

MINUTES OF THE SEPTEMBER 15, 2015, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents of the Smithsonian Institution (“Smithsonian”) met on September 15, 2015, in the Smithsonian Castle in Washington, D.C. Participating were Committee Chair Alan G. Spoon* and Committee members Ambassador Barbara Barrett*; Sakurako Fisher*; Adrienne Mars*; John W. McCarter, Jr.*; David Rubenstein*; and Christine Udvar-Hazy*.

Also present by invitation of the Committee were Secretary David Skorton; Acting Chief of Staff to the Secretary Greg Bettwy; Office of the Regents Senior Researcher & Writer Jennifer Ehlinger (recorder); Smithsonian Campaign Director Cynthia Brandt-Stover; Director of Philanthropic Giving Virginia Clark; Deputy Director of the Office of Advancement Zully Dorr; Inspector General Cathy Helm*; Sant Director of the National Museum of Natural History Kirk Johnson*; General Counsel Judith Leonard; Deputy Chief of Staff to the Regents Rachel Parker; and Chief of Staff to the Regents Porter Wilkinson.

CALL TO ORDER

Committee Chair Alan Spoon called the meeting to order at 2:03 p.m. He welcomed Secretary Skorton to his first Advancement Committee meeting and reminded the Committee of the upcoming Installation ceremony and the Smithsonian National Board’s (“SNB”) Installation dinner on October 19, 2015, which will celebrate the installation of Dr. Skorton as the Smithsonian’s thirteenth Secretary.

He then reviewed the agenda and announced that the next meeting is scheduled for November 30, 2015, during which the Committee will focus on a review of the history, art and culture units.

APPROVAL OF THE MAY 26, 2015, COMMITTEE MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the May 26, 2015, Committee meeting were approved with modification.

SECRETARY’S UPDATE

The Secretary thanked the Committee and management staff for their tremendous success in fundraising and advocacy for the Smithsonian. He recognized David Rubenstein for his recent gifts and thanked him on behalf of the Smithsonian and the Committee.

The Secretary reported that he has been working together with the Director of Philanthropic Giving Virginia Clark and the Smithsonian’s individual unit directors, in order to evaluate the current Smithsonian workforce and determine the extent that more professional and curatorial roles are needed, particularly in the art units. He presented a preliminary plan that would allow for the funding of forty supplementary curator positions.

**participated by telephone*

The Secretary went on to update the Committee on the London opportunity. Lastly, he briefed the Committee on the progress of the renovation and utilization plan for Arts and Industries Building.

CAMPAIGN PROGRESS

Director of Philanthropic Giving Virginia Clark provided an update on the progress of the Smithsonian Campaign (“Campaign”). Ms. Clark reported that as of July 30, 2015, the Campaign had raised \$1.206 billion, which is 80 percent of the Campaign’s total goal. She updated the Committee on the fundraising progress for NMAAHC and highlighted several notable gifts and grants. She pointed out that \$192.4 million of the \$270 million dollar goal for the museum has already been raised, and expects to reach the entire goal prior to the fall 2016 scheduled opening.

Ms. Clark noted that for fiscal year 2015, fundraising for the Smithsonian has reached approximately \$186 million, which is 93 percent of the \$200 million annual goal. She announced that for fiscal year 2016, management has proposed an annual goal of \$250 million. It is a higher goal than in previous years, but with a great team, good momentum, and strong new leadership, Ms. Clark and the Committee agreed that it is well within the realm of possibility.

Director of the Smithsonian Campaign Cynthia Brandt-Stover reviewed campaign outreach and regional events. Ms. Brandt-Stover went over the list of upcoming campaign events. She updated the Committee on an effective new pan-institutional event series, which includes leadership messaging. Ms. Brandt-Stover noted that several Smithsonian units have joined together with the Campaign, to work through regional events, and highlight the work of their particular unit. Partnering with the units has proven successful and has helped to reach their individual campaign goals.

Ms. Brandt-Stover thanked the SNB and the Campaign co-chairs for their numerous contributions, which have helped to make the Campaign and its many regional events such a success.

UNIT PRIORITY PROJECT: FOSSIL HALL

Sant Director of the National Museum of Natural History (“NMNH”) Kirk Johnson briefed the Committee on fundraising progress for the renovation of the museum’s Fossil Hall. Mr. Johnson explained that the renovation of NMNH’s Fossil Hall has included a redesign of an approximately 31,000 square-foot wing, which hasn’t been renovated in the past 30 years. The exhibit is scheduled to open in the fall of 2019, and will explore issues such as extinction and global change. The plans for the new hall also include the development of programming to inspire people to comprehend the science of global change, recognize their own impact on the planet, and take responsibility for their actions. These programs would focus on helping teens, families, and adults realize and investigate issues including extinction, climate change, and shifting ecosystems.

Mr. Johnson explained that to date, NMNH has only reached approximately \$40.3 million of its \$70 million fundraising goal, which is needed to complete renovations of the exhibit and fund programming. He noted that the most time-sensitive need is \$13 million, in order to complete the funding of the exhibit renovation. The Committee suggested a number of possible methods for community and donor outreach to help with fundraising efforts. Secretary Skorton noted his support for the Fossil Hall renovation and emphasized the importance of the project.

REVIEW OF NOTABLE GIFTS AND GRANTS

Six proposed gifts or gift-related administrative actions were presented for the Committee's review. Ms. Clark briefly reviewed the gifts and noted that each conforms to Smithsonian gift policies. Two of the proposed gifts were made by Committee member David Rubenstein, therefore he was recused from the vote.

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

VOTED that the Advancement Committee recommends the Board of Regents recognizes the generosity of David M. Rubenstein to the Smithsonian American Art Museum and changes the name of the Grand Salon at the Renwick Gallery to the Bettie Rubenstein Grand Salon until the next comprehensive renovation of the Renwick Gallery.

VOTED that the Advancement Committee recommends the Board of Regents recognizes the generosity of David M. Rubenstein to the National Zoological Park and extends the naming of the David M. Rubenstein Family Giant Panda Habitat for an additional five years.

VOTED that the Advancement Committee recommends the Board of Regents recognizes the generosity of Harold and Diane Brierley to the National Zoological Park and names the Hal and Diane Brierley Cheetah Ridge for a period of 10 years.

VOTED that the Advancement Committee recommends the Board of Regents recognizes the generosity of the Nancy and Clive Runnells Foundation to the National Zoological Park and names the Thomas Pierce Runnells and Helen Runnells DuBois Observation Deck until the next renovation of the observation deck.

VOTED that the Advancement Committee recommends the Board of Regents recognizes the generosity of General Electric Company and accepts the terms of the sponsorship agreement.

VOTED that the Advancement Committee recommends that the Board of Regents creates a quasi endowment to support the mission of the Archives of American Art at the discretion of the Director. Further, the Board authorizes the transfer of the funds identified for this purpose.

ADJOURNMENT

There being no further business to discuss, the meeting was adjourned at approximately 2:58 p.m.

EMAIL BALLOT

By email ballot on October 29, 2015, the Advancement Committee* voted to recommend that the Executive Committee approve four motions, on behalf of the Board of Regents. The following gift actions required approval prior to the next scheduled Advancement Committee meeting and full Board of Regents meeting in order to facilitate the timing of specific 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 David M. Rubenstein to the National Museum of African American History and Culture and names the David M. Rubenstein History Galleries for 25 years or until the next major renovation, whichever occurs later.

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 Debbie Frank Petersen to the Smithsonian American Art Museum and names the Debbie and Jim Petersen Gallery until the next comprehensive renovation of the Renwick Gallery.

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 Jerry H. Labowitz to the Smithsonian American Art Museum and names the Jerry and Wendy Labowitz Gallery until the next comprehensive renovation of the Renwick Gallery.

VOTED that the Advancement Committee recommends that Executive Committee, on behalf of the Board of Regents pursuant to Board Bylaw 3.01, recognizes the generosity of Mitsubishi Corporation to the Freer Gallery of Art and Arthur M. Sackler Gallery and accepts the terms of the sponsorship agreement.

Respectfully submitted,

Alan G. Spoon, Chair

** Advancement Committee member David Rubenstein was recused from participation in the email ballot.*