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## EXECUTIVE COMMITTEE MEETING

January 25, 1966

Present: Mrs. Auchincloss Co-Chairmen Mr. Emil  
 Mrs. Stern Mr. Green  
 Mrs. Allen Miss Heckel  
 Mrs. Burke Mrs. Jakobson  
 Mr. Cartwright Mr. Prentice  
 Mrs. Coffin Mrs. Shaw  
 Mrs. de Cuevas

Mrs. Douglas Auchincloss opened the meeting of the Executive Committee and noted the success of the Vanderbeek film demonstration on January 20. She said the total cost had been about \$400, of which the Junior Council contributed approximately \$200 for the cocktail party. Arthur D. Emil said he thought the format and informality of the evening was unusual and very good; the project was extremely interesting and having it in the late afternoon--early evening did not pre-empt other evening activities. He felt that the high response to the invitation was a result of the time, the personalized invitation and the character of the evening. He suggested that the Council present other programs of this nature for Council members and friends of the Museum which would emphasize a minimum degree of fund raising. Mrs. Auchincloss said that the Council was certainly open to valid suggestions if they in some way contributed to the Museum's program.

Mrs. Auchincloss then reported that both the Ballet in the Garden and the Film Print idea had been shelved: the former because of the full Museum schedule, the latter because of negative responses from some distributors. She asked Mrs. Hale R. Allen to report on the Art Lending Service.

Mrs. Allen said that sales and rentals were off almost 50% from last year at this time, though part of this was due to the generally lax attendance at the Museum during January. Mrs. John Jakobson said she thought the slow service at the restaurant contributed to the decline, since lunch often took more than an hour and people then did not have time to go into the Gallery. Mrs. Auchincloss suggested that perhaps a personalized letter to the new members might bring in more people. Mrs. Elizabeth Shaw said that we should try a sample from the new Suburban and Resident members. The letters could tell them of the Art Lending Service and mention the current Penthouse show. Mrs. Allen said she

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would contact Emily Stone about this. She then reminded the committee of the Art Lending Service show starting February 15 which will include some interesting mechanical sculpture as well as prints and drawings.

Mrs. Alfred R. Stern told the committee that when Campbell Wyllly was in San Francisco he had met some members of the Junior Council's counterpart at the San Francisco Art Museum. Twenty-five of them will be coming to New York in May; Mr. Wyllly will be showing them around the Museum and taking them to some private collections. Mrs. Stern suggested that it might be nice for the Junior Council to entertain in some way, perhaps by giving a cocktail party. After discussing the merits of a cocktail party versus a luncheon, it was decided to have cocktails in the Founders Room with Council members and some staff present.

Mrs. John de Cuevas then reported on the notecard sales:

Inkless Intaglio:			
Delivered	9/8/65	-	5,140
Sold as of	12/31/65	-	3,040
Inventory		-	2,100
Calligraphy			
Delivered	9/28/65	-	5,000 (approx.)
Sold as of	12/31/65	-	1,540
Inventory		-	3,900
Color Lithographs			
Delivered	12/65	-	5,000
Sold as of	12/31/65	-	900
Inventory		-	4,100

The final order of business was the question of how to dispose of 6,500 Calendars which remained in stock as of December 31, 1965. This was partly due to an error in the November inventory figures and partly because sales did not equal the increased print order. After some discussion it was decided to offer the Calendars to hospitals and other charitable associations as a gift to the staffs. Mr. Emil and Mrs. Auchincloss said they would make the necessary contacts. The extra calendars brought up the problems of how large the print order should be and how the promotion might be handled to sell more calendars. Mrs. Stern suggested that the Calendar and Promotion Committees meet with Richard Koch to discuss the Doubleday contract and whether the Council should continue to use them as distributor. Mrs. Shaw

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Suggested that a large promotional mailing, based on the special interest lists of the Photography Department, could be done for both the photography Calendar and two of the recently published books on photography. It was decided to turn this problem over to the Promotion Committee.

B Rauch  
1/28/66

Next meeting: Monday, March 14 (tentative)

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## EXECUTIVE COMMITTEE MEETING

March 14, 1966

Present:	Mrs. Auchincloss	Co-Chairmen	Mrs. de Cuevas
	Mrs. Stern		Mr. Emil
	Mrs. Allen		Mr. Green
	Mrs. Bartos		Mr. Hodges
	Mr. Bullowa		Mrs. Jakobson
	Mr. Burden		Mr. Prentice
	Mrs. Burke		Mr. Rübel
	Mr. Cartwright		Mrs. Shaw
	Mrs. Coffin		Mr. Van Dyke

Mrs. Alfred R. Stern opened the meeting and introduced the new Junior Council staff member, Parker Hodges.

Carroll L. Cartwright presented an idea which had been suggested by the 1957 Puerto Rican film evenings. He thought the Junior Council might present an evening of outstanding films, with a panel discussion, on narcotics; a subject of particular interest in the community. He felt a major contribution of the Museum would be to develop interest in a new educational approach to this problem. Willard Van Dyke said that the Film Library was very interested in the project and willing to help in any way. He had two suggestions for film showings:

1) Excerpts from existing dramatic films on narcotics illustrating changing attitudes toward narcotics and addiction.

2) A new film, using Cinema Verité or direct cinema techniques, produced by Drew Associates, directed by James Lipscomb and sponsored by Xerox Corporation about a young addicted couple. This film has not been fully completed but promises to be extremely interesting. He felt sure that Xerox would permit the Museum to show the film.

The committee thought that such an evening could be very valuable so long as the quality of the film were up to the Film Library's standard. There was extensive discussion on what form would be best for the evening since some members of the committee felt a panel discussion would be meaningless given the professional disagreement on, and vast nature of, the narcotics situation. Mrs. John Jakobson noted that a panel could discuss methods of film presentation of the problem. Mr. Cartwright said that many people are interested in what can be done with film to advance community action projects. Mr. Emil said that this kind of format would help determine whom to invite to the showing. Mrs. Elizabeth Shaw and Mrs. Douglas Auchincloss suggested that both the film excerpts and the Xerox film be shown. Mr. Van Dyke noted that the use of these would

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be helpful as a comparison of the different attitudes. Mrs. Stern asked Mr. Cartwright and Mr. Van Dyke to investigate the project further and report to the Executive Committee with their findings.

Mrs. Stern then reported that the party held on February 24 for younger members of the curatorial staff to introduce them to the Junior Council had been very successful.

Mrs. Betty Rauch then reported on the 1966 Appointment Calendar. A net profit of \$12,396.03 was realized of which the Junior Council will receive \$5,048.01. A contribution of \$750 was made toward the production costs of the 1966 Christmas Brochure. According to the inventory of February 28, there are still 2,804 copies of the Calendar in stock. Mrs. Auchincloss said that these copies would be available as gifts to charitable organizations suggested by Junior Council members. Mrs. Rauch said that the meeting held to discuss promotion and marketing of the Appointment Calendar with Kyrill Schabert had been very helpful. It was decided to increase the Junior Council promotional mailing since it has been so successful in the past.

Tim Prentice said that sales of Christmas cards were up 36% over 1964 and that income derived from the Christmas Card Program had doubled. He noted that six of the ten best selling cards last year had been new ones commissioned by the Junior Council. An experiment had been tried by having only half of the stock of some cards printed with a greeting. In these instances, he noted, the cards with greeting had sold much better. However, this procedure will be continued since it enables some cards to be sold year-round. In answer to Mr. Emil's query, Mr. Prentice noted that gross sales had amounted to almost one-half million cards. Mrs. Stern complimented Mr. Prentice on the 1965 Christmas cards.

Mrs. John de Cuevas gave a brief report on the notecards and poster postcard sets which have been selling extremely well. It has been decided to reprint only the inkless intaglio notecards; when the others sell out, new sets will be chosen.

The Art Lending Service report was given by Arthur Bullowa who said that the year to March 1 had been very good in spite of a slow January. There have been 111 rentals as compared with 77 a year ago and sales were approximately the same. He said that the Brochure will be reprinted with some minor copy changes and a more colorful cover. It has also been decided to do a promotional mailing,

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first using three experimental mailings to test groups from the new membership to determine which is most successful. More prominent signs will also be installed downstairs. Wilder Green said that the Penthouse will be closed for reconstruction after the July 4th weekend for eight weeks. He said that a members' lounge would be built with space available for Art Lending Service shows. Mr. Bullowa suggested closing the Lending Service for a few days a week since the Penthouse could not be used as an entrance and thus attendance would be cut. It was noted, however, that the closing of the entire Museum had not greatly affected the Art Lending Service. Mrs. Hale R. Allen said that the fact that members could use the '21' entrance could be publicized in the promotional mailings, in the June Members' Calendar, and on signs in the elevators and downstairs.

As there was no further business, the meeting was adjourned.

3/16/66  
B Rauch

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EXECUTIVE COMMITTEE

April 22, 1966

Present: Mrs. Auchincloss - Co-Chairman      Mr. Green  
           Mrs. Bartos                                      Mr. Hodges  
           Mr. Burden                                        Mrs. Jakobson  
           Mr. Cartwright                                 Mrs. Jones  
           Mrs. Coffin                                      Mr. Prentice  
           Mrs. de Cuevas                                 Mrs. Shaw  
           Mr. Emil

Mrs. Douglas Auchincloss opened the meeting and welcomed Mrs. E. Powis Jones, Honorary Chairman of the Junior Council.

The first order of business was to take eleven prospective members into the Council as regular members, to be announced at the May 24 meeting. Miss Coco Blaffer, a prospective member who was unable to give much of her time in 1965-1966 has offered to serve as a prospective for another year before being proposed for membership.

Tim Prentice then reported on the Christmas Cards. Monroe Wheeler had suggested that as there is \$74,000 worth of cards in inventory, the print orders for the new cards and the prices on some of the old cards should be lowered. Both the Bolctowsky box and the Marisol card could sell for 25¢ instead of 35¢. The Kenojuak card will be sold for 5¢ or 25¢ for six cards, instead of 10¢ apiece. Arthur Emil suggested that because of continuing interest in Marisol's work and her new show, the card could probably sell for 35¢ again this year. The committee agreed that the price should not be lowered. Mr. Prentice showed eleven new cards. There had been some question about a Mar-tus Granixer photograph, but the committee thought it ought to be produced. Mrs. Auchincloss thanked Mr. Prentice for the marvelous job he had done with the 1966 Christmas Cards.

Mrs. John D. Coffin explained a proposed publication of a portfolio of Greoge Krause's work. John Szarkowski had originally suggested a publication of Krause's "Qui Riposa" photographs at a Calendar Committee meeting. Carroll Cartwright asked if publishing one portfolio had any place in the Council's program. Carter Burden said that this kind of publication could be the first in a series of portfolios. Mrs. Elizabeth Shaw asked if it might be done as a series on the work of young photographers. Mrs. Coffin was asked to investigate this aspect of the project.

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Wilder Green then reported on the Welfare Station project which had been started prior to this meeting of the Executive Committee. The Council had been approached by Mrs. Christian Herter, Jr. of Volunteer Opportunities, Inc. and asked to act as advisor in the re-designing of the graphics and space of a Welfare Station in the Bronx. It is hoped that this will serve as a pilot project and that the ideas utilized in the station will become guides for refurbishing older stations and building new ones. Provision will be made for educational play-space for children and for better communication of necessary information. The committee was very enthusiastic about the project.

Mrs. Auchincloss then gave the Art Lending Service report. Rentals in March '66 as compared to March '65 were down, and sales were approximately the same. In an effort to get new members into the Lending Service, two mailings - an invitation and a personalized letter which will include a new brochure and a privilege card - will be sent to a random sample of the new members. Mr. Emil noted that the invitations should make it very clear that paintings and other works of art could be rented or purchased. He also felt that the letter could mention the summer rental arrangement. Mr. Green said that because of the remodeling of the Penthouse and the new space which will be available to the Art Lending Service for exhibitions, a special Fall promotional mailing should be sent. Mrs. Jones suggested that in conjunction with the re-opening of the Penthouse, the Lending Service could have a retrospective exhibition like the one in 1959. Mrs. Shaw said that this might be an important opening as there will be no major Museum opening until October 20. She suggested using the Founder's Room and extending the hours when it is open for the public. Mrs. Jones said that the last retrospective had greatly stimulated sales and rentals. Mrs. Auchincloss then announced that Mrs. Robert Leonhardt would be the new Chairman of the Art Lending Service.

There being no further business, the meeting was adjourned.

B Rauch  
4/26/66



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The progress of A Bestiary from the Illustrated Book Collection of The Museum of Modern Art was described by Richard Plaut, Chairman of the Book Committee. The design has been completed and the Museum is considering printing two editions: a paper-bound one to be purchased by the Membership Department and given to all members; and a de luxe, boxed version to be sold for about \$15.00. The committee will next seek publishers' permission to reproduce the necessary illustrations and text. As this may take some time, no publication date has been set, although spring of 1967 has been suggested. Mrs. Stern thanked Mr. Plaut and his committee for the extensive work they had done on the project.

Tim Prentice then showed the committee the Christmas Cards and was thanked by Mrs. Stern for the interesting and varied selection for 1966. Mr. Prentice said that the committee wished to use the work of more young artists for the 1967 selections. He asked the Executive committee to recommend artists and designers who might be interested in the program. Mrs. John Jakobson suggested that the committee might wish to produce some more objects such as the Mon Levinson construction. Mr. Emil noted, however, that that kind of card might possibly interfere with the gift sales of the Calendar. He suggested that the Promotion and Marketing committee analyze the sales figures of the Calendar and the Levinson to determine this.

Carroll Cartwright was then asked by Mrs. Stern to give the financial report for the fiscal year ending June 30, 1966. Total income was \$37,536.68, and the total expenses were \$39,148.78. With a net deficit for the year of \$1,612.10, the amount futured was \$48,092.38. Although the general expenses were very high, Mr. Cartwright noted that approximately half were from income producing projects so that some of the deficit would surely be reduced in 1966-1967. The committee felt that the income for the Art Lending Service was extremely low in proportion to the amount of work involved. They also questioned the large figure for expenses. Arthur Bullowa noted that the bulk of these were for transport and handling of paintings. Mrs. Stern also mentioned that one year from this spring the Junior Council will probably have a benefit to help finance its programs.

Wilder Green then reported on the progress of the Volunteer Docent program. Although originally opposed to the idea, he had been impressed with the professionalism of the program for the Brundage Collection at the de Young Museum in San Francisco. He now felt that the Museum should

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further investigate a similar program. He and Mrs. Shaw will discuss the project with René d'Harnoncourt and will report back to the Junior Council. Mrs. Shaw said that the Council is currently working on a Lecture-Guide project to welcome groups from underprivileged areas to the Museum and to tell them about its function and purpose. Mr. Emil said, however, that the Council would be unable to handle the administrative problems of a program as large as the one planned for the docents, but could serve to start and perhaps sponsor it. The committee felt that a pilot project of this nature, under the auspices of the Junior Council, might be possible. Mr. Green noted that there is in New York a great resource in the many graduate students who might be interested in training the volunteer docents. Mr. Plaut said that there are also a number of well-qualified "work-study" students in the fine arts department at Columbia University. To enable them to serve as teachers or docents their salaries would be paid by the Federal government and the university. Mrs. Shaw asked Mr. Plaut to investigate this.

Mrs. Shaw then asked if the Art Lending Service could stay open on Thursday evenings and for all members' openings on a permanent basis. The co-chairmen of the Art Lending Service will be consulted about this.

She also told the committee that NBC is giving six films to the TV Archive and would like to have some kind of formal presentation. A tentative date of October 31 has been set. Before any final decision is made, the TV Archive committee will be consulted.

There being no further business, the meeting was adjourned.

B Rauch  
10.24.66

Note: Next meeting - November 15. 12:30.

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EXECUTIVE COMMITTEE MEETING

November 15, 1966

Present: Mrs. Auchincloss Co-Chairmen Mr. Emil  
 Mrs. Stern Mr. Green  
 Mrs. Bartos Mr. Hodges  
 Mr. Bullowa Mrs. Jakobson  
 Mr. Cartwright Mr. Prentice  
 Mrs. Coffin Mrs. Shaw  
 Mr. Crimmins

Mrs. Alfred R. Stern opened the Executive Committee meeting and said that there would be no December meeting; if committee approval becomes necessary for any project, members can be telephoned.

Three announcements were made:

On Tuesday, November 29, Allen Porter will take new Council members on a tour of the Museum.

At the November 11 meeting of the Calendar Committee, Patricia and John Noneman were selected to design the 1968 Appointment Calendar.

The reception honoring contributors to the Television Archive has been postponed until after the Christmas holidays.

Arthur Bullowa told the committee that the expenses for the Art Lending Service, which had been questioned at the previous meeting, had been itemized by Miss Susan Stedman. The largest single expense was \$200 for the painting of the offices and gallery. He also announced that the Art Lending Service show in the Members' Penthouse of works for less than \$250 was opening on November 16. Mrs. Stern asked that Mrs. Robert C. Leonhardt be given permission to seek publicity for the show in Eugenia Sheppard's column. Mrs. John Jakobson also noted that the Times usually has an article during the Christmas season on gifts under a certain amount. These possibilities will be pursued.

Parker Hodges was then asked by Mrs. Stern to discuss the "Movie Mobile." He said that the purpose of the project was to show movies from the Museum's collection in the streets of communities such as Bedford-Stuyvesant and Harlem. A truck with sound equipment and screen would be used. The technical aspects of the project are now being investigated; and the tentative estimate for all equipment has been set at about \$10,000. Tim Prentice noted that the equipment must be in compliance with the building code on fireproofing. He said this is often a problem.

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Mr. Bullowa said that the Hecksher Fund has done a survey on the success of quality entertainment in various New York communities. He felt that the results ought to be checked before proceeding further. Mr. Hodges said that Mrs. Clarke Wright has been speaking to leaders of poverty program projects to get their suggestions. Carroll Cartwright asked about the financing of the project and whether it could be tied in with the Parks Commission. Mrs. Douglas Auchincloss said the committee hoped this would be done. In answer to Wilder Green's question, Mrs. Auchincloss said that the Junior Council would do the preliminary work and then turn the completed plans over to the city if possible. Mr. Cartwright suggested this be done as soon as possible as State and Federal funds would be available at the beginning of the summer for projects of this nature. Mr. Bullowa asked if the possibility of police protection for the expensive equipment had been investigated. Mr. Cartwright noted that scheduling of the project would be handled by block associations, etc., and that they would be in contact with the police.

Arthur Emil then asked about the 1967 Calendar. Mrs. Auchincloss said that it is selling very well and that it is expected to sell out.

Mr. Prentice then reported that the Welfare Station project is being held up because of lack of funds. The professional estimates from John Meadows on the cost of the redesign including all necessary equipment and fees is about \$40,000. Mr. Green said that he had spoken to René d'Harnoncourt who had given permission for the Council to proceed with fund raising for the project if the list of individuals and foundations which will be approached are first approved by Mr. d'Harnoncourt. The committee felt that fund raising should proceed as rapidly as possible so that the station could be refurbished when the present lease expires. After discussion on the best method of how to raise the money, Mr. Emil questioned the wisdom of Junior Council's becoming a fund raising organization in any way. Because the redesign of the station will not be able to be effected if funds are not secured, the committee decided that it was necessary to proceed. Mrs. Stern asked Mr. Cartwright to create a prospectus to explain the project for those contacted for funds. The correct method for handling funds so that they can be tax deductible will be discussed with Richard Koch. The Welfare Station committee will meet in the near future to discuss fund raising.

B Rauch  
11.22.66

Note: Through the gracious offices of Mrs. Armand P. Bartos, we have been put in touch with a foundation which promises to donate the funds for the redesign of the station.

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## EXECUTIVE COMMITTEE MEETING

Thursday, February 16, 1967

Present: Mrs. Auchincloss - Co-Chairmen      Mr. Green  
 Mrs. Stern      Mr. Hodges  
 Mr. Bullova      Mrs. Jakobson  
 Mr. Burden      Mrs. Jones  
 Mrs. Coffin      Mr. Prentice  
 Mr. Crimmins      Mrs. Shaw  
 Mr. Emil      Miss Stedman  
 Mrs. Goldsmith      Mr. Zimmer

Mrs. Douglas Auchincloss opened the meeting and asked Miss Susan Stedman to report on the Art Lending Service. Sales and rentals for January were almost double those for January, 1966: 47 sales compared to 28, and 106 rentals compared to 69. Miss Stedman then said that the Retrospective Show would run from March 27 through May 22 in the Penthouse. Mrs. Irving Straus is chairman of the exhibition. Campbell Wyllly has selected thirty works, and Miss Stedman noted that because most of the works will come from the New York City area, transportation costs will be low. The show will open with a reception in the Founders Room for art dealers and Junior Council members. Publicity is being handled with Mrs. Elizabeth Shaw's office, and a special press preview is being organized. Mrs. Shaw said that because the renovated Penthouse Restaurant is now open, it may be possible to have a special tea or luncheon for the press.

Mrs. Gerald Goldsmith asked if a publication about the show were being planned. Mrs. Shaw said that if material were published after the opening of the show, it would still benefit the Art Lending Service. Wilder Green said that a checklist should be printed: Miss Stedman will give a list to Miss Kathleen Haven as soon as selections are final. Mrs. E. Powis Jones asked if it would be possible to include original prices with the works. After discussion, the committee decided that only the price range of the entire selection should be indicated. Mrs. Shaw suggested that Television interviews with some of the lenders might be arranged.

Mrs. Auchincloss reported that the Television Archive Reception on January 19 had been a great success; Mrs. Shaw noted that many inquiries, offers of new material and requests for loans had been made since the party. She said that she would meet on February 18 with Nicholas Johnson, a new FCC Commissioner, to discuss the Museum's Archive and its possible relationship with the National Television Archive, now being considered by the FCC. Mrs. Betty Rauch reported that a sub-committee of the Television Archive Committee had been meeting with Bernard Karpel of the Library, and Robert King of Philip Johnson's office to work out architectural plans and equipment for the audio-visual center. Arrangements are

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are almost complete for construction of the center to begin. Arthur Bullowa asked whether the Archive ought to be affiliated with the Department of Film and Mrs. Alfred R. Stern said that the films are being collected for study rather than aesthetic purposes. For this reason, the Archive is considered a library resource. Mrs. Shaw noted that eventually all library and archival material at the Museum will be classified in the New York University computer bank.

Mrs. Auchincloss said that the showings on January 25 of the Ken Jacobs and Ed Emshwiller mixed-media films had been very successful, and that the committee owed a vote of thanks to Wilder Green for his help with the complicated construction plans. Parker Hodges said that the cost of the evening would be approximately \$1,500. At least half of the cost was for construction of the screen which the Junior Council now owns and will be able to lend to the Museum.

Tim Prentice reported that there would be at least 11, and possibly 20, new cards for Christmas 1967. He showed the committee a chess set which had been designed by Lanier Graham, a staff member with the Architecture and Design Department. The committee suggested that Mr. Prentice ask for curatorial approval from the Department of Architecture and Design to produce the set. It was thought that it should not sell for more than \$7.50, and Mrs. Goldsmith suggested that the Lighthouse for the Blind might be able to produce it. Mrs. Auchincloss suggested that a paper board be sold with the set. Mr. Prentice then said that the Christmas brochure for 1967 will have four color pages; this will help to increase sales. In answer to Mrs. Goldsmith's question about display space for Christmas items, Mr. Green said that there will be two Christmas shops next year.

Mrs. Auchincloss then reported that Mr. Prentice had presented the Kingsbridge Welfare Center project to the Trustees at the meeting on February 9. She asked him to tell the committee of the latest developments. Mr. Prentice said that the money to fund the construction had been received from the Gottesman Foundation and that Richard Koch of the Museum was making all the legal arrangements with the Department of Welfare. Mrs. Auchincloss thanked Mr. Green and Mr. Koch for their invaluable assistance with the project. In answer to Mrs. Shaw's question, Mrs. Auchincloss said that construction will begin this summer. There will be a plaque in the center recognizing the Foundation and the Junior Council.

Mr. Prentice then said that an exhibition of privately funded welfare projects will be held at the Americana Hotel in April. The model of the Kingsbridge Center has been selected by the Department of Welfare to represent the city.

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Michael Zimmer said that there are no new projects at the moment, but that the Junior Council ought to be involved with the Festival of the Arts planned for next fall. The New Projects committee was looking for ideas. Mrs. Jakobson suggested an exhibition of all the community projects with which the Junior Council and/or the Museum had been involved.

Mrs. Jones asked if it might not be a good idea for the Council to host an annual meeting of the Volunteer Committees of Art Museums. Mrs. Stern said that this could possibly be planned for 1969 and said that she would write to the planning committee.

Mrs. Rauch then reported on the Calendars. At a recent inventory, there were 2,500 of the 1966 Calendars in stock; most of these have now been given to the New York State Mental hospitals and to Mr. Karpel for the Library's exchange program. The 1967 Calendar sold very well and there are only about 1,000 left. Figures on sales and profit will be available at the next Executive Committee meeting. The 1968 Calendar is well under way -- the final dummy will be approved and the printer selected before the end of February.

Mrs. Auchincloss then told the committee that the Cypress Hills playground would be opened as soon as weather conditions permit. Mrs. Goldsmith said that the architect and site of the second playground have already been chosen. Mrs. Auchincloss suggested that the Council might hold its spring meeting at the Cypress Hills playground. Mrs. Stern suggested that alternate possibility of taking a two-day trip to visit the Albright Knox Museum in Buffalo.

There being no further business, the meeting was adjourned.

3.2.67  
B Rauch

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EXECUTIVE COMMITTEE -

Thursday, September 28, 1967

Present: Mr. Crimmins - Chairman                      Mr. Green  
           Mrs. Bartos    Mr. Hodges  
           Mr. Berry     Mrs. Jakobson  
           Mr. Bullowa     Mr. Prentice  
           Miss Dranow     Mrs. Shaw  
           Mr. Emil     Mrs. Stern

James C. Crimmins, Chairman, welcomed the members of the Executive Committee to the first meeting of the year and reported on the recent renovation of the Art Lending Service. The budget of \$7,000.00, approved by the Executive Committee last spring, will cover the great part of the cost. Mr. Crimmins said that the poastic dividers for the tills are not satisfactory, and it has been arranged for them to be replaced with white cardboard ones. Mrs. John Jakobson asked if Victor D'Amico might be interested in using the junked plastic for some of his art classes. It was also suggested that some Junior Council members might like to give the plastic to a charity. Arthur Emil asked if the supplier would take it back, and Mrs. Betty Rauch said that as the plastic had been cut to our specifications, they would not. According to Mrs. Alfred R. Stern, the moral of the situation is that nothing should be accepted without having seen a sample. Mr. Crimmins proposed that the reupholstering of the ALS chairs wait until the Service recoups some of the money spent for the re-design.

A

Arthur Bullowa then announced that he hoped to have the insurance company assume some of the \$700.00 paid to a detective who recovered 14 works stolen from the service.

The committee chairmen for 1967-1968 were announced by Mr. Crimmins:

Art Lending Service - Mrs. Robert C. Leonhardt and Mrs. Donald Newhouse. James S. Deely will head a sub-committee for corporate borrowing and loan shows.

Benefit - Mrs. Douglas Auchincloss and Mrs. Alfred R. Stern.

Book - Mrs. John D. Coffin.

Calendar - Don Page. Mr. Crimmins said that the production of the 1969 Calendar is now ahead of schedule, which may enable us to print the color plates in Europe. The theme, studies and finished works, may entail a change of size and format. The Calendar Committee is considering printing additional

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reproduction pages and binding them into a booklet for the Museum

Christmas Cards - T. Merrill Prentice, Jr.

Notecards - Mrs. John de Cuevas

Educational Symposium - Miss Patricia Dranow and Richard L. Plaut. The Symposium's provisional title is Visual Criteria in Modern Educational Media. There is the possibility that the Symposium will be co-sponsored by the American Textbook Institute. Mr. Crimmins said that Educational Testing Service has also become interested in the idea, and has suggested that Title III money might be available for experimental redesigns of educational media, and evaluation of their effectiveness.

Orientation - as yet no chairman

Community - Mrs. Myron Hofer. The Committee will look into the possibility of writing a booklet for children who visit the Museum to answer their questions. Committee members will go with school groups and determine what questions are most often asked.

Television Archive - Robert G. Berry. Mrs. Rauch announced that the TV Archive had given the library 15 Audio tapes of interviews with artists from WNYE. In answer to a question about the space for the Archive in the North Wing, Mr. Green said that space has been reserved and basic structural changes made but that full installation must await funds.

Junior Council Review - John Eastman. The Review will serve the Council as a conscience, constantly studying the Junior Council program.

Membership - Mrs. Clifton R. Wharton. Mrs. Wharton and her committee will get volunteers for special projects and supervise the work of prospective members.

Junior Council Report - Mr. Crimmins will excerpt and precis the minutes of each month's committee meetings. With this report Council members will be able to keep abreast of all current projects.

Mr. Crimmins said that at the meeting of the Trustees on October 12 he will present many of the plans for the coming year. He said that he hoped also to get approval of our plan to hold a benefit in the spring.

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Mrs. Stern asked whether the changes in the purpose of the Art Lending Service would be discussed at the Trustees Meeting. Mr. Crimmins said that René d'Harnoncourt will speak to some of the trustees about this himself.

Mr. Crimmins then made a dramatic plea for a new typewriter for the Junior Council office. He described the existing IBM Executive as "creaky." The Executive Committee then approved the purchase of a new Selectric, and said that if the trade-in on the old machine were large enough, a small Smith-Corona should be purchased. If not, the old IBM will be given to the Art Lending Service.

Mrs. Jakobson then reported on the progress of the Lecture Series. She said that the speakers have all been contacted and have agreed to the dates. The series will begin on February 14 and will end on May 29. The first evening will be a panel, moderated by William Rubin, discussing the state of art criticism today. The remaining eight lectures will be given by Wayne Andersen, Robert Rosenblum, Harold Rosenberg, Clement Greenberg, Leo Steinberg, Lawrence Alloway, Robert Goldwater and Eugene Goosen. Mrs. Jakobson said that Mr. d'Harnoncourt and Helen Franc had suggested a price scale as follows:

Students - \$15.00  
 Members - \$22.50  
 Public - \$30.00

When all lecture titles are settled, a letter will be sent to the heads of art departments in nearby universities; 200 seats will be saved and sold only to students. It is felt that with the speakers selected, the series will be fully subscribed. If there is a deficit, Mr. d'Harnoncourt said that he felt it could be made up by a contribution. Mr. Green felt that the price could be raised to go from \$20 to \$35. After Patricia Dranow asked about video-taping the series, Mrs. Jakobson said that she had been in touch with Arthur Cornfeld of an educational taping concern, and that the possibility was being investigated.

There being no further business, the meeting was adjourned by Mr. Crimmins.

B Rauch  
 10.16.67

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EXECUTIVE COMMITTEE MEETING

Thursday, April 20, 1967

Present: Mrs. Auchincloss                      Mr. Green  
           Mrs. Stern                                Mr. Hodges  
           Mrs. Bartos                              Mrs. Jakobson  
           Mr. Bullowa                              Mr. Page  
           Mr. Cartwright                          Mrs. Shaw  
           Mrs. Coffin                              Mr. Zimmer  
           Mrs. Goldsmith

Mrs. Douglas Auchincloss opened the meeting, and Mrs. Alfred R. Stern announced that the Junior Council Spring Meeting will be held at Mrs. C. Gerald Goldsmith's house. A business meeting will start at 5:00 and be followed by cocktails at 6:00 to which husbands and wives are invited.

The committee then voted the following prospective members into the Junior Council:

Miss Coco Blaffer                      Miss Inge Heckel  
 Mrs. Ralph F. Colin, Jr.              Mrs. Donald Newhouse  
 Miss Patricia Dranow                 Myron Crlofsky

Mrs. Stern reminded the committee that the opening of the Cypress Hills Playgrounds will be on May 18. A bus for Junior Council members will leave the Museum promptly at 3:00 p.m. Wilder Green said that he had been a member of a jury for the Municipal Arts Society at which he had presented the model and plans for the playground. The playground could not be considered for this year's competition because it had not yet opened; however, it will be re-entered next year.

Mrs. Stern then announced that she and Mrs. Auchincloss would retire at the end of this year, and that James C. Crimmins has agreed to become chairman in the fall. Cries of "no, no" sounded throughout the room. Nevertheless, said Mrs. Stern, the resignation would be announced officially at the May 23 meeting.

Mrs. Stern then mentioned the proposed changes for the Art Lending Service. Wilder Green described the renovations planned by Richard Ellis and William Harris of Museum Planning, Inc. The proposed installations can be moved when the Art Lending Service changes locations in three or four years. Mrs. Stern said that the changes would increase the staff's efficiency, and make the facility more attractive to the public. In answer to a question from Mrs. John Jakobson, Mrs. Stern said that the renovation would cost about \$5,000. The final decision awaits a further conference with the designers. If approved, the construction will probably be done in August.

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Don Page reported on the final sales figures for the 1967 Calendar. A net profit of \$16,145.86 was realized; the Museum's share was \$8,477.43 and the Junior Council's was \$6,927.43, after a contribution of \$750 toward the Christmas brochure. The distribution of profit netted the Museum and the Council almost \$2,000 each over 1966. Mr. Green asked Mr. Page if he felt that Calendar profits were divided fairly between the Museum and the Junior Council. Mr. Page said that the Museum's larger share was fair in view of the large amount of assistance given to the Calendar Committee by the Publications Department.

Mrs. Auchincloss thanked Mrs. Michael Rauch and Parker Hodges for their work on the Calendar promotion. Mr. Page announced that the distribution of the Calendar would no longer be handled by Doubleday, and Mr. Green suggested that the corporate members of the Museum might be a source of large sales. Arthur Bullowa said that Charles Hesse, Special Assistant to the Director for Foundation and Corporate Relations, might have some ideas for sales promotion. Mrs. Rauch was asked to speak to him.

Mr. Page then asked the committee about the 1969 Anniversary Calendar. The Calendar Committee wants, in addition to the regular publication, a special Calendar or object to mark the Museum's fortieth anniversary. Mr. Page asked the committee if they had any suggestions. After discussion, the Executive Committee agreed that the anniversary calendar could not be the sort that would compete with the sales of the annual one. Mr. Page said that the Calendar Committee would investigate the possibilities of an object.

Mrs. Jakobson then reported that she had met with Professor William Rubin, who is interested in involving the Junior Council with the opening of the International Study Center. He suggested that the Council sponsor a lecture series on Modern Art since World War II, with 10 to 12 lectures. Various critics could each give one lecture on their particular field of interest. The series would appeal to people with a serious interest in modern art. Professor Rubin suggested that the series might be taped and published.

Mrs. Jakobson said that she had worked out a budget; minimum expenses were approximately \$7,000, including a \$300 fee for each speaker. The cost of the series would be \$35, with the regular 25% discount to Museum members and students. If the series sold just to members, a large profit would be realized. Mrs. Jakobson said that Professor Rubin will organize and coordinate the lectures.

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It was suggested that the number of lectures be cut to 6 or 8, and that the speakers receive a higher fee. Mrs. Jakobson noted that the mistakes of the last series must not be repeated; for example, the lectures should be at night and not in the afternoon. Michael Zimmer suggested that the possibility of publishing the lectures be pursued; Mr. Green said that if the lectures are published, the speakers should receive a higher fee. Mrs. Elizabeth Shaw noted that they should also receive a royalty.

Mrs. Stern asked Mrs. Jakobson to meet with Professor Rubin to discuss the Executive Committee's suggestions.

Finally, it was decided that the proposed sets of packaged postcards, Art Nouveau and Chairs, be produced.

B. Rauch  
5.9.67

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EXECUTIVE COMMITTEE MEETING

Thursday, October 26

Present: Mr. Crimmins - Chairman      Mr. Emil  
           Mrs. Auchincloss                Mr. Green  
           Mrs. Bartos                        Miss Heckel  
           Mr. Berry                            Mr. Hodges  
           Mr. Bullowa                         Mrs. Shaw  
           Miss Dranow

James Crimmins opened the meeting of the Executive Committee by describing the Experimental University planned by Rutgers University to open in 1969. It will be an institution totally independent of the existing school and will explore new methods and techniques of teaching, supported by state and foundation grants. Mr. Crimmins told the committee of the new school's plan to incorporate film into the total teaching program. They wish to work with the Museum on the use of film as literature in the curriculum and will get in touch with Willard Van Dyke. Wilder Green asked Mr. Crimmins for the names of the designers and architects of the new school.

Miss Inge Heckel then reported that the New Projects Committee had discussed a proposal to publish Museum Editions of prints especially for small museums designed to enlarge and enrich their contemporary collections. The idea, she said, had been discarded due to technical difficulties. Miss Heckel then said that the New Projects Committee wished approval from the Executive Committee to investigate the possibility of keeping the Museum open on a series of Friday evenings exclusively for students possessing a special, five dollar, student membership card. Mr. Green emphasized that this special membership would enable the students to come to the Museum only on Friday nights. He felt this was a good idea, as it would represent an effort of the Museum to concern itself with the interests of students, who will, in the future, be a great source of Museum support and membership. If the Museum were interested Miss Heckel said that her committee would get in touch with student activity leaders in the area in order to determine interest in the project. Also, the Junior Council could help in the planning of special events for this new audience. Mrs. Douglas Auchincloss suggested that the Council not concern itself about special events until a basis of support is established. Mrs. Elizabeth Shaw added that Willard Van Dyke had already expressed interest in mounting special programs for such evenings. Miss Heckel said that she would speak to Mrs. Emily Stone, Director of Membership, about her reactions to the proposal.

The committee then discussed whether or not the project should be self-supporting. It was decided that the student subscriptions should pay only the costs of keeping the Museum open-- other events would be sponsored independently. Robert Berry noted that it will be very important to have the support of the faculties of the participating schools, and he suggested writing the heads of art departments. As a possible feature of the evenings, Mr. Green suggested that docents could give talks on subjects of special interest to students. Mr. Crimmins suggested that work-study students at Columbia might be ideal for such a program.

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Mr. Berry then gave a brief treasurer's report for the year ending on June 30, 1967, commenting that Council expenses had come within a dollar of Council income, in spite of such expenditures as \$3,200.00 spent on films for the Television Archive.

Mrs. Auchincloss then said that the Junior Council Benefit, planned for next Spring, had been approved in principle by the Trustees at their most recent meeting. The Benefit Committee will meet in the near future to determine the format and, with the help of Mr. Green, to name a date.

Mr. Berry then reported that the Television Archive Committee, with the help of Mrs. Ralph Colin, jr., had discovered the availability of many valuable films, which for various reasons cannot be donated to the Archive. These can be purchased for about \$48,000.00. Mr. Berry said that this situation illustrated how necessary it is for the Archive to be funded immediately. He told the committee that the CBS Foundation is willing to match funds. When the prospectus is completed NBC will be approached. He said that the CBS offer must be clarified as no specific amount has been mentioned. He felt, however, that they should be asked to underwrite a minimum of \$10,000 and match up to \$25,000. Mr. Crimmins asked if other sources of funding are being investigated. Mr. Berry replied that current strategy is to first enlist the aid of the two major networks. Mrs. Shaw said that as ABC is now subsidizing some programs, they might be asked to participate. Mrs. Shaw said that she had learned that CBS was planning its own television archive. She also noted that art documentaries are not the productions of which the networks are most proud. She felt that the chances of raising the entire \$90,000 budget from the networks were slim, and that perhaps the Museum might have to step in to keep the project alive. Mr. Green said that the Museum has already paid for the basic architectural changes, and will pay the salary of the librarian. Mr. Crimmins suggested the sending of letters about the project to independent television stations and networks in the hope that they might have material for the Archive or might help support the program.

Mr. Crimmins said that he had discussed the experimental museum project with several people outside the Museum. Their reactions have indicated that this project is much needed, and very exciting to people in the field. He said that he would soon meet with Bates Lowry about the proposal.

Mr. Crimmins then said that a budget of \$12,000 for the lecture series indicates that the Council will definitely lose some money. He suggested selling lecture notes following the series for \$5.00. The committee felt, however, that it is not necessary to make a profit on the series. Mr. Bullowa noted that any deficit could be made up by other Junior Council projects. The subscription prices-- \$35 for the public, \$26.25 for members, and \$20.00 for students-- were approved by the committee.

Finally, Mr. Crimmins announced that at the next meeting several committee chairmen will give reports and submit projects for approval. There being no further business, the meeting was adjourned.

B. RAUCH  
11.28.67

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EXECUTIVE COMMITTEE MEETING

November 30, 1967

Present: Mr. Crimmins - Chairman                      Mrs. Hofer  
           Mrs. Auchincloss                                Mrs. Jakobson  
           Mrs. Bartos                                        Mrs. Newhouse  
           Mr. Berry    Mr. Page  
           Mrs. Coffin                                        Mr. Prentice  
           Miss Dranow                                      Mrs. Shaw  
           Mr. Green                                         Mrs. Stern  
           Mr. Hodges                                        Mr. Zimmer

Denny Crimmins opened the meeting and called on Don Page to report on the 1969 calendar. Mr. Page reported that the designer Mark Ratliff had produced a beautiful preliminary cover design, but that it was not in its final form. The title THE WORK OF ART was contributed by Ray Winship. A vote of thanks was given to Mrs. Preston Moore for her research for the additional information to be included with the reproductions. Bates Lowry has accepted our invitation to write the introduction to the calendar.

The 1968 calendar has sold approximately 12,000 copies to date. We have a higher profit margin this year because of the cancellation of the Doubleday contract. Mr. Crimmins added that it might be possible to do an overrun on the 1969 calendar reproductions to be used as a pamphlet for student groups visiting the museum.

Next Mr. Crimmins asked Mrs. Myron Hofer to report on the activities of the Community Committee. Mrs. Hofer described the plan to bring groups of teenage children from various city agencies to the museum for a special afternoon program commencing in February. She reported on Mrs. Alice Kaplan's visit to the committee to describe the film program that the American Federation of the Arts is sponsoring.

A sub-committee met at Harold Leed's to view two films made by Magnum Films, Inc. utilizing animated stills. The committee felt that this technique was a very promising one for future investigation.

Returning to the discussion of the teenage program Mr. Crimmins suggested giving Poloroid Cameras to the visitors to record their impressions of the galleries. These would be used by Willard Van Dyke to help in his research on the orientation film. There were several questions that arose about the use of the cameras, and a final decision has been delayed. After the museum part of the visit is concluded, the groups will be served refreshments in the Art Lending Service gallery. Mrs. Walter Maynard will do follow-up studies on all the groups who visit, and Mrs. J. C. Timothy Sharpe is preparing a question and answer sheet for this study. The content of the program is under discussion and results will be reported on at the next meeting. Campbell Wyly is working with the Film Department to select material.

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It is hoped that we will be able to provide the groups with something to take home from the visit in addition to two free return passes. A poster seems to be the most popular idea. Mrs. Jakobson suggested contacting Miss Mildred Constantine. The Committee is also interested in creating a "non-book" for children -- the idea being to stimulate perception without being didactic.

Mr. Crimmins introduced the subject of the orientation film. Since the museum has no space for this purpose, a film that could be sent to schools before group visits would be most useful. Mr. VanDyke has expressed great interest in the project, and will enlist the help of other film makers to do it.

Mrs. John Coffin reported on the work of the Book Committee. Research is progressing on a book dealing with artist's views of politicians to be published in the summer of 1968. The contents of the book will be drawn entirely from the collections and it will have approximately thirty reproductions. Mrs. Coffin pointed out that since a lot of the material is rather unflattering, it might be safer not to include anything Post-Truman. But there is some disagreement on this point and further research is needed. Michael Zimmer suggested that Nelson Rockefeller be asked to write an introduction. Mrs. Douglas Auchincloss felt it would be advisable to present the idea to Rene d'Harnoncourt before going too much further. Mrs. Jakobson and Mr. Zimmer added that the photography should not be purely journalistic and that careful editing would be needed. Mrs. Coffin also mentioned a handbook about playgrounds that is being considered. The committee is collecting material on developments in the area of playground design. Bradley Coley, a council member, is giving a course on this subject at Sara Lawrence and is willing to supervise the production of the book. Arthur Drexler is not enthusiastic about the prospects for a successful book on this subject and it is agreed that we must be very careful about its point of view.

Miss Patricia Dranow brought the committee up to date on the progress of the Education Symposium. It has been decided to hold it in New York in the fall of 1968 or more reasonably, given the work which must be done, spring 1969. The Educational Testing Service in Princeton held a meeting with the committee heads and Mr. Crimmins to explore possibilities. A tentative schedule has been drawn up, and Miss Dranow is in the process of writing a statement of purpose to clarify what the aims of the Symposium are. Mr. Crimmins interjected that this is not to be about Art Education, but about the training of the eye to recognize quality. He has contacted Miss Margaret Mahoney of the Carnegie Foundation, and Miss Katherine Bloom of the John D. Rockefeller 3rd office of Education. They have offered to help organize and fund the project but nothing concrete has been established. The question of money was raised. Mr. Crimmins estimated that the project would cost \$100,000.

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The American Textbook Foundation has been asked to provide \$25,000 for the project to get started, and the rest of the funds will have to be raised from other sources. Merrill Prentice mentioned the educational facilities laboratory as a possibility. Mrs. Shaw requested that the committee contact Victor d'Amico and Bernard Karpel of the staff to acquaint them with the project.

Mr. Prentice expressed gratitude to Gray Williams for his part in organizing our Christmas card program. This year's cards are doing very well and much business has been stimulated by the colorful Christmas brochure.

Mr. Berry inquired about the intermedia evening and Mrs. Jakobson brought the committee up to date. On February 13, 1968 four artists who are participating in the New York State Council travelling program (12 artists altogether) will "do their thing" at the museum - we do not know what the evening will consist of. Possible participants are Les Levine, Ken Dewey, Robert Rauschenberg and USCO. John Brockman of Intermedia Associates and the New York State Council are getting funds for this; we are providing museum space and incidental expenses. It has been suggested by Mr. Crimmins and Mr. Berry that the evening be done for a second time for interested corporate members, even though its nature is experimental. The original evening will include 200 people and the list will be prepared in collaboration with the New York State Council represented by Mr. Harry Deutsch.

There being no further business, the meeting was adjourned.

B. Jakobson  
12.11.67

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Junior Council EXECUTIVE COMMITTEE Meeting

25 January, 1968

Present: Mrs. Jakobson - Vice Chairman    Mr. Hodges  
           Mrs. Auchincloss                    Mr. Prentice  
           Mrs. Bartos                            Mrs. Shaw  
           Mr. Berry                                 Mrs. Stern  
           Miss Dranow                             Mr. Zimmer  
           Mr. Emil

Mrs. John Jakobson opened the meeting and announced that the Lecture Series, AMERICAN ART SINCE WORLD WAR II, has been sold out. Arthur Emil asked if it were possible to move the series to a larger auditorium, but Mrs. Jakobson said it was too late. The Committee felt that the lectures should be published in an inexpensive paperback edition if at all possible.

Mrs. Alfred R. Stern then reported that the Benefit subcommittee in charge of decor -- Mrs. Armand P. Bartos, Michael Zimmer, and Campbell Wyly -- had met with one possible designer, John Willenbecker. Mr. Zimmer said that Mr. Willenbecker was interested in the project and will submit a design. Mrs. Stern suggested that other artists, such as Stan Landsman, be consulted. Mrs. Bartos noted that the cost of erecting environments at the Architectural League had ranged from \$2,000 to \$7,000. Mrs. Jakobson said that the budget for decorations will have to be determined before designs are submitted. At Mrs. Bartos' suggestion, the Committee decided that the designer should also be responsible for decorating the tables. The budget was set at \$2,500 for the decorations, a \$250 honorarium for the designer, and about \$200 for the consultant fee on the sound system. The Committee also agreed to raise the price to \$60 per couple, leaving the cost for a single ticket at \$35.

Mrs. Betty Rauch reported that the final figures on the 1968 Calendar were not in yet, but there are about 5,000 Calendars remaining in inventory. These will be donated to charitable institutions. The 1969 Calendar, studies and finished works in the Museum, is being designed by Marcus Ratliff. Mr. Emil said that, in view of the inconvenient calendar page in the 1968 edition, he felt the Executive Committee should see the dummy for the page in the 1969 version.

Mrs. Jakobson reported that the Multimedia evenings would not be held at the Museum. A space large enough to house the three works has been found at 210 West 65th St. The final invitation lists have not yet been prepared, but Monday, 4 March from 8 to 11 p.m. will be for a small, specially invited audience. Tuesday, 5 March from 11 a.m. to 11 p.m. will be open for a larger audience.

Mrs. Jakobson announced that Parker Hodges will be leaving the Junior Council office as of 1 February, to become Assistant Managing Editor of Cavalier Magazine. Mrs. Ann Gross is now in the Junior Council office.

Mrs. Jakobson said that the idea of having special weekly student evenings at the Museum at reduced rates had been investigated. A meeting with students and administrators from various colleges and universities in the city area was held on 12 January. The participants were very enthusiastic about the proposal. The Museum administration is opposed to keeping the Museum open an additional night because of problems with the security force. Richard Koch has suggested that the students be admitted on Thursday nights at reduced rates, but Mrs. Jakobson said that Denny Crimmins is opposed to this proposal, as it is only a partial measure. After discussion, the Committee decided that students should

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be admitted on Thursday nights, and that the alternate idea of four special evenings during the academic year was not a good one, since it omitted the most important factor, namely admitting students to the Museum at a reduced rate on a regular basis. Mr. Emil suggested that the qualification be by age alone. No decision was reached on this point. The Thursday night admission, although not ideal, was felt to be an important first step.

Robert G. Berry then reported that there is some hope of getting the funding for the Television Archive in the near future.

Tim Prentice reported that the Christmas Cards for the 1968 program are starting to move into production. He noted particularly a tie designed by Jim Dine.

There being no further business, the meeting was adjourned.

2/20/68  
B. Rauch

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EXECUTIVE COMMITTEE MEETING

February 29, 1968

Present: Mr. Crimmins - Chairman      Mr. Green  
           Mrs. Bartos                              Mrs. Gross  
           Mr. Berry                                 Mrs. Jakobson  
           Mr. Bullowa                              Mr. Prentice  
           Miss Dranow                             Mrs. Shaw  
           Mr. Emil                                 Mrs. Stern

James Crimmins called the meeting to order and asked Mrs. Alfred R. Stern to report on the Benefit. Mrs. Stern said she would like to talk about an alternative plan to the dance, as there are serious physical and administrative problems involved in the present plans.

Wilder Green said that the Museum would have to limit the space for the dance, leaving the Council with only the cafeteria and lobby. Mrs. Douglas Auchincloss commented that decoration and planning for this problematical area might also take more time than we presently have. Furthermore 1969 will be the Council's 20th and the Museum's 40th anniversary. And, a number of large events and parties have already been planned for this spring.

Mrs. Auchincloss said she had spoken with Willard Van Dyke who suggested that he might be able to obtain Orson Welles' new movie for a film benefit. Tickets could be sold at \$25 per person, the auditorium seats 400, so the gross profit would be about \$10,000, minus rather minimal expenses. Mrs. Auchincloss said she had spoken with Rene d'Harnoncourt about the idea and that he was very enthusiastic.

Dinner parties could take place before the showing, and drinks would be served in the Garden or Founders Room following the screening. She noted that some kind of music might still be possible. Mrs. Stern said that the benefit would be in the form of a private party, and no complimentary tickets would be given out. A special screening could be held for Museum staff, and they could also be invited to the reception following the film.

Mrs. Auchincloss asked Mr. Crimmins to get the necessary permission from the Trustees. Mr. Crimmins said he would write a letter to Council members explaining the decision of the Executive Committee.

Mr. Crimmins then reported that the Lecture Series has been extremely successful and he congratulated Mrs. John Jakobson for her great work.

Mrs. Jakobson said that the Intermedia Showing would be held on Monday, March 4, for a specially invited audience; and on Tuesday, March 5, for the Museum's contributing members. Mrs. Clifton Wharton is asking one or two Council members to be present at 210 West 65 Street at all times, to help John Brockman and to act as hosts. She said that we are still awaiting the final accounting for the expenses, but that the invitations cost almost \$1,000 and we have also agreed to donate the money for a guard and for a cleaning service.

Mrs. Elizabeth Shaw announced that Ann Coffin Hanson has been appointed Director of the International Study Center and will co-ordinate and administrate all events connected with this facility starting in the fall. She said that the Museum hopes to dedicate the Center on April 25, as the Lillie P. Bliss Study Center. She then described for the committee the existing and proposed space and facilities.

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Mr. Crimmins then reported that there have been several meetings about the proposed project for student evenings at the Museum, and the Museum administration's conclusion is that the only thing feasible at the present time is to lower the admission price for Students on Thursday evenings. Mr. Crimmins said he did not feel this was a good idea, as one of the most desirable aspects of the project was to open the Museum only and especially for students. Bates Lowry is enthusiastic about this concept. Robert Berry said that Mr. Lowry indicated to him that he did not feel the Thursday night solution was the best one.

Mr. Crimmins then said that the Council has also been given permission to have 4 to 6 special evenings for students on Friday nights. The Committee discussed testing the special evening series this spring. As it costs \$500 to keep the Museum open for three hours in the evening, it was suggested that the Junior Council could receive some of the admission fees to help defray the costs. Also, a head count could be taken to determine if the second and third floors ought to be kept open. Mrs. Shaw felt it would be against the purpose of the program to close these floors. Mr. Green said that one evening in the spring would not be enough to draw any conclusions about attendance or interest. Mr. Crimmins said that Mr. Lowry wants the evenings to start in the fall, and he suggested that a committee begin to plan the programs now. Mr. Berry suggested an advisory committee of students from various colleges in the city should work with the Museum and the Junior Council in the planning.

Arthur Emil asked why the program was limited only to college students, and suggested that the lower fee be available to high school students also. Mrs. Shaw said that the Museum has a program for reduced admissions for students in New York public and private high schools.

Mr. Crimmins then reported on a program being administered by Charles Hesse's office, to offer reduced summer membership at \$5.00 to people working in the city for the summer. There is a possibility that these memberships will be purchased by the personnel offices of the Corporate Members of the Museum for their summer employees.

Miss Patricia Dranow said that a program to invite outside speakers to lunch with Junior Council members and Museum staff is being planned as a project of the Education Committee. A letter will be sent to all council members asking for their suggestions for speakers they think will be of interest to the Council and to the Museum. Mr. Green asked Miss Dranow to be sure to check with Mrs. Sarah Hoge about the availability of space for the luncheons, as the schedule for the sixth floor is getting very crowded.

Mrs. Shaw then asked the committee if the Junior Council would like to have some kind of evening affair for a group of about 300 young people from the diplomatic corps at the United Nations. After discussion, the Executive Committee agreed that this was a project for the International Council, but that the Junior Council would be happy to participate that evening. Mrs. Stern said that probably the most interesting thing for this group of people would be to come to the Museum and have the opportunity to meet the staff. She suggested that the first floor be open and that the Museum staff be invited to have a drink with the visitors.

There being no further business, the meeting was adjourned.

B. Rauch  
3/25/68

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Junior Council EXECUTIVE COMMITTEE Meeting 28 March, 1968

Present: Mr. Crimmins - Chairman Miss Heckel  
 Mrs. Auchincloss Mrs. Jakobson  
 Mr. Berry Mrs. Newhouse  
 Mr. Bullowa Mr. Prentice  
 Mr. Green Mrs. Shaw  
 Mrs. Gross Mr. Zimmer

James Crimmins opened the meeting and announced that the change in the Benefit plans had been approved by the Trustees. Willard Van Dyke is still trying to obtain the new Orson Welles film for the film showing. John Morning has agreed to design the invitations and tickets.

Robert G. Berry gave the treasurer's report. He stated that, in spite of the large expenses incurred in the Art Lending Service renovation, the excess of expenses over income for the first six months of the fiscal year ending 31 December, 1967, was only \$1,885.00. The balance as of that date was \$47,081.00.

Mr. Crimmins then said that the various complex arrangements with the Museum for the distribution of income derived from Junior Council projects seemed to be based on historical precedent rather than actuality. He noted that the Council, while receiving only 6.56% of the gross sales from Christmas cards, paid over \$15,000 in salaries for bookstore help. Furthermore, in the last eight years, Junior Council publications have brought in almost \$250,000 net profit, of which the Council received only \$50,000. Mr. Crimmins said that the Council was not established to be a money-making organization for the Museum; this is the role for the professional publications staff. Furthermore, if the Junior Council is to sponsor and finance meaningful programs for the Museum, it must have enough money so that the operating budget is not depleted. He noted that he and Richard Koch were jointly suggesting that the Junior Council receive a flat 20% of gross sales on all Council-sponsored publications. Half of this money would go into a trust fund and would be available, upon application to the Trustees, for education and community projects. The other half would be used as part of the operating budget.

Mr. Crimmins also said that a publications committee of three Junior Council members and three Publications Department staff might be formed to give final approval on publications which involved both departments. Mr. Crimmins also suggested that this committee might produce the Christmas cards, although the selection would still be done by the Junior Council Christmas card committee. Wilder Green questioned where the final jurisdiction on the aesthetic decisions would lie; and Mrs. John Jakobson asked if this would involve the Council too deeply with the Publications Department. Mr. Crimmins said that this proposal is still very tentative.

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Mrs. Donald Newhouse reported that from July 1967 to February 1968, there were 157 sales in the Art Lending Service. She said that the increased rentals and sales seemed to more than justify the renovation. She also told the committee that Campbell Wylly would be installing a light and movement show at the Four Seasons Restaurant. There will also be a show of 15 works at The Top of the Week in the Newsweek building. She noted that two new corporate members of the Museum may have been attracted here by the Art Advisory Service. She said that the Art Lending Service brochure is currently being revised; it will include a description of the services available to corporate members.

Mr. Crimmins mentioned that because of the growth of the Art Advisory Service, there has been some discussion of an assistant for Mr. Wylly. Miss Inge Heckel suggested that such a staff member might be attached to the office of Charles Hesse, as the Art Advisory Service deals only with the corporate members. This staff member could do all the paper work, thus freeing Mr. Wylly to concentrate on selections. Mr. Crimmins noted that some kind of final arrangement will be worked out on the distribution of money received in connection with Mr. Wylly's services on behalf of the Art Advisory Service.

Mr. Green then asked that the needs of the Junior Council for space in the new buildings currently being planned be considered. He suggested that a special committee should be formed which would formulate the projected Council program for the next three or four years and make some determination of what space would be needed.

Finally, Tim Prentice showed the committee some of the selections for the 1968 Christmas Card program.

There being no further business, the meeting was adjourned.

B Rauch  
4.24.68

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Junior Council EXECUTIVE COMMITTEE Meeting

25 April, 1968

Present: Mr. Crimmins - Chairman      Mrs. Jakobson  
           Mrs. Auchincloss                Mrs. Newhouse  
           Mr. Berry                         Mrs. Stern  
           Mr. Bullowa                      Mr. Zimmer  
           Miss Dranow

James Crimmins opened the meeting and asked Mrs. Alfred Stern to report on the Benefit.

Mrs. Stern said that Willard Van Dyke still has not heard from Orson Welles, but he does have a movie from Czechoslovakia which would also be good. She asked if we should just send a blank letter announcing the Benefit. Mrs. Stern also noted that nothing has been done yet about the music. Mr. Crimmins suggested strolling musicians in the Garden, if the weather is nice. The question was raised, but not answered, in what form the tickets should be.

Mrs. Donald Newhouse reported on the Art Lending Service. She presented the following figures on sales and rentals:

To April, 1967: Sales - 247 (\$2055.05)  
                   Rentals - 810 (\$14,012.30)

To April, 1968: Sales - 203 (\$1,876.17)  
                   Rentals - 744 (\$13,182.10)

and noted that the drop in sales, rentals, and income was due to the two-month closing of the Art Lending Service, but that one of those months has already been "made up" by the increased activity since renovation. Mrs. Newhouse also complimented Campbell Wyly for the exhibitions he installed at The Four Seasons and Newsweek as part of the Art Advisory Service. Finally, she said that a proposal had been made to keep the ALS open on Thursday nights during the summer, to attract more people. Arthur Bullowa said that this has been done and is very popular, but not many rentals have resulted, since most of the people who come up are not Museum members.

Mr. Crimmins announced that Richard Koch will present the new financial arrangements to the Trustees in the fall. Under this plan, the Junior Council will be treated as an author, i.e., the Museum will absorb all production costs of Junior Council publications. The Junior Council will get 15 - 20 % of the gross income of all its publications.

Mr. Crimmins will meet with Mr. Koch and Charles Hesse to work out an agreement for dividing the proceeds of the Art Advisory Service.

Mr. Crimmins also said that the Membership Committee would give its report at the next Executive Committee Meeting. It was generally agreed that resignations would be requested before the Annual Meeting.

Mrs. John Jakobson said the Annual Meeting may be held in the CBS Building on 4 or 5 June. Otherwise, it will be in the Founder's Room on 3 June. Mrs. Jakobson reminded everyone that Rene d'Harnoncourt is retiring and that we should do something to honor him at that time. One suggestion, to which the Committee immediately agreed, is to make him an Honorary Life Member of the Junior Council. A more difficult problem is what kind of gift to present him. After some discussion, a limit of \$300 was set, and Mrs. Jakobson will look for an appropriate gift.

Mr. Crimmins then announced that new committees had been appointed by the Trustees, who have invited the Junior Council to send one member to sit in on each committee meeting.

Mr. Crimmins also reported, with regard to the Education Symposium, that Richard Plaut has finished his report and that the National Art Education Association, together with the Office of Education, will be deeply involved in the program.

Miss Patricia Dranow said that Blake Hobbs of Union Settlement has given her a number of ideas for the Museum to carry out this summer. Among them are: (1) East Harlem Day; (2) a training program for 12 ghetto children, to act as guides to the Museum; (3) a show in the Museum of works by ghetto residents, with the artists present. Mr. Hobbs is meeting with Mrs. Elizabeth Shaw to discuss these ideas in detail.

It was noted that Bates Lowry is meeting with curators to hear their proposals for summer programs and that the Council should also have suggestions to present.

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Junior Council EXECUTIVE COMMITTEE MEETING

23 May, 1968

Present: Mr. Crimmins -- Chairman      Mrs. Gross  
           Mrs. Auchincloss                Mrs. Jakobson  
           Mrs. Bartos                        Mrs. Leonhardt  
           Mr. Berry                            Mrs. Newhouse  
           Miss Dranow                        Mrs. Stern  
           Mr. Green                           Mrs. Wharton  
           Mr. Prentice

James Crimmins called the meeting to order and said that the principal business would be to hear the Membership Committee's recommendations on the Prospective Members for 1967-1968. Mrs. Clifton R. Wharton, Jr., said a final check on the Prospective Members with the committee chairmen and the office staff led the committee to strongly recommend that the following people be made full members of the Junior Council, based on their effectiveness, initiative and dependability: Mrs. O. Kelly Anderson, Mrs. J. F. Bardsley, Mrs. William Fine, Mrs. Charles Gilman, Jr., Mrs. Walter Maynard and Mrs. Clark Winslow. Miss Sarah Goddard and Eric Selch, although busy with their regular jobs, were recommended because of their interest in a specific aspect of the Council and their areas of professional activity. The remaining Prospective Members were discussed and, acting on the Membership Committee's recommendation, the Executive Committee decided not to invite them to become full members. Mrs. Bradford Walker and Richard Shore will be asked if they feel they will have enough time next year to continue as Prospective Members.

Mr. Crimmins noted that one continuing problem on the Council is eliminating inactive members to make room for new people. He suggested that the Council be divided into "classes". At the end of each person's term, he would automatically be dropped from membership, unless specifically asked to remain by the Executive Committee. After discussion, the Committee agreed to the plan. The existing membership will be divided into three classes, based on seniority--the first term being over in the Spring of 1969. The term for the current Prospective Members, now becoming full members, will be over in 1971. Mr. Crimmins asked the office staff to work with the Membership Committee in forming the classes.

Mr. Crimmins also noted that the Leave of Absence should no longer be automatic, but should be granted for a limited term by approval of the Executive Committee. The Committee agreed to this change.

Mr. Crimmins announced that Mark Peltz will replace Peter Manello in the Art Lending Service on Saturdays and holidays.

Robert Berry then reported that the prospective underwriter of the Television Archive of the Arts has decided not to donate the money for the proposed budget, and so the Committee again has the problem of funding. The TV Archive Committee agreed that the films should not be turned over to the Museum in their present state, and also that a small pilot project, using limited funds, was unfeasible. The Committee is investigating another film viewing possibility, the EVR or Electronic Video Recording System. The comparative cost with the 16mm or tape retrieval system is extremely low: \$8.00 per 1/2 hour against \$300.00, thus enabling the Archive to be funded at a much lower figure. He noted that Jeff Byers had said that CBS' system will be available abroad by the end of 1968. Mr. Crimmins said that it was his understanding that RCA was planning to put 5,000 EVR systems into the field

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in the United States this coming Fall. Mr. Berry suggested that the Archive budget might be included in the general Museum fundraising drive for the International Study Center. This possibility should be brought up before the International Study Center Committee at once. Mr. Berry also asked the office staff to make an inventory of the programs available on tape at Channel 13 and NET. Mr. Green announced that he had secured assurance that a print of the 15 films about contemporary artists made by the Institute of Modern Art in Nuremburg would be given to the Archive.

Mr. Crimmins then made several announcements pertaining to the status of Junior Council projects:

A special Summer Membership for college students working in New York City will go into effect this summer. The fee is \$5.00 and includes all privileges, except free books.

Bates Lowry has approved a series of student evenings to take place on 6 to 8 Friday evenings next Fall. Mr. Lowry and Mr. Green are working on the preliminary program. Admission to all of these will be \$5.00.

At their last meeting, the Trustees approved a \$12.50 membership for college students in New York. It is hoped that the \$5.00 series will serve to introduce college students to the Museum and encourage them to take the special membership.

The Children's Art Carnival will travel to Harlem this summer. The Trustees have granted an initial \$40,000 for implementation. The entire program for the 15 months planned is estimated to cost \$150,000.

The Orientation Film idea has been approved by the Museum administration. The seed money will come from the Junior Council.

The Museum has approved the idea of parallel exhibitions to travel with and pertain to the major Museum Travelling Exhibitions. These will go to the same area as the show.

Mrs. John Jakobson said that the gift which will be presented to Rene d'Harnoncourt at the Spring Meeting has been narrowed down to an Ashanti doll or a Coptic bone man. Both are under the limit of \$250, and the final selection will be made by Douglas Newton. She said that, at the Meeting, we will also announce that Mr. d'Harnoncourt has been elected to Honorary Life Membership on the Junior Council.

Finally, Mr. Berry asked the Committee if he should make some appeal for funds/contributions at the end of the Treasurer's report at the Spring Meeting. Mr. Crimmins said it would be a good idea, and that a follow-up letter should be sent out after the Meeting.

There being no further business, the meeting was adjourned.

B. Rauch  
6 June 68

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Executive Committee Meeting

October 24, 1968

Present: Mr. Crimmins, Chariman

Mrs. Andrews

Mrs. Auchincloss

Mrs. Bartos

Mr. Berry

Mr. Bullowa

Mr. Burden

Mr. Deeley

Mr. Emil

Mrs. Gross

Mrs. Hofer

Mrs. Jakobson

Mrs. Shaw

Mrs. Stern

Mrs. Winslow

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Mr. Crimmins opened the meeting with a welcoming talk and explained some of the reasons why the Council year had begun so late. First he noted the changes in the office staff and for more detailed explanations of changes in the Museum turned the discussion over to Mrs. Shaw.

Mrs. Shaw described some of the personnel changes in the Museum, including Bates Lowry as the Museum's Director, Robert A. Carter as the new Director of Publications, replacing Grey Williams and Anne Hanson as Director of the International Study Center. Mr. Lowry held a retreat during August at his summer home in Essex, New York and Mrs. Shaw enumerated the topics under discussion. Mr. Lowry hopes to have greater flexibility of program and use of the collections and hopes to pursue the Avant-garde. Moreover, there is a possibility of changing the hours that the Museum will be open, and expanding the Museum's role in education and community affairs. The plans for the International Study Center include greater extensions on the part of MOMA toward educating the public, revision of the docent program, possible lectures and talks at lunchtime ( wherein 400 people would be admitted free to the Auditorium ) and planning of specific events, including a lecture series of 15 topics related to the Machine Show. There are three new associate curators: Kynaston McShine, William Agee, and Margaret Potter, and painting and sculpture has been consolidated on one floor with Mr. Lowry as head of the department as well as Director of the Museum. In addition to the rebuilding on the fifth floor, all of the Publication Departments will eventually be relocated in the 27 West 53 Street building. In addition, the Museum will host a three day conference for the State University of New York. The concept of Circulating Exhibitions has been restudied and Circulating Exhibitions will be amalgamated into other departments of MOMA, and its personnel will be moved into the already existing format. Mr. Lowry feels that MOMA should determine where these circulating shows should travel.

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Mr. Crimmins spoke about the coming year for the Junior Council, noting that it was apt to be a difficult one due to the shift in departments and personnel and the fact that many programs are still in limbo. Mrs. Shaw felt that things were in fact opening up. Nonetheless, a great deal of work is going to be required, the chairman of all Junior Council committees will have to work harder, and a greater effort will have to be made by all. A new project that had been approved by the Executive Committee is a telephone survey was the series of four student evenings. Mr. Crimmins stated that we were afraid of poor attendance and the problem of an empty museum, but that the nature of the program was to be a pilot project. Mrs. Jakobson added that we might possibly ask for money from membership if the program attracted a sufficient number of new student members and if our losses were greater than we could absorb. The possibility of cancelling the last two evenings was mentioned if attendance was disastrous, and the entire program will be reviewed at the next Executive Committee meeting.

Mr. Crimmins reported on the activities of the Calendar Committee stating that the subject of the 1970 Appointment Calendar would be the Museum's design collection and that the Committee would be working closely with Arthur Drexler of the Department of Architecture and Design. The Committee will also produce a wall calendar which will be designed by Allan Kaprow.

Other Junior Council projects under consideration are a lecture series with the Film Department and film critics, a party for young curators and new staff members with Junior Council members, and acting as "quasi-host" for the convention of the National Art Education Association in the spring.

Mr. Crimmins asked Mrs. Hofer to report on the activities of the Community Committee. She stated that there would be no meetings of the Committee until it was established whether or not the Junior Council was going into fundraising to support community projects, and what the New Projects Committee had planned for the year. Mr. Crimmins proposed a program of Black docents, which he had previously discussed with Anne Hanson, in which upward bound children from ages 16 to 20 would be trained and paid while in training and then would give tours, acting as interpreters for those who come to MOMA from culturally undernourished neighborhoods. The Council could thus assist the educative process.

Mrs. Shaw said that she had spoken with Vinette Carroll who wants a different kind of docent talk which can relate to the Negro - one in which the history of modern art reflects the social history of the Negro. It is a way of indicating that black is not so different and oppression need not be stultifying. Mrs. Auchincloss added that art is universal and it should not matter what color one is. Mrs. Shaw concurred, and noted that Vinette Carroll feels that art is a tool in the movement and should be an uplifting element. Mrs. Shaw

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suggested that the Council donate some free tickets for the Student Evenings to Harlem Prep and it was agreed that we would.

There was general discussion about what the Junior Council could do to help with the Black problem in addition to its educational endeavors. Mrs. Jakobson mentioned the Harlem Studio Museum and Mr. Berry suggested further research into the docent idea. Mr. Bullowa suggested that the program be written up for further presentation and Mr. Crimmins mentioned the possibility of having Negro help in the Art Lending Service for the summer months. Mrs. Hofer felt that no single minority should be emphasized and that we should consider Puerto Ricans as well as Black children. Mrs. Shaw felt that there should be people in the galleries to answer question, as the guards do not do that as part of their jobs. Mr. Crimmins felt that in some way Junior Council members could become involved as volunteer guides or as docents. This will be investigated further.

Another matter mentioned by Mr. Crimmins was that this is the Junior Council's 20th Anniversary year and that there will be a party in the spring. There have been 209 members of the Junior Council in twenty years. This will be a "family party" and the chairmen of the committee are Susan Fine and Gordon Hyatt. Mrs. Stern suggested that it be billed as a reunion, even though it will be a benefit, since this is the 40th Anniversary year of the Museum as well as an important year for the Council.

Mr. Berry was recognized to present a budget report and said that he had devised a guideline for committee chairmen to be used in formulating the budget. He and Mr. Crimmins will present the budget to the Trustees at the December meeting.

Mrs. Auchincloss said that a chair has been established for Rene d'Harnoncourt in International Studies. Any Council member who wished to contribute should send their checks to Mr. Lowry's office. The goal is \$750,000. Mrs. Shaw added that chairs have also been named for Monroe Wheeler and Alfred Barr. Mrs. Auchincloss noted that this fund drive is more "underground" than public and separate from the Museum Fund Drive.

Mr. Crimmins noted that the office will prepare a calendar for the year and will send a copy to each member of the Council. Mrs. Jakobson added that bills would be sent out for Executive Committee luncheons within the week.

There being no further business, the meeting was adjourned.

m.aronson  
1 december 1968

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Executive Committee Meeting

December 17, 1968

Present: Mr. Crimmins, Chairman  
 Mrs. Andrews  
 Mrs. Auchincloss  
 Mrs. Bartos  
 Mr. Emil  
 Mr. Green  
 Miss Hill

Mrs. Hofer  
 Mrs. Jakobson  
 Mrs. Shaw  
 Mrs. Stern  
 Mrs. Winslow  
 Mr. Wyllly

Mr. Crimmins opened the meeting and extended seasons greetings to all and Mrs. Jakobson distributed Christmas presents to the members of the office staff. The two main items of business to be discussed were the Student Evening Series and two proposals from the Art Lending Service.

Mr. Crimmins reported that attendance at the December 6th Student Evening had been 969. The total attendance for the four evenings was 3,000 or an average of 750 per night. Linda Gordon had reported to Elizabeth Shaw that the entire Museum had been utilized and explored by the students and their response had been extremely enthusiastic. Mrs. Shaw felt that the film made by Rodger Larsen at the last Student Evening could be used in many ways and that it was interesting to have a filmed record of the way in which the students interacted with the Museum, the dancing, the Machine Show and Soundings, as well as with Robert Rauchenberg. The evenings had been expensive, but among other things they had proved that students will come on Friday night when they won't come on Thursday. Mrs. Shaw was impressed by the fact that the questionnaires filled out by the students at the last two evenings had shown that they were most interested in meeting artists, listening to poetry readings, and watching films. These three were the least costly of the activities planned for the Student Evenings. Mr. Crimmins felt that the problem was not the expense, but rather to discover what will draw the students to the Museum.

Mr. Emil asked how the students were notified of these evenings and Mr. Crimmins replied that it seemed that many had been told by their friends, but we did place advertisements in college newspapers. He had hoped that MOMA would continue these evenings because the Council could not afford to do it. Mrs. Jakobson commented that the evenings had just begun to catch on with the college students when they were over. Mrs. Shaw suggested that maybe the Museum could be kept open Friday night rather than Thursday, as it seemed a more popular day, and Mr. Green thought that if the Museum were closed on Monday, as has been suggested, it might be possible to stay open both Thursday and Friday nights. Mr. Emil asked for an account of expenses and Mr. Crimmins said that they would be included in a formal report which Mr. Green and Mrs. Shaw will present to Mr. Lowry. Mr. Crimmins ended by saying that he felt that the evenings had been expensive, but very important and worthwhile.

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Among the positive aspects learned in our planning and promoting of the series as well as from the student's response to it, we include the following:

- 1) The four evenings helped to change MOMA's image in the student's eyes as shown by articles in their newspapers.
- 2) The Museum's student press and radio contacts were increased.
- 3) We found students will come to meet artists and that artists enjoy contact and conversation with the students.
- 4) The admission price is not an obstacle ~~but~~ the students were reluctant to commit themselves to the series of all four evenings even at a saving.

Mrs. Winslow presented a proposal from the Art Lending Service Committee, stating that the rental fees should be changed as they had been the same since 1956 and because of increased operating expense a deficit is likely to occur. A chart had been worked out showing rentals and sales in different media with the different price scales, along with three proposals for change in rental fees. The three proposals follow: 1) 10% of purchase price, 2) across the board increase of \$5.00 up to \$500.00 purchase price and \$10.00 above \$500.00, 3) rental would be 10% of median price in each range.

Mrs. Winslow proposed that the three month rental be abolished. Mr. Wylly noted that it is becoming more and more difficult to find suitable works. He felt that a two month rental period would please the galleries since works will circulate more and there will be a better chance for sales.

It was stated during the discussion that the 10% fee would be more rational for the borrower than the ranged scale and that it would ease bookkeeping. Mrs. Andrews felt that the new rental fee would affect the borrowers of the lower priced works who are less likely to purchase works. She added that for these people we are more of a service than a sales gallery. The Committee's reaction was that the Art Lending Service exists more for collectors than for continual borrowers and that we are more interested in selling works than in being a decorating service. Moreover, people who continue to borrow could have selected more carefully initially and purchased a work with monies expended in rental fees.

All agreed that the rental fee should be 10% of purchase price for a period of two months only. A memo to this effect will be sent to Mr. Lowry. Mr. Wylly then asked if the Art Lending Service brochures would have to be redone or if a sticker could be affixed to the old ones. Mrs. Andrews said that there were 15,000 brochures left and she would find out about a sticker or an errata slip.

Mrs. Jakobson reported briefly on the progress of the 1970 Appointment Calendar that is going to be done on the Design Collection. Mr. Stan Ries

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a Museum consultant on the Guimard exhibition, has been contracted to do the photography. Mr. Drexler wants him to photograph all the objects for the Calendar. Mr. Ries will be paid \$3500 and Mrs. Stern suggested that perhaps the cost could be split with the Architecture and Design Department. Mrs. Jakobson reported that Edward Marson, a recent graduate of Yale Art and Architecture School, has been selected as the designer and he will be paid \$750. She said that there might be some difficulty with deadlines, particularly if the Calendar is to be printed in Europe. She added that the retail price of the new Calendar should be left open, as our expenses this year will most likely be greater than ever before. This will be decided at a later date.

Miss Aronson gave a general sales report of this year's Christmas cards. It appears that the inventory will be practically nonexistent after the holidays and this means that the Junior Council will have to produce between twenty and twenty five Christmas cards and objects for next year. A more conclusive report will be given when the final sales figures are in.

There being no further business, the meeting was adjourned.

m. aronson  
10 January 1969