1. **CALL TO ORDER/ROLL CALL/WELCOME**

President Neil Goldschmidt called the telephonic meeting of the Board to order at 8:05 a.m.

On roll call the following members answered present:

- Donald Blair
- Tim Nesbitt
- Bridget Burns
- Geri Richmond
- Kirby Dyess
- Gretchen Schuette
- Henry Lorenzen
- Howard Sohn
- Neil Goldschmidt

Absent: Rachel Pilliod and John von Schlegell.

Board’s Staff: Marcia Stuart and Virginia Thompson.

Others: President Dave Frohnmayer, Allan Price, Diane Saunders, and Lisa Zavala.

2. **ACTION ITEM**

   a. **UO, Naming of the University of Oregon Museum of Art**

**DOCKET ITEM:**

**Summary:**
The University of Oregon sought Board approval to change the name of the University of Oregon Museum of Art to the Jordan Schnitzer Museum of Art at the University of Oregon. Oregon Administrative Rule 580-050-0025 specifies that, “No building or structure of the Department shall be named after a living person. However, the Board may make exceptions to this rule if a donor contributes a substantial share of the cost of construction or if other unusually meritorious reasons exist.”

**Background:**
The change of name of the University of Oregon Museum of Art to the Jordan Schnitzer Museum of Art at the University of Oregon is in recognition of Mr. Schnitzer’s great generosity to the capital campaign and the creation of a museum programming endowment for the new building project.
A 1973 graduate of the UO, Mr. Schnitzer served on the Museum’s Board during a time when it was considering a renovation to the historic building. That concept turned into an expansion project that added new spaces for exhibitions, collections storage, and infrastructure, almost doubling the square footage of the building, plus renovating the original 1931 building, most notably adding an air conditioning system.

From the beginning of these discussions, Mr. Schnitzer clearly understood the need to upgrade the museum facility so it could better serve the University’s public, the region’s arts community, and the national and international audiences it was attracting to its programs. His interest in the arts extends to developing an extensive collection of 20th century American works and he has been generous in loaning them to the museum for special exhibitions.

Finally, his major financial gift to the capital project is significantly larger than any other gift that supported this campaign, and thus, deserving of the name being added to the museum. The Schnitzer family is a prominent family in Oregon and long associated with both the arts and philanthropy.

*Staff Recommendation to the Board:*
Staff recommended the Board approve the renaming of the University of Oregon Museum of Art to the Jordan Schnitzer Museum of Art at the University of Oregon.

**BOARD DISCUSSION AND ACTION**
President Goldschmidt reported that he and President Frohnmayer had a conversation several weeks ago about a matter that he felt needed to be handled in a very sensitive manner. Because of these circumstances, “it was not appropriate for us to put this on the regular agenda,” President Goldschmidt said.

President Frohnmayer indicated that later in the day the UO would have the official unveiling of the completed Museum of Art. The Museum, according to President Frohnmayer, “is really one of the crown jewels of the Pacific Northwest, a museum that has long since needed to have greater exhibition space, air conditioning, and so forth. We received some state bonding for it, but were required to match it. That involved a very significant capital campaign over a number of years.” The total amount of the project is around $14 million.

It was pointed out that art museums don’t have students attend them and there aren’t alumni of them; therefore, it is difficult, even though they are a central core of the campus and the artistic community, to find philanthropic donors to support them. It was explained that was the why the UO mounted a very significant campaign. “Jordan Schnitzer, from the beginning, was a key member of that campaign,” President Frohnmayer said. “He has made a very substantial pledge to the completion of the project and subsequent endowment of the project. Additionally, down the line, I think there is the possibility of continued support, whether in kind through his own very fabulous art collection, monetary gifts, or both. Jordan is very sensitive to personal
publicity, but he agreed to our entreaties to have the building named after him. It does require formal Board action.

“Internal to the University,” President Frohnmayer continued, “it requires the action of the Faculty Advisory Committee, an elected body of the faculty and staff that reports to and advises me. That body unanimously recommended the naming. We could have gone forward with the naming and said, ‘subject to approval by the Board.’ However, we have a luncheon, reception, and press announcement later this morning and early afternoon in which we hope to make public the designation of the Jordan Schnitzer Museum of Art. My purpose for coming to you before the event is to ask your approval of that naming opportunity so that we can announce that at the same time as we announce the fact that we have completed the building and are moving the collection back in for a formal opening that will occur in October of 2004.”

President Goldschmidt asked if the management and leadership team on the campus had any standards about the scale of donation, the significance of the person in the history of the University, or other criteria that were used to approve these proposals.

The normal amount, the president reported, would be 50 percent of the cost of the capital project. “In this case, the discussion with Jordan Schnitzer preceded the adoption of that standard by several years,” President Frohnmayer reported.

When asked if the amount of the gift would ever be made public, the president responded that it would not. Vice President for University Advancement Allan Price indicated that the gift that Jordan Schnitzer made is a gift that will support the construction and will also create a permanent endowment that will support the operations of the museum. “That is why the guideline on 50 percent of the private construction wasn’t actually in play because it wasn’t totally a gift to support the construction.”

Director Sohn reflected that, from the comments of President Frohnmayer, “a good part of this has to do with the future potential as opposed to present contribution of dollars, at least that theme seems to run through your comments.” Additionally, Director Sohn mused that Mr. Schnitzer did not seek the naming—rather the University sought to name it after him.

President Frohnmayer confirmed that the UO strongly encouraged Mr. Schnitzer to make the gift and they suggested the naming opportunity to him. “As to the first question, I can tell you that the monetary gift is in multiple seven figures,” the president concluded.

President Goldschmidt stated a potential conflict because Mr. Jordan Schnitzer’s business is a client of his firm. “I just want to assure the Board that I can abstain or not.” Director Lorenzen indicated that he would like the honor of making the motion because of his friendship with Jordan Schnitzer and great respect for what he has been doing with regard to philanthropy in Pendleton. Director Schuette seconded the motion.
Those voting in favor: Directors Blair, Burns, Dyess, Lorenzen, Nesbitt, Richmond, Sohn, Schuette, and Goldschmidt. Those voting no: None.

Motion passed.

3. **ADJOURNMENT**

President Goldschmidt adjourned the meeting at 8:35 a.m.

Virginia L. Thompson  
Secretary to the Board

Geraldine Richmond  
Board Vice President