



BERKELEY PUBLIC LIBRARY

2090 Kittredge Street • Berkeley, California 94704 • 415/644-6095

Regina U. Minudri, Director

TO: Board of Directors
Association of Library Services to Children

FROM: Ad Hoc Newberry-Caldecott Alternative Committee
Regina U. Minudri, Chairperson *RLM*

DATE: January 3, 1980

RE: COMMITTEE REPORT

The committee looked into many alternative sites for the Newberry-Caldecott awards presentation in San Francisco during The American Library Association Conference in 1981.

Alternative Sites: 1979 Prices

Palace of Fine Arts

Seats 1,000

Catering must be privately arranged

Cost: \$600-900

San Francisco Memorial Opera House

Seats 3,200

Can use downstairs bar

Cost: \$1,000 plus, not sure of plus what, unclear

Nourse Auditorium

Seats 1,825

No real reception area

Cost: \$525, plus \$150 for audio equipment

Herbst Hall (War Memorial)

Seats 900

No real reception area

Cost: \$600 approx.

De Young Museum

Seats 800

Gallery space only, do not recommend for sit down audience

Can use dining room

Cost: \$1,200 - 1,500 for three hours

Function Meals -- 1979 Prices

Luncheons \$12.50 - 25.00 (includes tax & tip)

Dinners \$17.00 - 42.00 (includes tax & tip)

Wine & Cheese approximately \$6.00 per person

Wine only -- cash bar. \$250 minimum or \$40 per shift per bartender

Hot hors d'oeuvres \$10.50 - 14.00 per person, not including drinks

Hotels estimate that we will require 4 to 6 bartenders, three bars for the number of persons usually attending Newberry-Caldecott.

Transportation

Municipal Railway (SF)

\$35.00 per hour per bus. 48 passenger busses

Estimate that we will require 20 busses for 5 hours

Cost: \$7,000.

Recommendation

The committee recommends that, in the light of the costs involved, that the Newberry-Caldecott festivities be held in a major downtown hotel. The committee strongly recommends the St. Francis or the Hyatt.

The following alternatives to the traditional banquet are suggested, in ascending order of cost to the individual. All are assumed to be in the evening. Either an 8-10:30 time slot, or a 6:30 to 10:30 time slot, depending on the service involved.

1. Speeches -- Theatre style setting
Informal reception - adjacent room
No host bar
2. Eclectic entertainment (San Francisco Style)
Speeches - theatre style
Informal reception - adjacent room
Wine and Cheese
3. Eclectic entertainment
Speeches - theatre style
Informal reception - adjacent room
Dessert Bar
4. Sit down dessert and entertainment
Speeches - table style setting
Informal reception
No-host bar
5. Traditional Dinner
Entertainment
Speeches -- Table style setting
Informal Reception
No Host bar

The committee felt that it is essential to have an informal reception, without receiving line, and suggests that the winners be situated strategically within the area with a local host/hostess to insure the flow of people and conversation. Officers and members of ALSC Board could wear identifying tags of some sort and circulate throughout the room.

The committee also felt that local children might be encouraged to attend and perhaps be sponsored by local Friends of the Library groups.

Tape recording and/or videotaping of the award speeches could easily be done within any format.

Committee Members: Ethel Manheimer, Linda Perkins, Grace Ruth,
Regina Minudri
Gail Sage. ALSC Board Liaison.