

MINUTES OF THE SEPTEMBER 21, 2021, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a videoconference meeting on September 21, 2021. Participating were Committee Chair Christine Udvar-Hazy and Committee members Ambassador Barbara M. Barret, Allan M. Holt, Dennis Keller, Michael M. Lynton, Denise M. O’Leary, and Franklin Raines.

Present by invitation of the Committee were Secretary Lonnie Bunch, Chief of Staff to the Secretary Greg Bettwy, Under Secretary for Education Monique Chism, Assistant General Counsel Laura Damerville, 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), Under Secretary for Museums and Culture Kevin Gover, Director of Individual Advancement Bob Halbruner, Acting Under Secretary for Administration Doug Hall, Inspector General Cathy Helm, Chief Financial Officer Janice Lambert, Assistant Secretary for Communications and External Affairs and Chief Marketing Officer Julissa Marengo, Assistant Secretary for Advancement Robert Spiller, Under Secretary for Science and Research Ellen Stofan, 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 Dr. Monique Chism to her first Advancement Committee meeting in her new role as Under Secretary for Education. Mrs. Udvar-Hazy also acknowledged Ambassador Barbara Barrett’s return to the Committee, following her reappointment to the Board of Regents in June 2021.

APPROVAL OF MAY 12, 2021, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the May 12, 2021, Committee meeting were approved without modification.

REVIEW AND APPROVAL OF GIFTS

Deputy Assistant Secretary for Advancement Zully Dorr presented three gifts and two administrative motions for the Committee’s review and recommendation to the Board. The motions presented to the Committee included: a founding gift for the Smithsonian American Women’s History Museum, the naming of two spaces at the Smithsonian American Art Museum, a request to direct gift funds for current use to the National Museum of the American Indian, and a request to establish a quasi-endowment for Friends of the Smithsonian. 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 approves a gift to the Smithsonian American Women's History Museum. At the request of the donor, details will remain confidential until publicly announced.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Ms. Kelly M. Williams and Mr. Andrew J. Forsyth to the Smithsonian American Art Museum and names the Kelly M. Williams Gallery for 20 years or until the next comprehensive renovation of the gallery, whichever occurs later.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Mr. Jason Tilroe to the Smithsonian American Art Museum and names the Tilroe Family Gallery for 20 years or until the next comprehensive renovation of the gallery, whichever occurs later.

VOTED that the Advancement Committee recommends that the Board of Regents directs the funds identified for current use in support of the mission of the National Museum of the American Indian. 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 Friends of the Smithsonian to support its mission. Further, the Advancement Committee recommends that the Board of Regents 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 May Committee meeting. She highlighted a recent gift from former Regent David M. Rubenstein in support of the *FUTURES* exhibition at the Arts and Industries Building. Other notable gifts include a \$2 million gift to support the acquisition of American craft works to the Smithsonian American Art Museum, a \$4.5 million gift to support the National Museum of Asian Art, and a \$5 million gift to support the Transformation of the National Air and Space Museum.

REPORT OF THE SECRETARY

The Secretary updated the Committee on the Smithsonian's ongoing response to COVID-19, specifically reopening, impacts of vaccination mandates, and safety protocols for Smithsonian operations. August 2021 marked a full reopening of the Smithsonian since closing to the public in March 2020, with the exception of the Arthur M. Sackler Gallery and the historic Arts and

Industries Building (“AIB”). The Secretary noted that the Sackler Gallery will remain closed until November for exhibition construction. In November, AIB will open to the public for the first time since 2004 with a new exhibition, “FUTURES,” in honor of the Smithsonian’s 175th anniversary. The Secretary also updated the Committee on vaccine mandates and the impact on Smithsonian operations. Effective September 9, 2021, the “Key to NYC” program requires all visitors ages 12 and older to show COVID-19 vaccination proof before entering certain New York City establishments, including the Cooper Hewitt, Smithsonian Design Museum and the National Museum of the American Indian in New York. The Smithsonian is also carefully reviewing the Biden Administration’s Executive Order and seeking additional guidance from the Office of Management and Budget (“OMB”) and the Office of Personnel Management (“OPM”) regarding vaccination mandates and attestation.

The Secretary also provided an update on finances. The Institution is preparing to begin fiscal year 2022 operating under a Continuing Resolution (“CR”). In the event that a funding bill or CR is not passed by September 30, 2021, the Smithsonian will use available prior-year funds to remain open to the public as long as funding permits. The Secretary emphasized that cultivating and soliciting private sector support is more important than ever due to the uncertainty of federal appropriations and the financial implications of COVID-19.

NEW MUSEUMS

Under Secretary for Museums and Culture Kevin Gover and Assistant Secretary for Advancement Robert Spiller updated the Committee on plans for the National Museum of the American Latino (“NMAL”) and the Smithsonian American Women’s History Museum (“SAWHM”), sharing information related to the recruitment of museum directors and boards, site selection, financing, and fundraising. Mr. Gover shared that the Secretary has named interim directors for each museum and two executive search firms have been selected to help identify, evaluate, and recommend candidates for the founding directors. Mr. Gover also informed the Committee that the architectural engineering firm Ayers Saint Gross was selected through the normal RFQ procedure to evaluate potential museum sites. The timeline to select the museum locations, per the legislation, is two years from the date of passage—December 2022.

Mr. Spiller shared progress on the establishment of advisory boards for both museums. On June 29, many of the 19 members of the National Museum of the American Latino Board of Trustees were announced. Some of the 25 members of the Smithsonian American Women’s History Museum Advisory Council were announced on August 20. The remaining members will be announced in the future. Mr. Spiller reminded the Committee that the Board of Trustees and the Advisory Council will advise the Regents and make recommendations on the location, planning, design and construction of the museums; help with private fundraising; and provide for the maintenance of the collections.

ADVANCEMENT UPDATE

Next, Mr. Spiller summarized the Smithsonian's progress towards the fiscal year 2021 fundraising goal and reviewed key fundraising metrics. As of July 31, 2021, the Smithsonian had raised \$236.7 million towards its \$200 million goal. Mr. Spiller noted that this did not include the \$200 million donation from Jeff Bezos and that as fiscal year 2021 draws to a close, several units had exceeded their annual fundraising goals to date.

To conclude, the Committee reviewed a new advancement dashboard and received an update on planning efforts for the next Smithsonian campaign. Mr. Spiller reported that the Office of Advancement is meeting with units to identify campaign priorities, assembling volunteer campaign leadership, and has begun work on the case for support.

ADJOURNMENT

There being no request for an executive session and with no further business to discuss, the meeting was adjourned at approximately 3:11 p.m.

Respectfully submitted,
Christine Udvar-Hazy, Chair

EMAIL BALLOT

By email ballot completed on June 25, 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 Executive Committee, on behalf of the Board of Regents pursuant to Board Bylaw 3.01, recognizes the generosity of American Cruise Lines, Inc. and accepts the terms of the sponsorship agreement.