

RESOLUTION OF THE
WHITE MOUNTAIN APACHE TRIBE OF THE
FORT APACHE INDIAN RESERVATION

WHEREAS, Mr. David Shadle, Manager of the Commercial Center has suggested to the Tribal Council that the installation of an Ice Cream Parlor in the White Mountain Apache Tribal Bowling Alley will encourage family attendance and improve bowling alley sales, and

WHEREAS, in order to create an ice cream parlor, it will be necessary for Mr. Shadle to purchase ice cream equipment at a cost of approximately \$2,550.00 and to advertise extensively that the ice cream parlor has been installed in the bowling alley, and

WHEREAS, based upon the proposal presented by Mr. Shadle, which is attached hereto, and Mr. Shadle's extensive experience in this area, the Tribal Council concludes that his modest request for capital expenditures in the amount of \$2,550.00 is justified by the strong possibility of increasing sales in the Bowling Alley.

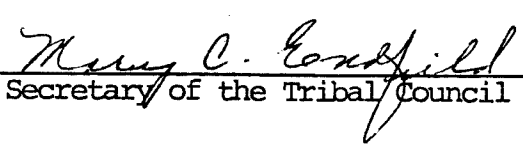
BE IT RESOLVED by the Tribal Council of the White Mountain Apache Tribe that it hereby approves the proposal presented by David Shadle, Commercial Center Manager, for the improvement of the Bowling Alley by the purchase of equipment necessary for the installation of an ice cream parlor in the Bowling Alley at a cost of \$2,550.00.

BE IT FURTHER RESOLVED by the Tribal Council that it requests Mr. Shadle to amend his capital budget, if he has not already done so, to reflect this capital purchase and to provide a copy of said amended budget to Mr. Don Booker, Tribal Administrative Manager.

The foregoing resolution was on June 7, 1984 duly adopted by a vote of 7 for and 2 against by the Tribal Council of the White Mountain Apache Tribe, pursuant to authority vested in it by Article V, Section 1 (i & k) of the Amended Constitution and By-Laws of the Tribe, ratified by the Tribe June 27, 1958 and approved by the Secretary of the Interior on May 29, 1958, pursuant to Section 16 of the Act of June 18, 1934 (48 Stat. 984).



Chairman of the Tribal Council



Secretary of the Tribal Council

Resolution No. 84-190

RECEIVED
JUN 30 1984
FORT APACHE INDIAN
BOWLING ALLEY
WRITING CENTER



Ronnie Lupe
Tribal Chairman

White Mountain Apache Shopping Center

P.O. Box 1149
Whiteriver, Arizona 85941
Phone: 338-4745

DATE: MAY 23, 1984
TO: TRIBAL COUNCIL MEMBERS W.M.A.T.
FROM: DAVE SHADLE - COMMERCIAL CENTER DIRECTOR

SUBJECT: INVESTMENT TO IMPROVE BOWLING ALLEY SALES

- 1) I AM PROPOSING THE PURCHASE OF \$2550. IN EQUIPMENT AND ACCESSORIES TO CREATE AN "ICE CREAM PARLOR" IN THE WMAT BOWLING ALLEY.
- 2) THE PURCHASE WILL CONSIST OF ONE KDC-87-1 ICE CREAM DIPPING CABINET AND SCOOPS, CONE DISPENSER, AND MIXING CONTAINERS. I HAVE LOCATED USED EQUIPMENT WITH A GUARANTEE ON IT'S OPERATING CONDITION FOR 30 DAYS. THIS WILL BE LESS THAN 1/2 OF FULL COST.
- 3) I HAVE PERSONAL ^{experience} EXPERIENCE IN THIS BUSINESS, AND WILL TRAIN THE EMPLOYEES TO PRODUCE QUALITY PRODUCTS WITH BOTH TASTE AND APPEARANCE IN MIND.
- 4) I WOULD ALSO EXPEND FUNDS FOR RADIO AND NEWSPRINT ADS IN A "BLITZ" FORMAT TO GET THE NEW FUNCTION WELL-KNOWN QUICKLY. THIS WOULD COST \$282.00 *
- 5) THE SALES AT THE BOWLING ALLEY IN MAY WERE \$ 3,094. AND THIS COMPARES TO MAY OF 1983 WHICH WAS \$4,180. NEITHER OF THESE AMOUNTS WILL MAKE A PROFIT FOR THE BOWLING ALLEY, AND STAFFING IS UNDERUSED.
- 6) ICE CREAM WOULD BE SOLD AT A 55% MARGIN, AND STILL OFFER A GOOD VALUE TO THE CUSTOMER. I WOULD RECOMMEND THE DREYERS "GRAND ICE CREAM" LINE. THEY HAVE DELIVERY TO THE SUPER MARKET CURRENTLY THROUGH SCHADE REFRIDGERATED LINES, AND THE FREIGHT IS PREPAID. THE ICE CREAM IS RATED AS EXCELLANT.
- 7) AS BOWLING HAS BEEN DIFFICULT TO PROMOTE, I WOULD LIKE TO USE THE BOWLING CENTER AS AN "ICE CREAM PARLOR" WITH THE VIDEO GAMES AND BOWLING AS SIDE LINE FEATURES.

THANK YOU.....

*50 RADIO SPCTS IN ONE 7 DAY PERIOD = \$198.00
3 1/2 PAGE ADS IN THE SCOUT = \$84.00