desire of "OU Concessions" to obtain exclusive rights for all campus activities and events which, by the nature of their size, would justify the establishing of temporary stands and hiring of some personnel for the purpose of selling beverages and food.
 1. Some of the activities desired would be:
 - a. Gas Measurements Short Course
 - b. Playhouse and Celebrity Series
 - c. Some Intramural contests
 - d. Others
 - F. In addition to food and beverages, the following items will be sold:
 1. Souvenirs
 2. Cushions (rented)
 3. Cigarettes and cigars

- G. The stand areas in the North, the East, and the West stands will be enlarged so as to accommodate greater numbers in a shorter period, thus eliminating lines.
- H. All phases of "OU Concessions" will be planned and directed toward a better, cleaner, and more efficient operation for the customer, thus providing improved service.

IV. PLANS

- A. Numerous conferences will be scheduled very soon for the purpose of co-ordinating the concessions operation with the work, advice, and assistance of other departments.
 - 1. Some of the conferences will be with the following:
 - a. Roscoe Cate
 - b. D. R. Kimrey
 - c. Garner Collums
 - d. Walter Kraft
 - e. Frank Ives
 - f. Others
- B. In addition to conferences with University officials, other conferences will be held with vendors and service organizations.
- C. A quick observation trip will be made about May 15, in an effort to obtain information.
 - 1. Visits will be made as follows:
 - a. University of Minnesota
 - b. Wrigley Field, Chicago
 - c. Soldiers Field, Chicago
 - d. University of Nebraska
 - e. St. Louis, Missouri (concession supplies)
- D. After the proposed trip and the aforementioned conferences, a budget will be submitted for approval, which will include the funds necessary for equipment, supplies, some construction, vehicles, personnel, and stores.

Mr. Farris stated he had made preliminary investigations and in his opinion the operations could be carried on successfully from the financial standpoint and in addition create good will for the University through better service than has been given in the past. He submitted the following statement showing proposed expenditures for equipment necessary to begin the operations:

April 30, 1953

4589

<u>QUANTITY</u>	<u>ITEM</u>	<u>TOTAL COST</u>
1	VEHICLE	\$ 1350.00
	HAND TRUCKS:	
2	2 Wheel @ 10.00	20.00
10	4 Wheel @ 30.00	300.00
6000	CUSHIONS	3000.00
	HOT DRINK DISPENSERS:	
15	stand type @ 75.00	1125.00
2	portable w/wheels @ 150.00	300.00
10	portable f/salesmen @ 37.50	375.00
10	TANK, COLD DRINK	500.00
115	BUCKETS, COLD DRINK @ 1.00	115.00
2	SNOW CONE MACHINE @ 250.00	500.00
1	COTTON CANDY MACHINE @ 300.00	300.00
1	POPCORN WARMER @ 300.00	300.00
4	POPCORN MACHINES	1146.00
20	WARMERS, HOT DOG @ 50.00	1000.00
300	JACKETS @ 5.00	1500.00
20	POPCORN CARRYING TRAY @ 11.00	220.00
2	SNOW CONE CARRYING TRAY @ 25.00	50.00
10	SNOW CONE STAND TRAY @ 1.50	15.00
150	COKE CUP DISPENSER @ 3.00	450.00
2	COFFEE URNS - 1-60 gal. @ 600.00	1200.00
	1-30 gal.	
1	DEEP FREEZE	<u>430.00</u>
		\$ 14190.00
	NEW STANDS AND REMODELING	<u>7500.00</u>
		\$ 21690.00

Following a discussion Mr. Wilkinson and Mr. Farris retired from the meeting.

Regent Morgan moved that the previous action that the Athletic Department handle the concessions be reaffirmed.

Regent McBride moved, as a substitute for the Morgan motion, that the taking over of the concessions be deferred for one year "because the statistical report is not sufficiently complete and that we do not at the present time have enough information to justify taking over the operations this fall".

President Cross was asked, in the light of discussions, if he would want to change his recommendation, to which he replied in the negative.

April 30, 1953

4590

Regent Grisso stated: "We are just as ready now as we will be next year".

The question was called for on the substitute motion by Regent McBride.

On the vote on the motion the following voted AYE: Regents Short and McBride. Voting NO: Regents Morgan, Foster, Little. Regent Grisso stated he would "pass". Regent Benedum expressed himself in favor of the McBride motion, but declared the motion lost.

A vote was taken on the Morgan motion to reaffirm the previous action to turn the concessions over to the Athletic Department, with the following result:

Voting AYE: Morgan, Foster, Little. Grisso not voting.

Voting NO: Regents Short and McBride. Regent Benedum expressed himself as against the motion, but declared the motion passed.

President Cross discussed some of the developments with reference to the action of North Central Association in connection with the awarding of scholarships to athletes following conferences with the Presidents of the Big Seven and Big Ten institutions, and others, and asked for instructions from the Regents in the event a reasonable solution to the athletic problem cannot be worked out with the North Central Association. He recommended that the University of Oklahoma be authorized to join with the other comparable large institutions in withdrawing from the North Central Association and organizing a new system of accreditation. He stated a meeting is to be held in the near future and he asked that he be authorized to say at that meeting the University will withdraw from the North Central Association and join with the other institutions in organizing the new accrediting group.

Regent Little moved, and it was unanimously voted, to approve the President's recommendation.

There being no further business the meeting was adjourned at 12:50 p.m.

Emil R. Kraetli, Secretary