

UNIVERSITY OF ARKANSAS AT LITTLE ROCK

BASKETBALL OFFICE / 2931 SOUTH UNIVERSITY / LITTLE ROCK, ARKANSAS 72204 / 501-569-3304 / FAX 501-569-3493

June 11, 1996

Jesse Owens Memorial Park Board
13075 Alabama Highway 157, Suite 6
Moulton, AL 35650

Dear Board Members:

Thank you for your very kind invitation to attend the Jesse Owens Memorial Park Dedication and Olympic Torch Visit on June 29.

I certainly agree that this will be a unique opportunity to be part of a historic celebration. However, I will be out of the country on that date and unable to attend.

Again, thank you for thinking of me and best wishes for a very successful celebration!

Sincerely,



Wimp Sanderson
Head Basketball Coach

sb



June 12, 1996

The Jesse Owens Memorial Park Board
13075 Alabama Highway 157, Suite 6
Moulton, AL 35650

Dear Board Members:

Regret I am unable to accept your invitation to attend the dedication of the Jesse Owens Memorial Park. I do appreciate receiving the invitation.

Best of luck.

Sincerely,



C. M. NEWTON
Director of Athletics

CMN/bi

FROM THE MOUND OF

VIRGIL 'FIRE' TRUCKS 6-14-76

To: The Jesse Owens Memorial Park Board.

I'm very sorry, I won't be able to
make this great memorial for one of
the greatest athletes of all time. As I
will be in Philadelphia, Pa. for a
Walter Stargell golf tournament. Please
give my regard to Mrs. Luvent & all
the people of Moulton, Ala. for this
great endeavor.

Sincerely

Virgil Trucks

PITCHED NO-HITTER VS. WASHINGTON SENATORS 1-0, MAY 15, 1952
PITCHED NO-HITTER VS. NEW YORK YANKEES 1-0, AUGUST 25, 1952



June 14, 1996

The Jesse Owens Memorial Park Board
13075 Alabama Highway 157, Suite 6
Moulton, Alabama 35650

Dear Sir:

Thank you for your kind invitation to attend the Jesse Owens Memorial Park Dedication and Olympic Torch Visit on June 29, 1996. Regretfully, I will be unable to attend due to prior commitments that I am unable to change.

Thank you again for asking me to share in this unique opportunity, and best wishes for a successful celebration.

Sincerely,


John A. Hannah

JAH:pm

June 19, 1996

Jesse Owens Memorial Park Board
13075 Alabama Highway 157, Suite 6
Moulton, AL 35650

Dear Board Members:

Thank you for your kind invitation to attend the Jesse Owens Memorial Park Dedication and Olympic Torch Visit on June 29, 1996. You are very thoughtful to remember me, and I deeply regret that I must decline due to health reasons. I am not traveling from Montgomery at this time.


Please say hello to everyone for me. The people of Lawrence County were very good to mine and Lurleen's campaigns. I am appreciative of your support, and you honor me with this invitation.

I wish you well in your endeavor. Jesse Owens was a great Alabamian and American and richly deserves this tribute.

If you are ever in Montgomery, please visit me at the Wallace Foundation offices in The Lurleen B. Wallace Office Building. I look forward to seeing you.

With warm personal regards, I am

Sincerely yours,


George C. Wallace

GCW:chh

BOARD OF DIRECTORS

GOVERNOR GEORGE C. WALLACE
Chairman Emeritus

PEGGY WALLACE KENNEDY
Chairman

GEORGE C. WALLACE, JR.
Treasurer

BOBBE WALLACE PARSONS

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MARIE KENNEDY

HUGH DYE

FRANK HOUSE

POST OFFICE BOX 11887

BIRMINGHAM, ALABAMA 35202

June 25, 1996

Jesse Owens Memorial Park Board
13075 Alabama Highway 157
Suite 6
Moulton, Alabama 35650

Gentlemen:

Unfortunately I will be unable to attend the dedication services for Jesse Owens. It is my understanding that some of you will be at the Alabama Sports Hall of Fame on Sunday, June 30. I will look forward to seeing you at that time and renewing my acquaintance with Ruth Owens.

It is a wonderful thing that you are doing in honoring this great athlete, outstanding individual and great American. I look forward to visiting your park in the very near future.

Sincerely,



FH/pf

July 7/1996

Dear James -

We have been enjoying the articles in the Moulton paper about your work on the Jesse Owens complex.

We are enclosing an article that was in our Wall Street Journal. We are proud of the article & congratulations on a job well done.

I remember the day of the Big Ten track meet when Jesse Owens broke (3) world records & tied another one, all in one afternoon. I always felt he was the greatest track star in the world.

Get the Auburn football team going in the right way. Whang Lee Centre, Rose is going to Auburn, He appears to be a walking person.

We hope to be in Atlanta this fall & hope we see you. We do plan on seeing the Jesse Owens complex.

Dale & Shirley Wallace

7/19/96
Your file
Copy.


This Grant is entered into by and between the Alabama Department of Economic and Community Affairs (hereinafter called the "Department") and the Jesse Owens Memorial Park Board (hereinafter called the "Grantee").


- PURPOSE:** The purpose of this Grant Agreement is to transfer funds from the Department to the Grantee to provide funds for the development of the Jesse Owens Memorial Park and the park dedication ceremony.
- FUNDING AND COMPENSATION:** This project, for which this Grant Agreement is made, is financed with state funds not to exceed the sum of \$175,000.00. Payment will be made in the following manner:
\$15,000.00 shall be paid upon submission of an invoice by the Grantee. Payment may commence after October 1, 1995. The amount of this Grant may be adjusted based on General Fund provision.
Payments made by ADECA under the terms of this Agreement shall not constitute final approval of documents submitted or procedures used in formulating requests for payment.
- CONTINGENCY CLAUSE:** It is expressly understood and mutually agreed that any Department commitment of funds herein shall be contingent upon the receipt and availability by the Department of funds under the program for which this Grant Agreement is made.
- AMENDMENTS:** The Department or the Grantee may, from time to time, request amendments to various provisions of this Grant Agreement. Such amendments, which are mutually agreed upon by the Department and the Grantee, must be incorporated as written amendments to this Grant Agreement and approved by all signatory authorities prior to implementation.
- REPORTING:** A quarterly narrative report must be furnished during the spending period of the project. Within 30 days after the final expenditure of funds, a final report must be submitted showing to who funds were disbursed and when they were disbursed.
- AUDITS:** The Grantee agrees to comply with audit requirements contained in the ADECA Audit Policy and any revisions thereto.
- NOT TO CONSTITUTE A DEBT OF THE STATE:** It is agreed that the terms and commitments contained herein shall not be constituted as a debt of the State of Alabama in violation of Article II, Section 213 of the Constitution of Alabama, 1901, as amended by Amendment No. 26. It is further agreed that if any provision of this Grant Agreement shall contravene any statute or Constitutional provision or amendment, either now in effect or which may, during the course of the Grant Agreement, be enacted, then that conflicting provision in the Grant Agreement shall be deemed null and void. The Grant Agreement's sole remedy for the settlement of any and all disputes arising under the terms of this agreement shall be limited to the filing of a claim with the Board of Adjustment for the State of Alabama.
- TERMINATION OR SUSPENSION:**
 - TERMINATION OF GRANT AGREEMENT:** The Department or the Grantee may terminate this Grant Agreement at any time by giving written notice of such termination and specifying the effective date thereof at least 15 days before the effective date of such termination.
 - SUSPENSION OF FUNDS UNDER THIS GRANT AGREEMENT:** Payment of funds awarded under this Grant Agreement may be suspended in the event there is an outstanding audit exception under any program administered by any division of the Alabama Department of Economic and Community Affairs (ADECA), an amount owing to any Division of the Alabama Department of Economic and Community Affairs, or any amount owing to the Federal Government that is not reported in a reasonable and timely manner.
- CONFLICT OF INTEREST:** The Grantee, by the signature of its authorized official, certifies that to the best of its knowledge and belief, no conflicts of interest existed or now exist which have, may have, or have had any effect on the grant or contract award.
- ACCESS TO RECORDS:** The Director of the Department, the Chief Examiner of Public Accounts, or any of their duly authorized representatives shall have access to any pertinent books, documents, papers, and records of the Grantee to make audits, financial reviews, examinations, excerpts, and transcripts.

IN WITNESS WHEREOF, the Department and the Grantee have executed this Grant Agreement as evidenced by their signatures below:

ALABAMA DEPARTMENT OF ECONOMIC AND COMMUNITY AFFAIRS

JESSE OWENS MEMORIAL PARK BOARD


ROBERT E. LUNDFORD
DIRECTOR
7/16/96
DATE


THURMAN WHITE
CHAIRMAN
7-15-96
DATE


FOR JAMES I. BAY
GOVERNOR

63-1075734
FEDERAL IDENTIFICATION NO.
205/574-2464
CONTACT PERSON/PHONE NO.


EDWARD E. DAVIS
ADECA LEGAL COUNSEL

13075 Al. Hwy 157, Seale
Maul House, Al 32620
MAILING ADDRESS

 Alabama
Cooperative
Extension Service

LAWRENCE COUNTY OFFICE - MOULTON, AL 36860
13075 AL HWY 157, SUITE 6
TELEPHONE (205) 974-2464

July 29, 1996

Dr. Warren McCord
Extension Assistant Director
Alabama Cooperative Extension System
113 Duncan Hall
Auburn University, AL 36849-5618

Dear Warren:

I appreciate your letter to Henry and me concerning the Jesse Owens Memorial Park Dedication held on June 29, 1996. We appreciated the fact that you attended and shared this special once-in-a lifetime day with us.

We were pleased with how well the day went. More importantly, those in charge of the Olympic Torch Caravan expressed to us that they were pleased. They gave us a number one rating for lunch saying that we served them the best meal they had since leaving Los Angeles on April 27, 1996.

The staff and I want to express to you how grateful we are for your support in this project, particularly in the early stages when others were skeptical. You made possible our trip to Chicago to visit the family. This visit and family support was critical in the development of our plan and subsequent fund raising. Therefore, you had a great deal to do with the success of this project.

We still have a lot of work to do. The park must be finished and a maintenance and operation plan developed. However, we have confidence in ourselves and others have confidence in us since we have gotten this far.

Again, thanks for being on our team.

Sincerely,



James Pinion
County Agent Coordinator



Cooperative
Extension
System

AUBURN, ALABAMA A&M AND TUSKEGEE UNIVERSITIES COOPERATING

The Alabama Cooperative Extension Service offers educational programs to all people without regard to race, color, national origin, sex, age or handicap.



Extension Tourism Specialist
108 Spidle Hall
Auburn University, AL 36849
Telephone (334) 844-3517

August 13, 1996

To: James Pinion & Henry Buchanan
From: J. Thomas Chesnutt
Re: Jesse Owens Memorial Park

As we discussed on Monday, I think you need to develop guidelines in three areas to effectively operate Jesse Owens Memorial Park. These are:

1. Budget
2. Marketing Plan
3. Operational Manual.

The three are independent in many aspects and can be developed at the same time.

Budget. Obviously, the budget plan is extremely important, since you need to generate and obtain the monies needed to operate the park. Before you can determine how much money you need to generate, you will need to know what your expenses are. Once your expenses have been calculated, you will then know if you need to charge visitors, and how much you need to charge each visitor. As we discussed, I think it would be to your benefit to establish a charge for visitors. Not only will this assist you in generating revenue, but it will also add value to the visit. Many tourists feel that if it is free, then it must not be a quality attraction. About the only exception that comes to mind are the sites operated by the federal government, such as national parks, national monuments, and museums, such as the Smithsonian.

ALABAMA A&M AND AUBURN UNIVERSITIES, AND TENNESSEE UNIVERSITY, COUNTY GOVERNING BODIES AND USDA COOPERATING

To develop the expenses, itemize all possible expenses you are likely to have and estimate their annual costs. Possible expenses include: salaries (including taxes such as social security), utilities, security, marketing (including printing and mailing), landscaping, repair and maintenance, and public relations. When you visit other attractions with Georgia Carter, be sure to inquire of others what expense items they incur and, also, methods of revenue generation they utilize.

Marketing Plan. You must have a marketing plan, otherwise how will tourists know about the park. The Olympic Torch Run and park dedication was a tremendous kickoff. Make use of that as a cornerstone on which to build your marketing plan. Georgia mentioned that she will send you their marketing plan and ways they can help you. I would recommend that you use their marketing plan as a pattern for yours. Being a member of Alabama Mountain Lakes will be a real benefit you the park.

Again, as you travel to other sites in the region, ask what marketing efforts have been effective for them. Also, I would aggressively contact all schools in the state and surrounding states to entice them to take field trips to the park. Do not be discouraged if you do not get a positive response from those schools right around you. That has been the situation with Horseshoe Bend National Military Park in Tallapoosa County. They get much greater interest from those schools outside the county.

Operational Manual. This manual should be your guide in the day to day operation of the park. I would suggest a loose-leaf notebook type format, so pages can be added and deleted as necessary. The manual should be viewed as fluid, not set in stone, and should be revised and updated as new situations arise or as conditions change. Essentially, the manual should be a collection of pages addressing specific topics. These topics could include the following, but not necessarily limited to just these:

- A. Line of Authority/Administrative Structure
- B. Personnel
- C. Job Descriptions
- D. Telephone Procedures
- E. Long Distance Telephone Usage
- F. Staff Meetings
- G. Dress Requirements
- H. Special Requests (weddings, receptions, reunions...)
- I. Petty Cash Procedures
- J. Procurement Procedures
- K. Visitor Injury
- L. Staff Injury
- M. Museum Property Accountability
- N. Group Reservation Procedures
- O. Pets
- P. Lost and Found
- Q. Operating Hours

- R. Opening and Closing Procedures
- S. Bomb Threat
- T. Fire & Severe Weather Procedures
- U. Trash Pick-up
- V. Maintenance Schedule
- W. Emergency Phone Numbers
- X. Volunteer Program

These topics are presented in no particular order. The page or pages addressing each topic should not be flowery or wordy, but to the point and stated in clear language. An example of item E, "Telephone Procedures," is presented as follows.

Telephone Procedures

The following should be standard procedure for all members of our staff:

1. When answering the telephone, please begin with a greeting such as "Good Morning," followed by "Jesse Owens Memorial Park." Always use the full name of the park rather than an abbreviated form.
2. When the telephone call is for someone else on the staff, please ask for the caller's name before forwarding the call. This will allow each of us to be better prepared for the caller when we answer the telephone. A good phrase is, "May I tell (him/her) who is calling, please?"
3. A message will be taken recording who called, date, and time of call, if a person is unable to be reached by telephone. It will be each staff members responsibility to check their mailbox for messages received from callers.

We want to do a good job interacting with the public. These procedures will make the operation more efficient and productive.

The writing of the Operational Manual may seem to be a large task, but do not be intimidated by the number of items to address. Just take them one item at a time, and things will begin to fall in place. When writing the procedures for the Operational Manual, make sure the procedures make sense. Remember, they are there to standardize the operation of the park, and to make the operation of the park as efficient as possible. Also, be able and willing to explain the reason behind any procedures to the staff or board. Each procedure should have sound justification, not be there simply because "this is how we have always do it" or "it's there because I said so."

I trust that this has been helpful. If I can assist you in the development of any of these areas, do not hesitate to call upon me. Also, I will let you know if I am able to obtain the volunteer guide from the National Park Service.

Again, I commend you on the development of Jesse Owens Memorial Park. It is exciting to see how the park has developed and to see ideas presented on paper come to life.

cc: Warren McCord
Sareen Gropper