

Jvd: Gold's Staff

3-25

30th Anniversary
August 27, 1997
Austin, TX

Confirmed Events for the Secretary

1. 11:15 AM "Church" rest stop beautification with Mrs. Johnson
Location: Why. 290 Adjacent to LBJ Ranch 15 minutes

2. 11:45 Lunch with Mrs. Johnson at LBJ Ranch 1 and 1/4 hours.

3. 2:30 Forum on Transportation

Location: LBJ School, LBJ Auditorium

University of Texas

Austin, TX

2 and 1/2 hours.

4. In addition, the LBJ school will likely host a luncheon for panelists, other VIP's. While S1 is not expected to attend, it would be useful to have him drop by prior to forum. Luncheon time can be determined.

Logistics

1. The Church rest stop is 66 miles from the LBJ School. Driver time: 1 and 1/2 hours.

2. The LBJ School is ten minutes from the airport

3. There are numerous hotels within 10 minutes of the airport and 10 minutes of the School.

TxDOT offered the possible use of a small plane. Plane holds 8-10. The LBJ ranch has a 6300 ft runway, condition unclear. If it can be used, flight time would be about 30 minutes, then 10 minutes from airport to School. FHWA D.A. has indicated use of the plane would be "complicated" It would however save 40 minutes at a minimum. This could allow longer time for lunch at ranch, or earlier time for forum.

Participants:

Rest Stop

Mrs. Johnson

Other members of LBJ family (?)

TxDOT Commissioners (3) (invited)

TxDOT Director (invited)

FHWA D.A.

FHWA A.D.A.

Deputy Secretary

Ann Richards (?)

Lunch at Ranch
Mrs Johnson
Deputy Secy (?)
Ann Richards (?)

Forum

Deputy Secretary
Ann Richards

Modal Administrators

Phil Recht, Jolene Molitoris, Louise Stoll are confirmed.

Panelists

Univ of Texas President (?)
Dean of LBJ School
Director of LBJ Library

Additional events:

1. TxDOT Commission Chairman has invited the Secretary for coffee and quick tour of offices. Commission offices are 10 minutes from School - should be close to downtown.
2. TxDOT has another highway "ribbon cutting" that could be arranged in Fredericksburg, about 20 minutes from rest stop (20 minutes farther from school).

Options

S1 could overnight in Dallas, fly in to Austin early drive (fly) to rest stop.
S1 could overnight in Austin, do coffee with TxDot, drive (fly to ranch)
S1 could overnight in Fredericksburg Fredericksburg is 20 minutes from rest stop and ranch.

Visit Nimitz Museum in Fredericksburg

Tour visitors portion of ranch, historical perspective. Visitors Center staff are aware of this possibility

Need to determine if we want S1 plane. While FHWA is recommending we not use it, it could be explored.

After event, there are many flights to Dallas. Almost all DOT will be leaving -- Deputy, Modal Administrators, plus staff (6-8).

Austin

1. Library has been contacted. They probably will co-host. Waive fee. Would need to state on invites.

2. Univ Pres will not be able to attend forum. Ok if Dorn does welcoming

3. Video. Know what we want. Need someone to pay. \$500 ish probably total.

We have film

Dates should hold

4. Satellite

Still exploring. Call made to A&M. When agenda ready, need to approach C-SPAN.

5. Panelists

Richards?

Any confirmations.

Suggestions from others

Fred Salvucci (sp?) Former Massachusetts DOT. Now at MIT.

Norm Rice - Mayor of Seattle. Apparently, since he isn't running again, he is interested in stuff like this.

Mike Walton - UT Prof and Consultant. Apparently into high tech. Very well known and respected in region.

Bob Crandall -- may have agreed?

~~Former Congressman Charlie Wilson may know people.~~

Will dates hold?

6. Invitations

draft???

Phone number for voice mail?

Will dates hold?

7. Budget

\$3700 for auditorium

\$3500 satellite time

\$5600 satellite equipment

\$ 350 fiber installation

\$ 300 downlink

\$ 500 video materials

\$ 500 plaque

TASC Costs

Printing

Mailing

Video Production

When will we meet with Mike/Jack?

8. Press

Talked to Kara. Concerns about two events and LBJ ranch far away.

Press bus???

Kara has names at TxDOT

9. Austin Chamber of Commerce called. Can they help?? Would also like time with Secy.
(Jane will spend time)

10. Deputy?

11. Need Scheduling meeting

determine use of plane

Determine overall schedule for S1

S2 to lunch or not?

Etc

Estimated Expenses for Dept. of Transportation Seminar*
August 27, 1997

ITEM	DETAIL	AMOUNT
Rental of LBJ Auditorium for 1 1/2 days	would need morning of 8/27 & following morning to drape & tear down	\$ 761
setup	bring in furniture, camera platforms, hang banner	300
Plants	approximately 12 plants	135
communications	Overhead, VCR, mics, technician	300
draping to reduce seating	285 ft. @\$4 ft. + \$120 del.	1,300
duplicating, nametags, onsite registration	based on 300 people	300
subtotal		2,996
overhead		1,198
total		\$4,194

*This does not include satellite uplink expense

Discussions Items for 30th Birthday Celebration Event
August 27, 1997
Austin, TEX

Suzanne. Kate has
a copy as well. These
are kind of all my
thoughts to help focus our
discussions it would be
useful to talk Thurs.
judi

A. LBJ School Forum

1. Video

LBJ Library has sent list of items available. Mostly still photo's, mostly black and white.

There are photo's from the signing ceremony and from the swearing in of the first Secretary.

There is a 45 second film clip of the swearing in.

DOT produced some films -- two may be worth looking into and Bill Parhum is doing so.

There are audio tapes of President Johnson speaking at the signing ceremony and at the swearing in.

All can be put onto video. All editing will be done at DOT so we can look at photo's and film and choose what we want and even re-edit.

Question: Do we want audio or a-v of Secretary Slater on this video, either as overlay to video or intro/end of video?

Deadlines:

1. To order stills/films from libraries: ASAP. No later than July 29.
2. To write script for audio overlay (if desired) not later than August 5
3. To tape Secretary (if desired) No later than August 11
4. To view photo's stills, etc No later than August 15
5. Editing of first draft for video August 18
6. Review of video August 19
7. New Edits - August 21
8. Final video August 23

Costs: Still photo's run \$13.00 for b/w \$25 for color.

Films/tapes \$75.00 per tape

I would estimate about \$400 for the materials and then whatever TASC charges for staff time.

2. Satellite

The capability exists to do the satellite which would allow us to promote the forum to our UTC schools, HBCU, Hispanic Colleges, show it at DOT, etc. And to then ask the President if he would like to address us via satellite.

Assuming we cannot get a hard commitment from CSPAN:

Costs:

Satellite time is about \$1000 per hour. We would need 3-3 1/2 hours. \$3500

Truck, satellite, staff time: \$6500 (estimate)

TOTAL: \$10,000

I have not explored seeing if this can be absorbed through a UTC as it was for the Knoxville conference. I think we need to determine how strongly we want to do this and then talk to RSPA. I think the satellite is an excellent idea, but it is a lot of money.

If we do not choose to spend the money, then we still can explore this with CSPAN, and explore it with the WH at the same time. But we do not have the certainty of providing it ourselves which allows us to pursue the President. I think a POTUS appearance is quite possible, given all the

parameters of this event.

Deadlines:

We need to reserve the satellite time as soon as possible, I would think by August 1, which I believe involves paying for the time.

3. President

If we do not want to use the satellite time, perhaps we can approach the President for a video message. This is obviously not as exciting as a live, satellite speech and it would not allow for q&a, but again, given the setting and nature of the event, it would be worth exploring.

4. LBJ Library and School

The LBJ Library archivist tells me the Auditorium is actually run by the University, although the LBJ School says the Auditorium is part of the Library. The key here is involvement of the Library. If we involve the Library formally, we can I believe get a reduced or even waived rate for the rental and possibly a reduction in cost for video equipment. But, the School does not seem thrilled about this. But --- we may need to rise above the individual turfs and find a role for both. Perhaps the School and the Library could be seen as co-hosts and then the school as the sole host of the luncheon. But we need to be careful while not precluding those who should be involved. I am not certain the best way to ascertain accurate information.

5. Agenda and Panelists

Understanding the need to have a diverse panel and the problems with the summertime, it is still important to set some deadlines for the panelists and agenda

Deadlines:

Confirm Ann Richards: July 29

Confirm Panelists: August 1

Formal Letters go out August 4

Confirm Agenda: July 29

Note -- confirming panelists and agenda will allow stronger approach to CSPAN.

6. Invitations

Obviously, these cannot go out until the panelists are confirmed, but I think we should set some dates.

Dean Boske has provided a minimal list of people and organizations to receive invitations. This list will help because it includes organizations that can get to their memberships within the State, but it also means we need to provide a cover letter AND lead time.

Based on the "save the date" cards that have gone out, I would obviously re-use that list. I would send invitations to the regional offices and ask they mail them directly.

I would suggest invitations be in the mail no later than August 5. This would mean people would start receiving them by August 8, but most would receive them August 11. Given that it is summer, I think we need this much lead time to insure at least 300.

7. Lunch Invitations

Dean Boske is already working on the lunch invitations. Given the school will be hosting the lunch, we may want to leave the list entirely to them, although the Dean is suggesting perhaps we

would draft the letter. I think the lunch invitation should be from the school, especially since the Secretary will not be there.

8. Deputy

What role does he want?

9. Modal Administrators

An email went to all modal administrators and deputies asking them if they wanted to attend. The email did NOT go to Asst. Secretaries as we were not certain how to handle that group.

I have heard from Phil Recht and Jolene Molitoris that they plan on attending. I have also heard that Louise plans on attending.

Jolene office definitely wants her to have a speaking role or to be the moderator. I have explained that the administrators, probably even the Deputy will NOT have speaking roles and that possibly someone from the School will moderate. But, we should discuss some "role" for those that show.

The Secretary would obviously recognize them, but he may well want to have them do

"something." So we should plan that, or present him options, so that we aren't surprised.

I have already requested the School include the modal administrators at lunch, which they seem happy to do.

10. TOTAL COSTS FOR FORUM

Auditorium: \$4300

Satellite: \$10,000

Video Materials: \$400

Video Production (TASC): \$

TASC Printing: \$

Mailings: \$

Banner to/from Austin: \$

B. "Church" Rest Stop Beautification Event with Mrs. Johnson.

1. Plaque

Has a final decision been made on the wording? Bonnie sent over some suggested language which Kate and I made one suggestion on. FHWA asked me about final language.

Deadline

As Soon As possible. According to my conversations with TxDOT and FHWA, it takes a few weeks to produce the plaque. And then it must be set at the site.

Cost

\$500-\$600. I believe FHWA is paying for this.

2. Plantings

TxDOT is moving ahead. They have marked the area and are purchasing the wildflowers. It will cost them about \$5000. It will be done by August 27.

3. Invitations

TxDOT Commissioners and Executive Director have been verbally notified. Are we going to do a formal letter???? Who else do we want to invite?

Deadline: August 11 either for phone calls or letters.

4. Briefing

TxDOT will provide a narrative of the type of plantings. Apparently native plants are a big deal and they will describe what has been done.

FHWA will provide background on the fed/state partnership for the Highway and rest stop.

5. Press

We need to discuss press at both events. Obviously bring in Public Affairs. TxDOT has provided the name of their public affairs person and FHWA Austin will help in any way they can. I do not think the School has much media access.

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George F and

Jack B. FYI -

This is the current budget
needs for the LBJ forum.

Suzanne