

MINUTES
ASIAN ART COMMISSION and/or
Special Executive Committee Meeting
4:00 p.m., Tuesday, March 25, 2014
200 Larkin Street, San Francisco, California

Commissioners Present:	Edwin L. Berkowitz	Fred M. Levin
	Kathy Bissinger	James D. Marver
	Alexander D. Calhoun	Maura Morey
	Timothy F. Kahn	Nanci Nishimura
	C. N. Keating	Anthony Sun, Chair
	Chong-Moon Lee	Jane Chang Tom
	David Lei	Judy Wilbur
	Alexandra Lenehan	Akiko Yamazaki

Commissioners Absent:	William Mathews Brooks	Bill Kim
	Selina Gaw Cha	Michael Kim
	Julia K. Cheng	Tim Kochis
	Carmen Colet	Gorretti Lo Lui
	Joan Danforth	Brenda Wright
	Virginia Foo	

Asian Art Museum Foundation Trustees in Attendance:	Betty N. Alberts	Kumar Malavalli
	Ellen Burstein Bauch	Kevin J. Martin
	Bill Bowes	Connie Miller
	Eliza Cash	Hikomitsu Ogawa
	Bill Clark	Komal Shah
	Dixon Doll	Merrill Randol Sherwin
	Bob Duffy	Lucy Sun
	Ron Hoge	Ann Tanenbaum
	Phyllis A. Kempner, ex officio	

Also Present:	Jay Xu	Valerie Pechenik
	Nancy Brennan	Ikuko Satoda
	Deborah Clearwaters	Will Toft
	Tim Hallman	Kim Bush Tomio
	Sung Jin Ingriselli	Ami Tseng
	Pedro Moura Carvalho	Laura Hathhorn
	Forrest McGill	

Chair Anthony Sun called the meeting to order at 4:05 p.m., a quorum being present. Minutes from the January 21, 2014 meeting were approved as written. Mr. Sun thanked all for attending, noting the focus of the meeting would be an update on the quiet phase of the capital campaign and the business plan.

Tony called on Chief Philanthropy Officer Nancy Brennan who noted, with gratitude, the extraordinary momentum of the campaign so early in the leadership (quiet) phase of the campaign that will run between 2014 and January 2016 (the start of the museum's 50th anniversary year). Nancy reiterated that the business plan calls for growth to ensure long-term viability, a sustainable business model, and transformation of the visitor experience, noting commitment to two goals by 2020: growth in annual operating budget from today's \$21M to \$33M, and growth in endowment to \$90M from today's \$25M. Ms. Brennan spoke about the development team's diligent focus on prospect research, and she announced three new donors

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totaling \$800,000 in new gifts since the board met in January.

Akiko Yamazaki enthusiastically acknowledged early investments in the campaign totaling \$23.2 million toward a 2014 calendar year goal of \$25 million, and she announced a new opportunity—a challenge match grant from a donor preferring to remain anonymous for the time being: a \$5 million pledge against a challenge grant to ultimately result in \$30 million. She reviewed updated milestones during the leadership phase: \$25M (by June 2014); 100% participation by the Board (by December 2014); \$55M (by January 2016, the start of the 50th anniversary year) and \$75M (by December 2015, the end of the 50th anniversary year). The menu of name gift opportunities was included in the meeting materials. Akiko reminded everyone that campaign leaders plan to meet personally with 100% of the board before 2014, noting that donors to the New Asian Campaign would be updated on the plan and invited to engage. To introduce friends to the museum, she said a schedule of opportunities and events to tour the collections with curators was planned, and she encouraged everyone to participate.

Tim Kahn spoke about operating support, noting that while the museum goes through the capital campaign it is important for board members to continue to hold the bar high with regard to financial support through direct contributions or special contributions like galas.

Tim Hallman gave an update on the logistical side of the business plan to transform the visitor experience by the end of the decade. He reviewed one of the online tools the team had created to chart progress, measure milestones and make sure goals are accomplished. Surveying the various work teams made up of staff and board champions, Tim highlighted the Facilities & Gallery Transformation team (then in the midst of a RFP process for the owner's representative to manage costs and accomplishments of the project), the Gallery Interpretive team (soon to travel to other institutions in the US and Europe for an experience study), and the Communications team (in the planning stages to develop a communications plan). He noted the museum had engaged a New York PR firm to work on the capital campaign and building project to make sure the museum stays on message and thinks about the best way to communicate the plan. Emphasizing the capital campaign and the business plan were in the quiet phase, Tim said the Communications team would present a comprehensive plan at a future meeting.

Public Comment, Members of the public were invited to address the Commission on items that were within the subject matter jurisdiction of the Asian Art Commission. The public may address the Commission for up to three minutes and the Chair may limit total testimony to thirty minutes. Members of the public present did not wish to comment. There being no outside members of the public present, no public comment was made.

There being no further business to discuss, the meeting was adjourned at 4:30 p.m.