

## **MINUTES OF THE DECEMBER 15, 2021, STRATEGY, INNOVATION, AND TECHNOLOGY COMMITTEE MEETING**

The Strategy, Innovation, and Technology Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) held a videoconference meeting on December 15, 2021. Participating were Committee Chair Michael Lynton and Committee members Representative Doris Matsui, Steve Case, Michael Crow, Michael Govan, Risa J. Lavizzo-Mourey, and Franklin D. Raines.

Also present by invitation of the Committee were Secretary Lonnie Bunch; Chief of Staff to the Secretary Greg Bettwy; Chief Information Officer Deron Burba; Under Secretary for Education Monique Chism; Under Secretary for Administration Ron Cortez; Deputy Chief of Staff to the Regents Kate Forester; Special Assistant to the Regents Mallory Gianola (recorder); Chief of Staff to the Deputy Secretary and Chief Operating Officer Ginny Gomez; Under Secretary for Museums and Culture Kevin Gover; Deputy General Counsel Lauryn Guttenplan; Acting Under Secretary for Administration Doug Hall; Inspector General Cathy Helm; Head of Digital Transformation Becky Boutwell Kobberod; President of Smithsonian Enterprises Carol LeBlanc; Chief of Staff to Representative Doris Matsui, Jeremy Marcus; Assistant Secretary for Communications and External Affairs and Chief Marketing Officer Julissa Marengo; Deputy Secretary and Chief Operating Officer Meroë Park; Director of the Office of Government Relations Vernon Simms; Assistant Secretary for Advancement Rob Spiller; Under Secretary for Science and Research Ellen Stofan; and Chief of Staff to the Regents Porter Wilkinson.

### **CALL TO ORDER**

Committee Chair Michael Lynton called the meeting to order at 3:00 p.m. and reviewed the agenda. He welcomed Ron Cortez to his first Committee meeting in his new role as Under Secretary for Administration. Mr. Lynton also recognized Doug Hall, who served as Acting Under Secretary for Administration during the executive search period.

### **REVIEW OF THE SEPTEMBER 23, 2021, COMMITTEE MEETING MINUTES**

Upon motion duly made and seconded, the draft minutes of the September 23, 2021, Committee meeting were approved without modification.

### **COMMITTEE CHARTER REVIEW**

The Committee performed a provision-by-provision review of its Charter per its mandate to annually review and assess the Charter and evaluate the Committee’s performance with respect to the requirements of the Charter. No modifications to the Charter were proposed.

## SMITHSONIAN NON-FUNGIBLE TOKEN PILOT PROPOSAL

Secretary Bunch and President of Smithsonian Enterprises Carol LeBlanc led a strategic discussion on the proposed Smithsonian Non-Fungible Token (“NFT”) monetization pilot. At the request of the Secretary, Smithsonian Enterprises (“SE”) is exploring a pilot program to develop and sell five to 10 different NFT products based on assets or moments unique to the Smithsonian. Ms. LeBlanc described two NFT working groups that were developed to explore NFTs as Smithsonian collections items and the revenue generating potential of NFTs, respectively, and shared recommendations from the revenue generation-focused group. The proposed timeline is to release the first NFT to the public in Spring 2022 with subsequent NFTs being released through December 2022. Each product would be available for 15 to 30 days in various quantities. The Committee discussed identifying both intentional and unintended audiences, the potential impact on the Smithsonian brand, and the sustainability of a Smithsonian NFT program. Ms. LeBlanc also sought the Committee’s feedback on engaging potential partners, which would need to meet the Institution’s financial, technical, and privacy due diligence requirements. Next steps will include reviewing potential partners and socializing the potential pilot program more broadly with internal and external stakeholders.

## EXHIBITION CALENDAR AND PUBLIC PROGRAMMING

Under Secretary for Museums and Culture Kevin Gover reported on public programming activities and reviewed the exhibition calendar. Mr. Gover detailed four upcoming exhibitions. The first, *Fashioning an Empire: Safavid Textiles from the Museum of Islamic Art, Doha*, opened in December at the National Museum of Asian Art, and focuses on a group of extraordinary seventeenth-century textiles and full-length portraits from Safavid Iran. The second exhibition, *Preston Singletary: Raven and the Box of Daylight*, features works from internationally acclaimed artist Preston Singletary. It will open at the National Museum of the American Indian in January 2022. Mr. Gover also previewed the *Discovery and Revelation* exhibition, which will open on March 18, 2022, at the National Museum of American History. The exhibition will highlight how religious and scientific ideas have influenced each other in surprising ways throughout American history. To conclude, Mr. Gover shared that the National Postal Museum has spent the past few years preparing for the opening of *Baseball: America’s Home Run*. The exhibit will include hundreds of U.S. and international stamps commemorating great players and historic moments in baseball’s history. The exhibition is scheduled to open on April 9, 2022.

## ADJOURNMENT

With no further business to consider and no request for an executive session, the meeting was adjourned at approximately 3:42 p.m.

Respectfully submitted,  
Mr. Michael M. Lynton, Chair