

MINUTES OF THE MARCH 2, 2021, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a videoconference meeting on March 2, 2021. Participating were Committee Chair Christine Udvar-Hazy and Committee members Allan M. Holt, Michael M. Lynton, Denise M. O’Leary, Franklin Raines, and David M. Rubenstein.

Present by invitation of the Committee were Secretary Lonnie Bunch, Chief of Staff to the Secretary Greg Bettwy, Acting Under Secretary for Science and Research Roger Brissenden, Assistant General Counsel Laura Damerville, Deputy Assistant Secretary for Advancement Zully Dorr, Deputy Chief of Staff to the Regents Kate Forester, Special Assistant to the Regents Mallory Gianola (recorder), Under Secretary for Museums and Culture Kevin Gover, Inspector General Cathy Helm, Chief Financial Officer Janice Lambert, General Counsel Judith Leonard, Assistant Secretary for Communications and External Affairs and Chief Marketing Officer Julissa Marengo, Under Secretary for Administration Mike McCarthy, Deputy Secretary and Chief Operating Officer Meroë Park, Acting Under Secretary for Education Ruki Neuhold-Ravikumar, Assistant Secretary for Advancement Robert Spiller, and Chief of Staff to the Regents Porter Wilkinson.

CALL TO ORDER AND WELCOME

Committee Chair Christine Udvar-Hazy called the meeting to order at approximately 2:00 p.m. and reviewed the agenda. She welcomed Janice Lambert, the Smithsonian’s new Chief Financial Officer, to her first Advancement Committee Meeting. Mrs. Udvar-Hazy also recognized the final Committee meeting for Under Secretary for Administration Mike McCarthy and thanked him for his leadership and service to the Smithsonian. The Committee also acknowledged the formal induction of Adrienne B. Mars to the Order of James Smithson.

APPROVAL OF JANUARY 14, 2021, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the January 14, 2021, Committee meeting were approved without modification.

REVIEW AND APPROVAL OF GIFTS

Deputy Assistant Secretary for Advancement Zully Dorr presented one gift and one administrative motion for the Committee’s review and recommendation to the Board. Ms. Dorr noted that all proposed actions adhere to applicable Smithsonian directives and the Institution’s guiding principles, policies, and procedures, as set forth by the Board of Regents. Upon motion duly made and seconded, the following actions were approved for recommendation to the Board:

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Verizon Communications, Inc. and accepts the terms of the sponsorship agreement.

VOTED that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment for the benefit of the National Museum of Natural History in support of its mission. Further, the Board authorizes the transfer of the funds identified for this purpose.

NOTABLE GIFTS AND GRANTS

In addition to gifts that require approval by the Board of Regents, Ms. Dorr reviewed notable gifts and grants received since the January Committee meeting. She highlighted recent gifts in support of the Smithsonian's strategic priorities, including a \$1 million gift to support the National Museum of Natural History, a \$1 million gift to support the revitalization project at the Hirshhorn Museum and Sculpture Garden, and a \$1 million gift to support the transformation of the National Air and Space Museum.

REPORT OF THE SECRETARY

Secretary Bunch updated the Committee on the Smithsonian's ongoing response to the COVID-19 (Coronavirus) pandemic. Following the reclosure of eight Smithsonian facilities on November 23, the Smithsonian has continued to work with local and national public health experts and review health metrics to inform plans for a phased reopening. While closed, the Smithsonian has continued to serve the public through a variety of outreach efforts, including digital-first initiatives and virtual education programming. The Secretary also reported that the Institution has partnered with a local consortium of colleges and universities to establish a robust testing plan and approach, which will support an internal Smithsonian COVID-19 testing program.

The Secretary also shared a post-event summary from a recent virtual event hosted with Chair of the Board of Regents Steve Case, the American Alliance of Museums, and the Smithsonian's advisory board chairs. The event focused on trends and best practices around diversity, equity, accessibility, and inclusion ("DEAI") and the related work of Smithsonian advisory boards.

To conclude, the Secretary updated the Committee on the progress of establishing two new museums: a Smithsonian American Women's History Museum and the National Museum of the American Latino. Interim leadership for the museums will be identified by the end of March, and two executive searches for permanent leadership will begin in the spring. The Secretary reminded the Committee that the Congressional legislation establishing the museums did not provide additional resources to begin design and planning. Funds will be requested to support the two museums in fiscal year 2022 appropriations and future budgets, but a long-term impact on fundraising is expected.

FUNDRAISING FOR NEW MUSEUMS

Assistant Secretary for Advancement Rob Spiller shared initial progress on developing short and long-term fundraising plans for the Smithsonian American Women's History Museum and the National Museum of the American Latino. Mr. Spiller reminded the Committee that the National Museum of African American History and Culture, the Smithsonian's most recently built museum, took approximately ten years from establishment of the legislation to public opening. With this consideration, the Office of Advancement is developing an initial ten-year fundraising plan for each museum. The plans will include prospect development, fundraising projections, communication strategies, and initiatives focused on digital fundraising. Mr. Spiller noted that the Advancement Committee and Board of Regents will receive formal updates as fundraising plans are developed.

ADVANCEMENT

Next, Mr. Spiller reported on the Smithsonian's fundraising progress for fiscal year 2021. Mr. Spiller reminded the Committee that because of the ongoing uncertainty around the COVID-19 pandemic, the fiscal year 2021 fundraising goal was cautiously set at \$200 million. As of March 2, the Smithsonian raised a total of \$88.96 million. The Office of Advancement is optimistic that the Institution will meet or exceed the annual fundraising goal.

To conclude, Mr. Spiller provided an update on the revised plans for the Smithsonian's next fundraising campaign. The Office of Advancement presented the shift in campaign strategy to the Regents at the February Board meeting. Given the current philanthropic environment, the new campaign strategy will allow flexibility to address funding needs based on strategic priorities and building two new Smithsonian museums. The Committee discussed prioritizing personalized fundraising messages and developing main themes around key strategic initiatives for phase one—the Focus Phase—of the new campaign strategy.

EXECUTIVE SESSION: LEGAL ADVICE - GIFT ACCEPTANCE POLICY

The Committee entered into an executive session at approximately 2:44 p.m. to receive legal advice from the Office of the General Counsel regarding the Smithsonian's gift acceptance policy.

ADJOURNMENT

With no further business to discuss, the meeting was adjourned at approximately 3:22 p.m.

Respectfully submitted,
Christine Udvar-Hazy, Chair

EMAIL BALLOT

By email ballot completed on January 22, 2021, the Advancement Committee voted to recommend that the Board of Regents approve the following motion, which required approval prior to the next scheduled Advancement Committee meeting in order to facilitate the timing of related programs and announcements.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Kenneth C. Griffin to the National Air and Space Museum and accepts the gift and names the Kenneth C. Griffin Exploring the Planets Gallery from the date of the first public announcement of the gift until the 15th anniversary of the opening of the gallery to the general public.