

MINUTES OF THE JANUARY 6, 2015, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents of the Smithsonian Institution met on January 6, 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 McCarter*, Paul Neely*, and Christine Udvar-Hazy. Committee member David Rubenstein was unable to participate.

Participating staff included Acting Secretary Albert Horvath; Chief of Staff to the Secretary Patricia Bartlett; 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*; Director of New Media Philanthropy Yoon Lee; General Counsel Judith Leonard; Deputy Chief of Staff to the Regents Rachel Parker; and Campaign Director Cynthia Brandt Stover.

CALL TO ORDER

Committee Chair Alan Spoon called the meeting to order at 2:00 p.m., and welcomed new Committee member Christine Udvar-Hazy.

APPROVAL OF THE MINUTES OF THE OCTOBER 7, 2014, COMMITTEE MEETING

Upon motion duly made and seconded, the draft minutes of the October 7, 2014, Committee meeting were approved without modification.

UPDATE OF THE ACTING SECRETARY

The Acting Secretary reported to the committee on the issue of resources. He touched on the status of the Smithsonian’s federal funding noting an increase in the most recent appropriation, the commitment of funds for the National Museum of African American History and Culture, and the status of the upcoming federal budget request. Additionally, he updated the Committee on matters that would be of particular focus to him during his tenure as Acting Secretary, including focusing on the work of the Smithsonian Consortia and the searches for a new Director for the Smithsonian Institution Travel Exhibition Service and Under Secretary for Science. He then answered questions from members of the Advancement Committee.

CAMPAIGN PROGRESS

Fundraising Updates

Director of Advancement and Philanthropic Giving, Virginia Clark provided an update on fundraising-to-date. At the meeting, Ms. Clark reported that the Campaign has raised almost \$1.1 billion with \$58.4 million raised during the first quarter of the year. She highlighted notable gifts from the Stevenson Family Charitable Trust, John Wilkerson, Connie & Dennis Keller, and Judy & John Angelo. Lastly, she reported that approximately \$172 million has been

* *participated by telephone*

raised for the National Museum of African American History and Culture towards the museum's goal of \$270 million.

FY2015-2017: Focus on the Next Three Years

Campaign Director Cynthia Brandt Stover joined the meeting to provide an overview of the future plans for the Campaign. Ms. Brandt Stover provided an outline of the thematic focuses for the next three years, an overview of current plans, and an explanation of proposed next steps for the Campaign. She was then joined by Director of New Media Philanthropy Yoon Lee, who explained current trends in online fundraising, recent work of the Smithsonian Institute in the area of online fundraising, and goals for the future. Ms. Clark then guided the Committee in a discussion on the fundraising focus for fiscal years 2015 to 2017.

REVIEW OF PROPOSED GIFTS

Six proposed gifts or gift-related administrative actions were presented for the Committee's review. Ms. Clark noted all of the gifts conform to Smithsonian gift policies.

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

The Advancement Committee approved the creation of an endowment and a naming for the National Air and Space Museum and the creation of an endowment and a naming for the Smithsonian Conservation Biology Institute. At the request of the donor, the National Air and Space Museum, and the Smithsonian Conservation Biology Institute the gift is being treated as confidential until publicly announced at a mutually agreed upon date.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of John L. Plueger to the National Air and Space Museum's Steven F. Udvar-Hazy Center and names the John L. Plueger Family Welcome Desk for a period of 10 years.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the Charles Stark Draper Laboratory, Inc., to the National Museum of American History and names the Draper Spark!Lab on the first floor of the museum's west wing for a period of 20 years.

The Advancement Committee approved a sponsorship and naming for the National Museum of American History. At the request of the donor and the museum, the gift is being treated as confidential until publicly announced at a mutually agreed upon date.

The Advancement Committee approved a naming for the National Museum of Natural History. At the request of the donor and the museum, the gift is being treated as confidential until publicly announced at a mutually agreed upon date.

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 creates the Zappasodi Fund for South Asian Art, 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 South Asia. Further, the Board authorizes the transfer of the funds identified for this purpose.

REVIEW OF PROPOSED CHARTER AMENDMENT

During its October 2014 meeting, the Board voted to recommend that each Regent committee revise its charter before January 2015 to reflect changes to committee term limits. Recommended changes include changes to membership, length of service, and eligibility for Committee Chairmanship.

Upon motion duly made and seconded, the following motion was approved for recommendation to the Governance and Nominating Committee:

VOTED that the Advancement Committee recommends that the Governance and Nominating Committee recommend to the Board of Regents the approval of the proposed amendments to the Advancement Committee Charter.

EXECUTIVE SESSION

The Committee adjourned for an executive session at 2:40 p.m.

ADJOURNMENT

There being no further discussion, Mr. Spoon adjourned the meeting at approximately 4:00 p.m.

Respectfully submitted,

Alan G. Spoon
Chair