

## MINUTES OF THE OCTOBER 4, 2012, EXECUTIVE COMMITTEE MEETING

The Executive Committee (“the Committee”) of the Board of Regents of the Smithsonian Institution met on October 4, 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; Vice Chair Patricia Q. Stonesifer; and Committee member Shirley Ann Jackson.

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.

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

### AGENDA REVIEW

Dr. Córdova thanked the Chancellor and Mr. Minear for participating in the meeting and then led the Committee through a review of the key topics on the proposed agenda for the October 15, 2012, Regents’ meeting.

**Regents’ Dinner.** Before turning to the business meeting agenda, Dr. Córdova noted that the Sunday evening Regents’ dinner will be held at the Hirshhorn Museum and Sculpture Garden to coincide with the museum’s opening of the first major retrospective of the work of Ai Weiwei. In addition, the Regents will also present the Joseph Henry Medal to Cristián Samper for his service as Director of the National Museum of Natural History and as Acting Secretary. The Board approved the award at its June 25, 2012, meeting.

**Morning Meeting (Location).** To accommodate the public forum at the National Museum of American History’s (NMAH) Warner Bros. Theater in the afternoon, Dr. Córdova said that the morning business meeting will be held at the NMAH Museum’s Hall of Musical Instruments.

The Regents will be welcomed with a short recital by area high school students, playing Stradivarius violins from the Smithsonian’s collections. Kenneth Slowick, the museum’s curator of music, will lead the group and briefly discuss the history of the violins and their association with the Smithsonian.

**Report of the Board and Executive Committee Chair, and the Report of the Secretary.** Dr. Córdova said that the Executive Committee report will focus on actions taken by the Committee on behalf of the Board since the June 25, 2012, Regents’ meeting, among which was approval of a loan from David Rubenstein of a copy of the Thirteenth Amendment signed by Abraham Lincoln to the National Museum of African American History and Culture for exhibition and research.

She will also direct the Regents' attention to the fiscal year 2012 Regents' self-assessment and strongly encourage that each congressional and citizen Regent respond. The survey's results will be presented at the Regents' January 28, 2013, meeting. The Board will be asked to formally express its appreciation of Bill Moggridge's contributions as director of Cooper-Hewitt, National Design Museum and extend its condolences to his family on his death. An overview of the Report of the Secretary was presented following the Committee meeting during lunch with the Chancellor.

**Branding Initiative Update.** Evelyn Lieberman will then present an update on the branding initiative. Dr. Clough noted that the Smithsonian's national advertising campaign was launched on September 20, 2012. Print advertisements are scheduled to appear in national magazines such as *People* (which the Committee viewed at the meeting) and on outdoor signage in Washington, D.C., New York City, Los Angeles, and Chicago. He complemented the staff team that created the new *Seriously Amazing* website.

**Strategic Plan: Mid-Point Review.** In September 2009, the Regents approved the Smithsonian's six-year strategic plan, "Inspiring Generations through Knowledge and Discovery." At the October 15 Regents' meeting, Dr. Clough will lead a mid-point progress report on plan's implementation. This report will be the first of two that the Secretary will give to the Board over the course of its next two meetings. The October presentation will focus on Dr. Clough's view of progress on key elements of the plan. Following the Board meeting, he noted that a leadership retreat will be held with all Smithsonian directors participating. The retreat's focus will be on reviewing progress under the plan, and developing strategies and recommendations for next steps in the plan's implementation.

**Smithsonian Enterprises.** Smithsonian Enterprises (SE) President Chris Liedel will provide an overview of SE and his observations after six months in his position. Mr. Liedel will focus on new and planned SE initiatives designed to increase revenue and advance the Smithsonian's mission. He is expected to stress the partnership between Smithsonian units and SE in generating these initiatives. Mr. Liedel will also seek guidance on potential vehicles for Regent oversight of SE operations. SE's predecessor organization, Smithsonian Business Ventures (SBV), was subject to limited oversight by an outside advisory board. However, that board was abolished along with SBV and not reconstituted when SE was created.

**Morning Committee Reports.** Following Under Secretary for Finance and Administration and Chief Financial Officer Al Horvath's presentation of the quarterly financial snapshot, the series of regular committee reports will begin with the **Finance Committee**. Finance Committee Chair David Rubenstein will present the Committee's report and recommendation that the Board authorize the Secretary to spend funds consistent with the fiscal year 2013 Federal budget when signed into law and Trust budget as approved by the Regents.

The **Investment Committee** report will follow. Dr. Córdova reported that, as of August 31, 2012, the Endowment stood at \$1.048 billion. Mr. Case is expected to present the report on behalf of Committee Chair David Silfen.

The report of the **Advancement Committee** will be the next presentation. The committee will recommend that the Board approve four significant gifts, including one to fund the Marine Global Earth Observatories initiative and another to fund a science education laboratory at the National Museum of Natural History. In addition, the Regents will review four proposed sponsorships, including the continuation of the name of the National Air and Space Museum's (NASM) IMAX theater, and another sponsorship to support an upcoming exhibition at the Arthur M. Sackler Gallery.

Dr. Córdova noted that the report of the **Audit and Review Committee**, chaired by John McCarter, will cover the submission of the Smithsonian's IRS Form 990 in August 2012, and a recent Inspector General audit and management response regarding the theft of parking fees by a contractor's employees at the NASM Udvar-Hazy Center.

Following the Audit and Review Committee report, Dr. Jackson will present the report of the **Strategic Planning and Programs Committee**. Dr. Córdova noted that the committee provided guidance and input on both the strategic plan update and the Smithsonian Enterprises presentation on the full Board meeting's agenda. Dr. Jackson said that the committee was also briefed on two substantive programmatic matters: a planned Smithsonian Channel documentary on a papyrus scrap indicating that Jesus may have married and a potential discovery related to the Smithsonian exhibition of the Thomas Jefferson Bible.

**Working Lunch.** At lunch, Dr. Córdova said, National Museum of American History curators Harry Rubenstein and Larry Bird will discuss the history of Presidential elections and associated objects from the Smithsonian's collections.

**Finance Committee.** Following lunch, Chair Robert Kogod will present the Facilities Committee report. Mr. Kogod will highlight that committee's oversight of a variety of Smithsonian construction projects, as well as its consideration of potential impacts of budget alternatives being considered by the President and Congress.

**Governance and Nominating Committee Report.** The first of two Governance and Nominating Committee reports will follow. In addition to proposed advisory board bylaw revisions and advisory board member appointments, Chair Roger Sant will recommend that the Board adopt changes to the criteria that the committee uses to identify potential Regent candidates. The proposed changes underscore a commitment to identifying philosophically diverse candidates and those with demonstrated expertise in education and technology.

The regular report by the Office of **Government Relations** will conclude the regular business agenda.

**Executive Session.** The Inspector General, Chief Financial Officer, General Counsel, and Secretary will be invited to raise any issues they may have at the beginning of the executive session.

The **Governance and Nominating Committee** will then present its recommendations of candidates for election to the Executive Committee for one-year terms to begin on January 29, 2013.

Dr. Córdoba said that she will discuss, in a Regents' only session, the process for evaluating Dr. Clough's fiscal year 2012 performance. She noted that one of any board's most important duties is to provide a meaningful evaluation of the CEO's performance.

***Annual Public Forum.*** After the executive session, the Board will adjourn for the annual public forum. This year's discussion theme will be "Staying Relevant: The Smithsonian in the 21st Century."

With no other business to consider, the meeting was adjourned at approximately 12:20 p.m. The Chancellor, Committee members, and the Secretary then convened for an informal lunch discussion.

Respectfully submitted,

France A. Córdoba  
Chair