

MINUTES OF THE OCTOBER 4, 2016, ADVANCEMENT COMMITTEE TELECONFERENCE MEETING

The Advancement Committee (“Committee”) of the Board of Regents of the Smithsonian Institution (“Smithsonian”) held a teleconference meeting on October 4, 2016. Participating were Committee Chair Alan G. Spoon and Committee members Ambassador Barbara Barrett; Adrienne Mars; Christine Udvar-Hazy; Michael Lynton; John W. McCarter, Jr.; and Paul Neely.

Also present by invitation of the Committee were Secretary David Skorton; Chief of Staff to the Secretary Greg Bettwy; Office of the Regents Senior Researcher & Writer Jennifer Ehlinger (recorder); Smithsonian Campaign Director Cynthia Brandt-Stover; Assistant Secretary for Advancement Virginia Clark; Assistant General Counsel Laura Damerville; Deputy Director of the Office of Advancement Zully Dorr; Acting Provost/Under Secretary for Museums and Research Richard Kurin; General Counsel Judith Leonard; and Deputy Chief of Staff to the Regents Rachel Parker.

CALL TO ORDER AND WELCOME

Committee Chair Alan Spoon called the meeting to order at 12:02 p.m. Mr. Spoon reviewed the agenda and updated the Committee on important dates and upcoming events.

Mr. Spoon invited those Committee members who were present for the opening of the National Museum of African American History and Culture (“NMAAHC”) on September 24, 2016, to share their observations and impressions from the opening events and dedication ceremony, in particular. The Committee agreed that it was truly an historic moment for the country and the Smithsonian. All of the Smithsonian’s staff, volunteers, and supporters should be proud of such a remarkable accomplishment.

Mr. Spoon then turned to Ambassador Barbara Barrett for an update on the Smithsonian Academy Program (“Academy”). The Academy events for 2017 are in place and the planning has begun. The next meeting and program is scheduled for April 2, 2016, with the annual dinner to be held at NMAAHC. Ambassador Barrett thanked Assistant Secretary for Advancement Ginny Clark and the Advancement team for their hard work and efforts to help launch the Academy program. All members of the Academy have donated at least \$ 1 million to the Smithsonian and as of September 2016, 112 households have joined the program.

Mr. Spoon next reminded the Committee that it will need to start considering future membership, as four of the current members’ terms will expire in December 2017, to coincide with the end of the Smithsonian Campaign (“Campaign”).

Mr. Spoon made an exciting announcement regarding the Campaign, noting that the news would not be made public until announced at the Regents’ Annual Public Forum on October 24, 2016. In early September, the Smithsonian surpassed the Campaign’s total goal and as of

Friday, September 30, 2016, had raised \$1.537 billion. Mr. Spoon thanked the Committee members and Campaign co-chairs for their great work and support, and Secretary Skorton and Ms. Clark for their outstanding leadership. The Secretary congratulated Mr. Spoon and the Committee for an amazing feat.

APPROVAL OF THE MAY 18, 2016, COMMITTEE MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the May 18, 2016, Committee meeting were approved without modification.

SECRETARY'S UPDATE

The Secretary briefed the Committee on the progress of the Campaign, highlights of the NMAAHC dedication, and updates on his recent activities, including his new programs and initiatives.

The Secretary also updated the Committee on the Arts and Industries Building ("AIB"). He informed the Committee that New Director of AIB Rachel Goslins was brought on board in August 2016 to lead the Smithsonian's efforts in developing the space. He reported that although a long-term use for the building has yet to be determined, Ms. Goslins has been working on and considering a number of ideas and has developed a possible concept for the building, which is both innovative and interactive. Ms. Goslins is expected to present her plans for AIB at the Regents' full Board meeting later in October.

The Secretary briefed the Committee on the Smithsonian's efforts in London. He reminded the Committee that in June 2016, the Smithsonian and the Victorian and Albert Museum ("V&A") publically announced plans for their international collaboration. Since then, teams from each organization have worked together to develop programmatic strategies, a business model, and develop a binding agreement that would effectively guide the relationship into the future. The international collaboration will enable the exploration of present issues through a variety of lenses. The Secretary and management will continue to work with the V&A to finalize plans and consider fundraising opportunities from within the United Kingdom.

The Secretary provided updates on the progress of the Smithsonian's new Strategic Plan ("Plan"), will be set take the place of the current Plan that is set to expire in 2017. The Strategic Planning Committee was formed by the Secretary and is made up of members from across the Smithsonian, including management and members of the Board of Regents. The Committee, co-chaired by Regent Vice Chair Dr. Shirley Ann Jackson and Sant Director of the National Museum of Natural History Dr. Kirk Johnson, has been working to develop the next Plan, which will encompass the Smithsonian's future strategic direction.

FUNDRAISING UPDATE

Assistant Secretary for Advancement Virginia Clark reviewed the highlights of the Campaign progress and its impact, as well as upcoming outreach plans. Ms. Clark thanked the Committee members and Advancement staff for their commitment and ongoing work to support for the Campaign efforts. She announced that a celebration is planned to be held in early December as a way to thank Advancement staff and unit directors for achieving the milestone of the Campaign. Ms. Clark noted that as of August 2016, ten units had to date surpassed their Campaign goals: the Asian Pacific American Center, the Center for Folklife and Cultural Heritage, the Freer and Sackler Galleries, the Materials Conservation Institute, the National Air and Space Museum, the National Museum of African American History and Culture, the Smithsonian American Art Museum, the Smithsonian Associates, the Smithsonian Environmental Research Center, and the Smithsonian Libraries.

Ms. Clark reported that the Smithsonian's annual fundraising as of September 2016, had reached \$272 million, surpassing the \$250 million goal set for the fiscal year. She provided an update on the regional outreach programs, which serve to encourage stewardship and cultivation. She also highlighted several past and upcoming events, noting that 19 Smithsonian units have held complementary engagements and events to support and complement the regional outreach programs.

Ms. Clark next updated the Committee on the Office of Advancement's professional development program, which aims to further the knowledge of fundraising professionals at the Smithsonian. As a part of that program, the Office of Advancement, together with the Office of the Regents will host a symposium on board development for advisory board chairs and unit directors. The symposium will focus on best practices and with the goal of spurring discussions among directors and chairs regarding board engagement. The symposium will be held at the National Museum of Natural history on November 29, 2016.

Ms. Clark noted that the Smithsonian's second online fundraising project will be launched on October 17, 2016. The goal of the initiative is to raise the funds necessary to restore and preserve the Ruby Red Slippers worn by Dorothy in the *Wizard of Oz*, so they may be enjoyed by museum visitors for generations to come.

Lastly, Ms. Clark briefed the Committee on the success of NMAAHC related to fundraising. As of October 2016, the museum had surpassed its \$274 million fundraising goal, raising \$346 million. The Committee discussed NMAAHC's successful fundraising campaign and agreed that the museum should be used as a model for future campaigns initiated by the Smithsonian.

REVIEW OF GIFTS

Ms. Clark presented three gifts, one request for a change in recognition location, and the establishment of a quasi-endowment, all requiring approval by the Committee. She noted that

all of the gift actions conform to Smithsonian gift policies. Upon motion duly made and seconded, the following actions were approved for recommendation to the Board of Regents:

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Peter and Linda Claussen to the National Museum of American History and names the Linda and Pete Claussen Hall of American Democracy for 20 years or until the next major renovation, whichever occurs later.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Emily and Carl W. Knobloch, Jr. to the Smithsonian American Art Museum and names two galleries each the Carl and Emily Knobloch Gallery until the next comprehensive building renovation.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Marie Halff to the Smithsonian American Art Museum and names the Marie and Hugh Halff Gallery until the next comprehensive building renovation.

VOTED that the Advancement Committee recommends that the Board of Regents approves the change of location for the Enid and Lester Morse Gallery and the Usdan Family Gallery naming recognition for the remainder of the 40-year naming term.

VOTED that the Board of Regents creates a quasi-endowment for the benefit of the Freer Gallery of Art and Arthur M. Sackler Gallery to support exhibitions associated with the art, culture, and history of Asia. Further, the Board authorizes the transfer of the funds identified for this purpose.

GIFT ACCEPTANCE DISCUSSION

The Committee then discussed recognition related to planned versus current gifts. The Committee reviewed the policy and asked Smithsonian staff to gather additional information to inform future discussions.

ADVANCEMENT COMMITTEE CHARTER

The Committee reviewed its Charter, per its mandate to annually review and assess the Charter and evaluate its own performance with respect to its requirements. Mr. Spoon asked the Committee to consider the current version of the Charter and bring any potential recommendations for discussion to the Committee's next meeting scheduled to be held on January 5, 2017.

ADJOURNMENT

Mr. Spoon thanked the Committee for their participation in the meeting.

There being no further business to discuss, the meeting was adjourned at approximately 1:25 p.m.

Respectfully submitted,

Alan G. Spoon, Chair