

Report of the Executive Committee
November 6, 1961

[The first part of the report summarized the financial status of the Old Red Mill, Inc. and a description of the renovations that had been completed and several more that were needed.]

According to an advertisement appearing in the Greenbrier Independent as of November 2, 1961 the Old Red Mill Store is now open for business. This being the case, it is the feeling of your Executive Committee that it should apprise you of this fact and bring to you its evaluation of the store as it officially begins to function.

In the first place it should be pointed out that there has never been a meeting of the minds of the lessor and lessee with regard to who should install the store fixtures. Some fixtures were purchased by the lessor in the beginning with the idea that the store area should and must reflect or produce an atmosphere in keeping with renovation procedures and stores of the type which are generally described as the "old country store."

But the lessee continued to insist that he be allowed to display his goods as he saw fit. So, the lessee proceeded to secure additional fixtures, some with the aid and advice of members of the Executive Committee and some on his own. While this procedure did not present an insurmountable problem, the arrangement of the fixtures seemed to be a very different matter. The lessee proceeded to place and arrange his fixtures with little regard to the suggestions of the Renovation Committee or the members of the Executive Committee. The arrangement and display of articles is now such as to render the store far less attractive and less appealing than it could and should be.

While it is well understood by the Executive Committee that the store could not open with a full line of all items that might be anticipated in such a store, yet it should be said at this point that the present line of items leave much to be desired. Many common and anticipated items are conspicuously absent.

The Executive Committee is especially displeased with the excess of furniture which clutters up the area adjacent to the entrances to the Art Room and the stairway to the second floor. Great pains had been taken to make this an attractive focal point by the provision and installation of the Old Blaker Mill Post Office, probably the oldest post office west of the Alleghenies, and by the placement of certain other items of interest and atmosphere. Furthermore, this area needs to be relatively open as a passage way to the Art Room and Museum, both of which by reason of their wide attraction will bring many more customers into the store.

It is the recommendation of your Executive Committee that this report be accepted and approved and that the secretary be instructed to give the lessee a copy of the report.

Signed: John Montgomery, President Mrs. Rudolph Hock, V. President Ralph Barr, Treasurer

[Two days later, on November 8, the Old Red Mill was destroyed by fire.]