

MINUTES OF THE OCTOBER 7, 2014, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“the Committee”) of the Board of Regents held a telephonic meeting on October 7, 2014. Participating were Committee Chair Alan G. Spoon and Committee members Ambassador Barbara Barrett, Sakurako Fisher, Adrienne Mars, John McCarter, Paul Neely, and Committee members Travis Engen and David Rubenstein were unable to participate.

Participating staff included Director of Advancement and Philanthropic Giving Virginia B. Clark; Deputy Director of Advancement Zully Dorr; Office of the Regents Senior Writer-Editor Barbara Feininger (recorder); Inspector General Cathy Helm; Under Secretary for Finance and Administration and Chief Financial Officer Al Horvath; Interim Under Secretary for Science John Kress; General Counsel Judith Leonard; Director of Communications and External Affairs Evelyn Lieberman; Deputy Chief of Staff to the Regents Rachel Parker; Campaign Director Cynthia Brandt Stover; and Chief of Staff to the Regents Porter N. Wilkinson.

CALL TO ORDER

Committee Chair Alan Spoon called the meeting to order at 2:00 p.m. He reviewed the meeting agenda and commented on gifts from Committee members Travis Engen and Paul Neely to, respectively, establish a chair in conservation at the National Air and Space Museum and endow a fellowship program at the National Museum of American History.

APPROVAL OF THE MINUTES OF THE JUNE 10, 2014, COMMITTEE MEETING

Upon motion duly made and seconded, the draft minutes of the June 10, 2014, Committee meeting were approved without modification.

CAMPAIGN UPDATE

Fundraising Progress

Mr. Spoon commented on the October 6, 2014, Campaign Steering Committee teleconference and energetic preparations for the October 18–20, 2014, Campaign kickoff weekend. Director of Advancement and Philanthropic Giving Virginia Clark reported strong fundraising activity for the Campaign. Including bequests, the Smithsonian has received 49 gifts of at least \$1 million since the beginning of the year (versus 38 at this time last year). Fifteen of these gifts were made in September 2014, of which seven were first-time pledges of \$1 million or more. Pledges to the Endowment increased by \$53 million. Ten of the units have raised at least 50 percent of their fundraising goals. Of the six units with the largest fundraising goals, four have achieved at least 60 percent of their goals. Ms. Clark highlighted several gifts of \$1 million or more that were pledged after the June 2014 Board meeting. A strong fundraising pipeline is in place for 2015.

Kick-Off and Regents' Meeting Update

Campaign Director Cynthia Brandt Stover reported that more than 120 Smithsonian scientists and curators will contribute to Campaign kickoff activities. All units will be represented throughout the weekend. RSVPs now total 425 donors, and many have registered for kickoff activities. Some 167 advisory board members representing 35 states have signed up for the Friday, October 17, 2014, advisory board luncheon. The boards aspire to achieve 100 percent member participation in the Campaign. Special events for top donors include a dinner at Robert and Arlene Kogod's house and a luncheon cohosted by Chief Justice John Roberts and Secretary Clough at the Supreme Court.

The Campaign launch and goal will be announced at a Regents' public forum scheduled to follow the October 20, 2014, Regents' business meeting. The Committee discussed anticipated media coverage of the Campaign launch and public forum.

REVIEW OF PENDING GIFTS

Seven proposed gifts or gift-related administrative actions were presented for the Committee's review. Ms. Clark noted that gifts to Cooper Hewitt, Smithsonian Design Museum and the Renwick Gallery conform to preapproved gift policy exceptions for gifts in support of the museums' renovations. All other gifts conform to Smithsonian gift policies. The history of exclusivity requests in Smithsonian naming opportunities was discussed.

Upon motion duly made and seconded, the following actions were approved en banc for recommendation to the Board of Regents:

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the Chatterjee Charitable Foundation to Cooper Hewitt, Smithsonian Design Museum, and names the Amita and Purnendu Chatterjee Gallery for 40 years.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of A&E Television Networks, LLC, to the National Museum of American History and accepts the terms of the gift agreement.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Friends of the National Zoo to the National Zoological Park and names the FONZ Discovery Classroom for 20 years or until the next comprehensive renovation of the space, whichever occurs last.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the Walter and Lucille Rubin Foundation to the Smithsonian American Art Museum and names each of two adjoining galleries the Walter and Lucille Rubin Gallery in the Smithsonian American Art Museum for a period of 20 years or until the next major renovation, whichever occurs last.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the James Renwick Alliance to the Renwick Gallery of the Smithsonian American Art Museum and names the James Renwick Alliance Gallery until the next comprehensive renovation of the Renwick Gallery.

Upon motion duly made and seconded, the following administrative actions were approved en banc for recommendation to the Board of Regents:

VOTED that the Advancement Committee recommends that the Board of Regents approves the relocation of the naming of Cooper Hewitt, Smithsonian Design Museum's Lisa Roberts and David Seltzer Room, the museum shop, to its new location in the former Carnegie Picture Gallery.

VOTED that the Advancement Committee recommends that the Board of Regents creates and names the Fund for the Arabian Peninsula, a quasi-endowment for the benefit of the Freer Gallery of Art and Arthur M. Sackler Gallery to support initiatives that shed light on the art, culture, and history of the Arabian Peninsula. Further, the Board authorizes the transfer of the funds identified for this purpose.

The Committee also recommended a conflict of interest certification requirement for the full Board's review.

EXECUTIVE SESSION

The Committee adjourned for an executive session at 2:40 p.m., during which it discussed the possible establishment of a Smithsonian presence in London and a potential gift under development.

ADJOURNMENT

There being no further discussion, Mr. Spoon adjourned the meeting at approximately 3:00 p.m.

Respectfully submitted,

Alan G. Spoon
Chair