

City asked to increase support

Foundation officials will attend the Williamsburg City Council's meeting Monday to ask the city to increase its annual financial contribution to Colonial Williamsburg's television advertising campaign.

For the past two years Colonial Williamsburg has received \$530,000 from the city. This year it will ask for \$600,000 to support an expanded advertising campaign.

The Council invests money from the 4 percent room and meal tax collected by city hotels and restaurants in tourism. It allocates part of that money to help Colonial

Williamsburg buy television advertising because promoting Williamsburg as a travel destination benefits the city.

"Last year we asked for no increase," Richard A. Schreiber, vice president and chief business officer, said. "Ticket sales, consumer confidence and other research measures indicated that visitation would be low. We believed spending extra money would be a poor investment in that economic climate.

"This year, however, attendance and consumer confidence have begun to turn. We are going to spend more on advertising

ourselves, and we want the city to increase its investment."

Colonial Williamsburg plans to buy 37 percent more television time in the cities from which most visitors come. It also will more than double spending in local markets to capitalize on a rise in the number of people traveling 200 miles or less for vacation.

All city money will buy advertising. Administrative costs will be borne by Colonial Williamsburg. The additional dollars will be distributed among advertising markets.

Disabilities task force formed

A task force is determining what Colonial Williamsburg must do to make history more accessible to the disabled.

Formed last month, the task force will survey Colonial Williamsburg properties and recommend action by late summer.

The Americans with Disabilities Act, or ADA, is intended to protect access and employment rights for 43 million Americans with physical and mental impairments.

Phase I of the Act, which went into effect in January, addresses public accommodations such as restaurants, hotels, theaters, doctors' offices, stores, museums, libraries, parks, private schools and day-care centers. Such facilities may not discriminate against the disabled.

Removing barriers, or providing alternative access, is required.

The act requires public transit systems to provide comparable transportation, such as vans, to people who cannot

see ADA on next page

Open House is next weekend

Time is running out for submission of notes of appreciation to co-workers, committees, departments or divisions for display at Open House. Cards are available on your department's bulletin board or by calling Donna Whalen, 7118.

The Open House registration desk opens on Friday afternoon, March 27, 3-5:30 p.m. during the tea and again Saturday morning during breakfast, 8 a.m. to noon. You must register to receive the official Open House name badge that admits you to Open House events.

Tickets will be available for carriage rides, "Cry Witch," and Jim Johnson's Ghost Tours on Saturday morning at the registra-

tion desk. These tickets are limited, first come, first served.

Sunday's picnic-goers are reminded there is no parking at the Bruton Heights property. A shuttle will run between the South Parking Lot at the Visitor Center and Bruton Heights starting at 11:45 a.m. Bring a lawn chair or blanket to sit on.

Pony and ox cart rides, a disc jockey, children's arts and crafts, and adult games—a waiters' and waitress' race, three-legged race, volleyball—an auction and presentations by African-American Interpretations and Presentations, fill the afternoon.

For more information, call Whalen, 7118.

Special interest tours added to Patriot's Pass

The Patriot's Pass—Colonial Williamsburg's year-long admission ticket and best value—just got better.

Beginning this week, Patriot's Pass holders can participate in all daytime special interest tours at no extra charge. "Religion

in Colonial Virginia" and "The Other Half" tours are offered at 10 a.m. and 3 p.m. daily.

The Patriot's Tour—always free with the pass—is offered throughout the day.

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Harnessmakers move to Cole Shop

The harnessmakers are getting comfortable in the Taliaferro-Cole Shop, recently vacated by the coopers.

Harnessmakers Irvin Diehl, Eric Myall, and Jim Clatter are setting up shop on Duke of Gloucester Street in the building owned by 18th-century coachmaker Charles Taliaferro.

After the coopers moved to the rural trades yard at Robertson's Windmill, architectural researchers and conservators as-

essed the Cole Shop's condition. Carpenters from facilities and property management extended the elevated flooring and installed a cabinet rescued from the Millinery.

Until building modifications are complete, the harnessmakers talk to visitors about the harnessmaking and saddlery trade. Early next month, the shop will close for a few days so they can arrange their materials and tools to resume working at their trade.

"The new location is a big improvement. It's just what we need," Diehl said. "The Cole Shop is bigger with more space for equipment, work and visitors. With more ambient light, we can see our work better. Best of all, we're more visible on the main street, and we'll have more visitor traffic."

Diehl remembers when the harnessmakers moved into the Elkanah Deane Shop 25 years ago. "It was supposed to be just temporary."

BRIEFS

Last chance to be a part of Vision '95 brainstorming

The Vision '95 "brainstorming" phase is nearly finished. If you have not participated in one of the sessions and would like to, speak to your supervisor and urge him or her to call Margie Weiler, 7603.

Women's History Month

The fourth week of Women's History Month at Colonial Williamsburg features lectures and daily special focus programs.

Meet the "Women of Williamsburg" at the Courthouse at 10 a.m. Monday-Friday. Researcher Linda Rowe presents "18th-Century Virginia Women: Pious, Accomplished and Otherwise" at 4 p.m. Wednesday, March 25 in the Hennage auditorium. "Anne Blair's World," a presentation and walking tour, begins at 2 p.m. Saturdays in the Hennage auditorium.

Wallace Gallery lecture

David Vaisey, director of the Bodleian Library in Oxford, England presents "The Man who Collected Plates: Richard Rawlinson and the Bodleian Library at Oxford," 4 p.m. March 26 at the Wallace Gallery.

The lecture looks at the life of Rawlinson, an 18th-century eccentric. The Foundation Library and the Williamsburg Bibliophiles sponsor the program. For more information, call Liz Ackert at 7419.

Walk for babies in April

Join the March of Dimes Walk America on April 26 and help the campaign for healthier babies. Call Sue Houser, 7029 #7, to sign up for the Colonial Williamsburg team.

Team members will be asked to solicit donations. They will receive a sign-up

sheet, receipts and an envelope. Each team member who raises at least \$25 will receive a team T-shirt. Sign up by Friday, April 10. Money is due by Wednesday, April 22.

The March of Dimes Birth Defects Foundation is a voluntary health agency dedicated to the prevention of birth defects through research and education.

Birth defects affect one in every 14 babies born in the United States and cause the deaths of 60,000 infants, children and adults in this country each year.

Public Forum March 27

"Teaching African-American History in the Williamsburg Community: Past, Present and Future" is the subject of Oral History Community Night, 7 p.m. Friday, March 27.

The program features citizens discussing the challenges of teaching black history locally.

The forum will be at the DeWitt Wallace Decorative Arts Gallery. It is free and open to the public. For more information, call 7212.

Walk to Monticello and win

Join Colonial Walkers and enter the latest drawing for the prize of an engraved trivet from Monticello. Record a minimum of 12 hours of recreational or fitness walking during April and May on the Colonial Walker's form. Call Sue Houser, 7029 #3 for a form. Members who receive the Colonial Walkers' newsletter will be sent a form automatically.

Note to hiring managers

The schedule for employee orientation classes will be available on 7005 beginning March 23.

Call Jean Hancock, 7115, for more information.

ADA, *continued*

use a fixed-route bus service, to the extent that an undue financial burden would not be imposed.

New buses must be accessible.

Members are: Scott Spence, chairman, Wayne Buhl, Carl Lounsbury, Tom Taylor and Bill Suber. Assisting them are George Collins, Loreen Finkelstein, Hank Burger, Mel Cousin and Roz Ramsey.

Pass, *continued*

Garden tours will be added at 10 a.m. and 3 p.m. daily starting April 13.

Each tour group is limited to 25 participants. When the season progresses and demand increases, tour sections will be added.

Patriot's Pass holders can arrange for the tours at the Greenhow Lumber House ticket office. Call 2213 for information.

**Don't let the tax man catch you
April 15 is just
around the corner...**

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7029
#1 for
free
tax
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