

CORCORAN
GALLERY OF ART - SCHOOL OF ART
SEVENTEENTH STREET &
NEW YORK AVENUE, NORTH-WEST
WASHINGTON, DC 20006
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Lorna Tilley

November 15, 1979

Notice to all Trustees:

The next meeting of the Board of Trustees will take place on Monday, November 26, 1979 at 12:00 noon at the Corcoran Gallery of Art. Please advise Joan Kisber at the Gallery (638-3211 ext.22) as to whether or not you plan to attend.

Lorna Tilley

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MINUTES OF THE MEETING OF THE BOARD OF TRUSTEES

CORCORAN GALLERY OF ART

September 24, 1979

The regular bimonthly meeting of the Board of Trustees of the Corcoran Gallery of Art was held at the Gallery on September 24, 1979. The following members of the Board were present: Mesdames Abramson, Amram, Biddle, Brown, Dudley, (Women's Committee); Collins, (Docent Chairman); Logan, Vanderpool, Smith, B. Warner, and Yerkes. Also present were Messrs. Firestone, Folger, FitzGerald, Hall, Hull, Jewett, Kinney, Koteen, Kreeger, Chairman; Ourisman, Rea, Scherer, Schwartz, Silverstein, Walsh and Wilkinson. Staff present were Dr. Marzio, Director; Ms. Livingston, Associate Director; Dean Thomas, Mrs. Muccio, Director of Development and Membership; Admiral Snead, Director of Building and Grounds; Ms. Goffe, Director of Finance and Planning; and Ms. Tilley, Special Events Coordinator. Mr. Kreeger called the meeting to order at 12:45p.m.

The first order of business was the appointment by Mr. Kreeger of Mr. Frederic W. Schwartz, Jr. as Acting Secretary in the absence of Mr. Niles Bond. Mr. Kreeger also welcomed to the Board Mrs. John T. Collins, who was attending her first meeting. The minutes of the meeting of July 30, 1979 were then approved by the Board.

Election of Officers

It was moved that the current officers of the Board be reelected for the term beginning September 24, 1979. The motion was adopted unanimously, and the following officers were reelected: Mr. David Lloyd Kreeger, President; Mr. Freeborn G. Jewett, Jr., First Vice-President; Mr. John H. Hall, Jr., Second Vice-President; Mr. Lee M. Folger, Treasurer; and Mr. Niles W. Bond, Secretary. The Board by unanimous motion expressed its pleasure that Mr. Kreeger had agreed to serve again as its President, considering it but one more indication of his youthful vigor.

Committee Reports:

Art School

Mr. Schwartz, in the absence of the Chairman of the Art School Committee, presented the Art School Committee report. In terms of the full-time program, he reported increased enrollment over the previous year, which nevertheless fell short of the projected enrollment. The part time program exceeded projected enrollment estimates, but the Saturday School fell short of projections. The cause of the differing enrollment figures will be analyzed by the School. Mr. Schwartz also reported that a direct mail advertising campaign for the photography program appeared to be successful, and further advertising was being contemplated for other elements of the open program.

Trustee
Action:

Mr. Schwartz reported that plans for the Masquerade Party, scheduled for November 30th, were moving ahead forthrightly. Co-chairman Susan Firestone was at the moment of his report in New York arranging for judges from the fashion world to attend. All trustees were urged to become patrons of the event. Patron tickets are priced at \$100 per couple, and include an embassy dinner prior to the Party, as well as reserved seating during the final judging of the costumes. In response to a question from Mr. Kreeger, Mr. Schwartz stated that the event was expected to raise approximately \$10,000 for the School.

Investment and Finance

Mr. Folger reported that the endowment of the Gallery is approximately \$3 million, and that its performance has been approximately in line with the Dow Jones and Standard and Poor's indexes, although there has been some weakness in performance over the past six months. The Investment and Finance Committee is exploring ways to improve performance because of inflationary pressures, although this may necessitate foregoing current income. As much of the cash reserve as is prudent is currently invested in short term money market notes yielding in excess of 10% per annum. Mr. Kreeger commended the committee for their efforts in supervising the management of the portfolio.

Development Committee

Mr. FitzGerald reported that the last fiscal year was the first in which the Gallery's revenue's exceeded one million dollars. The full amount was \$1,124,000 as compared with \$716,000 for the previous year, representing an increase of 57%. While this demonstrated considerable progress, Mr. FitzGerald again warned the Trustees to avoid complacency as this included several non-renewing grants.

As regards the Trustees, Mr. FitzGerald noted that Trustee giving this year was \$175,000, as compared with \$185,000 last year. The goal for trustee gifts for the coming year (1980) was set at \$225,000. Mr. FitzGerald particularly called the Trustee's attention to the fundraising needs of the School, and the serious problems which have arisen because of the need to focus previously on the financial needs of the gallery. It is necessary to develop unique funding sources for the school, and to identify foundations which aid educational institutions, even though they may not aid museums. It is essential to do so, in Mr. FitzGerald's view, if the high level of the School is to be maintained. Mr. FitzGerald also pointed to the need to increase the endowment fund in the Gallery as a whole in these inflationary times.

Trustee
Action:

Trustee
Action:

In order to coordinate the efforts of all concerned, Mr. FitzGerald stressed that all names of prospective donors be discussed with Mrs. Muccio prior to action being taken to ensure that the source has not been approached previously. Mr. FitzGerald also stressed the need to increase the number of deferred gifts and bequests, and offered the expertise of the Development Committee in this regard. A brochure to explain this form of giving is being prepared by Mr. Silverstein.

The Board of Trustees, on the motion of Mr. Jewett, formally commended Mr. FitzGerald and Mrs. Muccio for their superb performance over the past year.

Building and Grounds Committee

Mr. Hull reported that \$40,000 of Dr. Hammer's generous gift had been expended for architectural and engineering services relating to the refurbishment of the auditorium and for imperative measures to control the loss of heat. The question of Federal funds to match the Gallery's in relation to energy saving measures was raised, and Mrs. Muccio was assigned the task of consulting with Mrs. Vanderpool and Mr. Schwartz concerning this possibility. Mr. Hull also reported that the renovation to the auditorium should be completed within a year.

Special Events Committee

Trustee
Action:

Dr. Marzio reported that the musical evenings series needed additional subscribers if it is to break even, and several trustees pointed out the low cost of the tickets and the excellence of the performances. Dr. Marzio also called to the trustee's attention the excellent job being done by Mrs. Tilley in her new role as coordinator of special events, particularly in view of the number of functions being held at the Gallery. It was also reported that four speakers have been determined for the Washington Art Group, which will be reborn in October.

Public Relations Committee

It was reported that the Public Relations Committee was considering the image of the Gallery, as well as the possibility of designing an appropriate logo.

Education/Shop Committee

Trustee
Action:

Mrs. Warner reported that the Shop was doing well, and that its budget had been approved. She called the Trustee's attention to the new Corcoran calendar which had just been published and suggested that it would make an excellent Christmas gift.

Women's Committee

Trustee
Action:

Mrs. Dudley reported that the Zandra Rhodes fashion show at the Corcoran had been an outstanding success, and that many people unfamiliar with the Corcoran attended. She also reported that the next Ball will be held April 18, and that Mrs. Biddle agreed to be Chairman. Mrs. Biddle asked for Trustee suggestions concerning funding sources to help underwrite the Ball. A department store was a particular need.

Friends of the Corcoran

In the absence of Marvin Gerstin, Dr. Marzio reported that Dr. Hammer's aide had given an excellent talk to the Friends, and that the Friends had held a buffet prior to the opening of the Daumier exhibit.

Docents

Mrs. Collins reported that there were 23 new Docents, including many who spoke several languages, and that the Education Department had been restructured to allow for more professional training of Docents. In total, there are 43 Docents.

Report of the Associate Director

Ms. Jane Livingston, Associate Director, reported that the season had begun very successfully with the showing of the Frederick Weisman collection. The opening was preceded by a California dinner which was well attended and much appreciated. This exhibition was followed by an exhibition of the superlative Daumier Collection of Trustee Armand Hammer. The opening of this exhibit was preceded by an extraordinary dinner party, given through the generosity of Dr. Hammer. Ms. Livingston particularly called to the attention of the Trustees the installation of the exhibition by Dr. Nygren, Curator of Collections. Ms. Livingston also brought to the Board's attention the future photography exhibitions. These were an exhibition of the photographs of Mark Power, a Washington artist and School faculty member, opening October 3, and October 11 marks the national opening of the American Telephone and Telegraph photography exhibition "American Images". This exhibition would be preceded by an elaborate reception. Both of these shows are further indications of the major role of the Corcoran in fostering photography as a fine art.

On November 8, the Christo show will open to the Friends, with the artist in attendance.

On October 17, the exhibition of the Graphic Work of George Biddle will open, with members of the Board, Corcoran staff, and members of the Biddle family invited to the opening.

The Works of Art Committee is moving ahead forthrightly, and has already blocked out an exhibiton schedule through 1983. The exhibition to run concurrently with the 1981 Ball will be the Works of Adolph Gottlieb. It is hoped that the works of art loan policy can be presented to the full Board for action at the next meeting.

Mrs. Vanderpool asked all Trustees to make every effort to attend openings and certainly view each exhibition during its run.

Trustee
Action:

Mr. Kreeger again commended Dr. Nygren for his installation of the Daumier show, and stated his belief that it is one of the most beautifully mounted shows that he has seen at the Corcoran.

Dean's Report

Dean Thomas pointed out the substantial role that School faculty and graduates have had in terms of the museum. Many works currently on display are by artists associated with the school, and half of the works chosen for the Area Show had School ties. Dean Thomas also reported that an assistant to Mrs. Muccio who would deal with the School would soon be appointed.

Report of the Director

Dr. Marzio reported that an offer to operate a dining facility in the Gallery had been received from Lansdowne Catering, but that it would require an investment of approximately \$100,000 in capital improvements. An Ad Hoc Committee consisting of Messrs. Hull, Marzio, Folger and Schwartz and Mesdames Brown and Smith was established to consider the offer. The committee was asked to consider ways of forming a separate corporation to borrow funds, or, in the alternative, determining if a donor would care to make a major gift in this regard.

Dr. Marzio also reported that the SurPrize party had been postponed, but would be rescheduled for the spring. Dr. Marzio again stressed the need for fund-raising with the School.

Dr. Marzio asked Mr. Schwartz to report on the status of the Three Institutions Proposal, an appeal of the Corcoran, Folger Library and Arena Stage for Congressional maintenance funding. Mr. Schwartz stated that the proposal was before the Senate, and requested aid from those trustees who felt that they might be helpful in this regard.

As a final note, Dr. Marzio pointed out that he was beginning to conceptualize the Corcoran in three parts: a museum, a school, and an administrative unit serving both the museum and the school.

The meeting was adjourned at 2:10pm, with the Trustees being invited to view a 30 second public service television announcement concerning the Daumier exhibit.

Respectfully submitted,

Frederic W. Schwartz, Jr.