

TO : LOUIS L. SCHOTT  
FROM : DANTE BENCIVENGO  
RE : MEETING REPORT

Report of Meeting Held at Bavarian Brewing Company on June 7, 1957 in Covington,  
Kentucky (Architectural Phase Of Corporate Image)

Present For:

Bavarian Brewing Company

Messrs. William R. Schott  
Louis L. Schott

Lippincott & Margulies, Inc.

Messrs. David Osler  
Dante Bencivengo

It is the opinion of the writer that the following statement represents the summarized requirements in establishing limits of the assignment and for the successful programing of this project.

General

1. Generally, it was agreed that the physical appearance of the brewery should have a quality viewpoint.
2. The successful development of the architectural factors of the Corporate Image would have a strong Public Relations advantage in favor of Bavarian.

Exterior

1. The exterior architectural development of the Corporate Image should at this time be considered in two stages: STAGE I. (Within One Year, Tentative) STAGE II. (Five Year Final) STAGE II is contingent on the community development within the area of the brewery, i.e., an elevated throughway to be constructed within the next five years. This future condition will eventually dictate the area of the brewery that will require design concentration so as to present best Public Relations and Corporate Image story.
2. Expenditure will initially be limited, by the tentative nature of STAGE I, but the writer feels that the client will reasonably invest in a Public Relations and Corporate Image story with a plus factor
3. All acceptable existing elements should be maintained.
4. Design additions should be kept to a minimum, all added elements should successfully be absorbed into STAGE II wherever possible.

Interior

1. Generally, the interior factors of the Corporate Image will be restricted to those areas possessing a strong Public Relations climate, i.e., entrance, brewing house, etc.
2. Due to the continual maintenance, (painting) of the brew house, etc., it was recommended that a planned program of painting could be initiated and controlled to eventually evolve into the desired interior Corporate Image.
3. Due to the tentative location of the present general offices, it was agreed that at the present time, little would be attempted until the status of these areas could be clarified.

Assignment Billing

It was suggested by Mr. William Schott that Bavarian's present retainer agreement with Lippincott & Margulies, coupled with a letter of authorization act as a covering agent for billing in this assignment.

DB:ecm