

## MINUTES OF THE JUNE 13, 2012, EXECUTIVE COMMITTEE MEETING

The Executive Committee (“the Committee”) of the Board of Regents of the Smithsonian Institution met on June 13, 2012, at the Supreme Court Building in Washington, D.C. Participating were Chancellor John G. Roberts, Jr.; Executive Committee and Board Chair France A. Córdova; and Vice Chair Patricia Q. Stonesifer.

Also present by invitation of the Committee were Secretary G. Wayne Clough; Counselor to the Chief Justice Jeffrey Minear; Chief of Staff to the Secretary Patricia Bartlett; Chief of Staff to the Regents John K. Lapiana; and General Counsel Judith Leonard. Committee member Shirley Ann Jackson was unable to participate.

Dr. Córdova called the meeting to order at 11:35 a.m.

Before the Committee began its agenda review, Dr. Córdova thanked the Chancellor for meeting with the Committee given the exceptional press of end-of-term business at the Supreme Court.

### AGENDA REVIEW

Dr. Córdova then led the Chancellor and the Committee through a review of the key items on the proposed agenda for the June 25, 2012, Regents’ meeting.

***Seriously Amazing:*** To support the Smithsonian’s branding initiative, she said, each Regents’ meeting will begin with a presentation of something “Seriously Amazing” from either the National Collections or Smithsonian research efforts. At this meeting, Jeff Brodie, a curator from the National Museum of American History, will discuss the history of the Star-Spangled Banner and the Smithsonian’s care and custody of the iconic object. Dr. Córdova invited the Chancellor and committee members to suggest candidates for future “Seriously Amazing” presentations.

***Report of the Board and Executive Committee Chair, and the Report of the Secretary:*** Dr. Córdova noted that her formal report will be brief and focus primarily on the May 15, 2012, annual advisory board chair retreat and inaugural meeting of the national campaign steering committee. She noted that 20 chairs of unit advisory boards participated in the retreat and that they later were joined by their unit directors and advancement committee chairs for the very successful and inspiring steering committee launch.

Dr. Córdova said her report would be followed by the Report of the Secretary, and that Dr. Clough would provide an overview of his proposed report later in the Committee’s meeting.

***Branding Initiative:*** Dr. Córdova said that the Regents will conduct a major strategic discussion

on the next steps for the Smithsonian's branding initiative. Director of Communications and External Affairs Evelyn Lieberman will present for discussion a proposed advertising campaign strategy to support a fall 2012 campaign launch.

**Castle and Arts and Industries Building Interim Planning:** Dr. Córdova noted that Special Assistant to the Secretary Alison McNally will then discuss plans for the Castle and the Arts and Industries Building. The plan would seek to maximize use of those buildings while the campus master planning process and congressional consideration of the proposed American Latino Museum continue. The expectation is that the Arts and Industries Building could support some programmatic activities beginning in spring 2014.

**National Collections:** Dr. Córdova observed that the Regents will have three opportunities for mission attachment at this meeting, the first of which will be presented by Deputy Under Secretary for Collections and Interdisciplinary Support Scott Miller. She noted that at the Regents' September 2011 meeting, Dr. Miller discussed the care and security challenges facing the collections that had been identified by the Smithsonian Inspector General. At the September meeting, the Regents had requested that Dr. Miller return in 2012 with a forward-looking view on strengthening collections care and management.

**Finance and Administration:** Under Secretary for Finance and Administration/Chief Financial Officer Albert Horvath, who joined the Smithsonian in September 2011, leads an organization that encompasses over one-third of the Smithsonian staff, ranging from accountants and investment managers to security and building maintenance. Dr. Córdova said that, now that he has been at the Smithsonian for eight months, Mr. Horvath will provide a frank assessment of the challenges and opportunities his organization faces. The presentation is being made at the invitation of the Regents.

**Morning Committee Reports:** Following Mr. Horvath's presentation, the series of regular committee reports will begin with Investment Committee. Dr. Córdova reported that, as of April 30, 2012, the Endowment stood at \$1.052 billion. The report of the Advancement Committee will follow, with the Board being asked to approve the two significant gifts: one to the National Museum of American History to name the new Hall of American Business and another to the Smithsonian American Art Museum to support the renovation of the Renwick Gallery.

**Lunch:** At lunch, Dr. Córdova said, National Portrait Gallery Senior Historian Sid Hart will present the second mission attachment opportunity by discussing the bicentennial of the War of 1812 and the Gallery's new exhibition *1812: A Nation Emerges*.

**Joseph Henry Award:** Dr. Córdova noted that Cristián Samper is stepping down from the directorship of the National Museum of Natural History to become the CEO of the Wildlife Conservation Society in New York. As a result, the Executive Committee will recommend that the Regents recognize his distinguished contributions to the Smithsonian as director of that museum, as well his tenure as Acting Secretary by conferring on him the Joseph Henry Medal,

one of the Smithsonian's highest honors.

**Governance and Nominating Committee Report:** The first of two Governance and Nominating Committee reports will follow. [NOTE: The order of the agenda was subsequently reconfigured after the Executive Committee met; the afternoon Governance and Nominating Committee report was moved to the morning session.] Dr. Córdova observed that Committee Chair Roger W. Sant will recommend the establishment of an advisory board for the Smithsonian's Asian Pacific American Program (APAP), and appointments to four advisory boards, including the new APAP board. She noted that Representative and former Regent Doris O. Matsui has agreed to serve on the APAP board as a founding member. The Committee expressed gratitude that Ms. Matsui continues to devote her time and attention to benefit the Smithsonian.

Next, Dr. Córdova said, the Secretary will brief the Board on a proposed three-year pilot program under Smithsonian's special events policy that could allow individuals or non-affiliated groups to rent Smithsonian space for private events. A proposal was considered by both the Facilities and Governance and Nominating committees. The Executive Committee discussed the possible policy and legal implications of the proposed pilot and suggested that the Secretary seek the full Board's advice before finalizing plans for a proposed pilot. It was important, members noted, for the Board to recognize the complexity of the issue, given the Federal nature of Smithsonian facilities. The Secretary indicated that he would present a proposed pilot for approval by the Board at the Regents' October 15, 2012, meeting.

**Smithsonian Research Highlights:** Under Secretary for Science Eva Pell will then present the regular research highlights report, focusing on the recent Smithsonian research featured on the cover of *Nature* magazine, one of the world's premier peer-reviewed science journals.

**Director's Report:** The Regents' third opportunity for mission attachment will be a presentation by Director of the Center for Folklife and Cultural Heritage Dan Sheehy. Mr. Sheehy's presentation, Dr. Córdova said, will coincide with the opening of the annual Folklife Festival on the National Mall. She said he is expected to focus on the Center's less conspicuous activities as a leader in using the web and iTunes to generate business revenue from its collections.

**Other Regular Reports:** Dr. Córdova said that the regular business agenda will end with the Report of the Smithsonian National Board by its outgoing chair, Paul Neely, and the Report of the Office of Government Relations. The Committee expressed its appreciation for Mr. Neely's service to the Smithsonian and the Board. The Chancellor and Dr. Córdova discussed opportunities to celebrate Mr. Neely at the meeting and at the Regents dinner the evening before.

**Executive Session:** Finally, Dr. Cordova noted, during the executive session the Regents will consider nominations to succeed Mr. Spoon on the Board. The Committee briefly reviewed potential candidates and selection criteria before adjourning.

**Report of the Secretary:** Dr. Clough briefly summarized the topics that will comprise his report to the Board, including visitation, new exhibitions, “seriously amazing” programs and activities, and the status of senior level searches.

With no other business to consider, the meeting was adjourned at approximately 12:05 p.m.

Respectfully submitted,

France A Córdova  
Chair