

MINUTES OF THE SEPTEMBER 19, 2023, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) held a meeting on September 19, 2023, at the Capital Gallery Building in Washington, D.C. Participating were Committee Chair Christine Udvar-Hazy and Committee members Barbara M. Barrett,* Allan M. Holt, Dennis Keller,* Cheryl Neal, Jorge Puente, Franklin D. Raines, and Greg Sarris.*

Present by invitation of the Committee were Secretary Lonnie Bunch, Chief of Staff to the Secretary Greg Bettwy, Chief Investment Officer Amy Chen, Under Secretary for Education Monique Chism,* Deputy Assistant Secretary for Advancement Zully Dorr, Deputy Chief of Staff to the Regents Kate Forester, Director of Constituent Engagement Charlotte Gaither,* Special Assistant to the Regents Mallory Gianola (recorder), Associate Director for Advancement Joanne Leese, Acting Inspector General Joan Mockeridge,* Assistant General Counsel Anne Nelson, Assistant Secretary for Advancement Robert Spiller, and Under Secretary for Science and Research Ellen Stofan.

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. Mrs. Udvar-Hazy acknowledged and thanked Barbara Barrett and José Luis Prado for recent gifts to the National Museum of Natural History and the National Museum of the American Latino, respectively.

REVIEW OF THE MAY 9, 2023, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the May 9, 2023, Committee meeting were approved.

REVIEW AND APPROVAL OF GIFTS

Deputy Assistant Secretary for Advancement Zully Dorr presented three gifts for the Committee’s review and recommendation to the Board of Regents. The motions presented to the Committee included: the naming of a space at the Smithsonian American Art Museum, the establishment of a quasi-endowment to support the Center for Folklife and Cultural Heritage, and the establishment of a quasi-endowment to support the Smithsonian Tropical Research Institute. Ms. Dorr noted that all proposed actions adhered 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:

*Participated by telephone

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Robert C. Davidson, Jr. and Alice Faye Davidson to the Smithsonian American Art Museum and names the Robert and Faye Davidson Family Gallery, for a term of the longer of 20 years or until the next major renovation of the Gallery, whichever occurs later.

VOTED that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment for the benefit of the Center for Folklife and Cultural Heritage to support Smithsonian Folkways Recordings. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

VOTED that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment for the benefit of the Smithsonian Tropical Research Institute to support Barro Colorado Island field station activities. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

REPORT OF THE SECRETARY

The Secretary provided an update on Campaign leadership structure and informed the Committee that Sakurako “Sako” D. Fisher has agreed to serve as a Campaign Ambassador. Sako will join David M. Rubenstein as the second of five individuals serving as Campaign Ambassadors, who will be significant donors to the Campaign, elevate awareness of Campaign priorities, and foster connections. The Secretary reminded the Committee that unlike Campaign Co-Chairs, Campaign Ambassadors will not regularly attend Regents’ Advancement Committee meetings.

The Secretary also updated the Committee on the Smithsonian’s regional engagement beyond the National Mall through the Bank of America “Our Shared Future: Reckoning with Our Racial Past” Initiative. A series of in-person programs in Charlotte, Cleveland, Los Angeles, and New York, as well as a Secretary Speaking Series will launch in the coming months and draw on the breadth of the Smithsonian’s research, exhibitions, and collections.

Secretary Bunch then briefed the Committee on the Institution’s plans for the 250th anniversary of the United States’ founding to be recognized in 2026. Specifically, the Secretary emphasized that America250 presents the Smithsonian with many possibilities to convene important conversations around the role of institutions in bettering the nation. The Smithsonian’s plans include creating collaborative and impactful spaces, amplifying multiple perspectives in service of a more equitable shared future for all, and exploring what it means to be a national institution in the 21st century.

The Committee also discussed the Smithsonian’s efforts to foster its relationship with Congress and the implications of potential Federal budget cuts on the Institution.

ADVANCEMENT UPDATE

Mr. Spiller first reported on the Smithsonian's fundraising progress for fiscal year 2023. As of August 31, 2023, the Smithsonian had raised \$335.3 million towards its \$265 million goal. Mr. Spiller attributed the success in part to an increase in principal gifts of \$5 million and above. The Committee also discussed plans for fiscal year 2024, to include investing more resources in digital fundraising and enhancing the national membership program, which will be supported by a new Customer Relationship Management ("CRM") software.

Next, Mr. Spiller led a discussion on the progress of the Smithsonian Campaign for Our Shared Future. The Committee reviewed an updated campaign report, assessed unit campaign priorities and goals, received an overview of upcoming campaign events, and discussed potential candidates to serve as Campaign Ambassadors and Co-Chairs. The Smithsonian hosted its third Campaign Preview Event later the same day on September 19, 2023, at the Smithsonian American Art Museum and National Portrait Gallery. Another event is being planned in New York City on January 31, 2024. As of August 31, 2023, the Smithsonian had raised \$1.68 billion towards its \$2.50 billion working Campaign goal.

To conclude, the Committee was briefed on updates to strengthen the Smithsonian's reputational risk policy, with additional guidance on post-gift conditions that could require the consideration of naming recognition. The updates include enhanced guidelines for assessing reputational risk and new language in gift agreements that recognizes the Smithsonian's ability to remove naming recognitions in the rare case when a donor's behavior or actions could potentially compromise public trust in the Smithsonian. Mr. Spiller noted that the Office of Advancement together with the Office of the General Counsel proposed the revisions after benchmarking and assessment of similar organizations was conducted for background and best practices.

ADJOURNMENT

There being no request for an executive session and with no further business to discuss, the meeting was adjourned at approximately 3:21 p.m.

Respectfully submitted,

Christine Udvar-Hazy, Chair

EMAIL BALLOT

By email ballot completed on June 1, 2023, 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 Thomas W. Haas Foundation, Otto Haas Charitable Trust, the Waterman Trust, and Wyncote Foundation to the National Air and Space Museum and names the Phoebe Waterman Haas Astronomy Park, for a minimum of 20 years.

By email ballot completed on August 7, 2023, the Advancement Committee voted to recommend that the Executive Committee, on behalf of the Board of Regents pursuant to Board Bylaw 3.01, approve the following motion, which required approval prior to the next scheduled Board of Regents meeting in order to facilitate the timing of related programs and announcements.

VOTED that the Advancement Committee recommends that the Executive Committee, on behalf of the Board of Regents pursuant to Board Bylaw 3.01, recognizes the generosity of the National Science Foundation to the National Air and Space Museum and names the *National Science Foundation Discovering Our Universe Gallery*, for a minimum of 10 years.