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Lafayette - C

March 28, 1967

TO: W. Scott Ditch

FROM: James W. Rouse

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As Columbia gets closer to an opening, I become increasingly worried about some old friends we have discussed:

1. I still have no names from you such as the town lake and no naming system has yet been established.
2. A special events calendar covering a period of several months. If we were this close to an opening of a regional shopping center, we would have a detailed proposal for the Merchants' Association covering through the first three months and another detailed proposal for the ensuing year. It would be specifically detailed to be budgeted and would be approved at a meeting of the Merchants' Association. Columbia is bigger and more complex. We simply must have such a detailed schedule and budget almost immediately.
3. Weren't we supposed to have a presentation of the detailed copy, etc. for the Exhibition Center by now? The building will be turned over to you in six weeks. It seems to me we are past the deadline on this.

James W. Rouse