

MINUTES OF THE MARCH 12, 2015, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents of the Smithsonian Institution (“Smithsonian”) met on March 12, 2015, in the Smithsonian Castle in Washington, D.C. Participating were Committee Chair Alan G. Spoon and Committee members Sakurako Fisher*, Adrienne Mars*, Paul Neely*, David Rubenstein*, and Christine Udvar-Hazy*. Committee member John W. McCarter, Jr. was unable to participate.

Participating staff included Acting Secretary Albert Horvath; Chief of Staff to the Secretary Patricia Bartlett; Office of the Regents Writer-Editor Julie Bindelglass (recorder); Director of Advancement and Philanthropic Giving Virginia B. Clark; Deputy Director of Advancement Zully Dorr; Interim Under Secretary for Science John Kress; General Counsel Judith Leonard; Senior Advancement Officer Jennifer MacMillan; Deputy Chief of Staff to the Regents Rachel Parker; Campaign Director Cynthia Brandt Stover; and Chief of Staff to the Regents Porter Wilkinson*.

CALL TO ORDER

Committee Chair Alan Spoon called the meeting to order at approximately 2:00 p.m.

APPROVAL OF THE MINUTES OF THE JANUARY 6, 2015, COMMITTEE MEETING

Upon motion duly made and seconded, the draft minutes of the January 6, 2015, Committee meeting were approved without modification.

UPDATE OF THE ACTING SECRETARY

Acting Secretary Albert Horvath reported on several fundraising efforts including SiriusXM’s Joe Madison’s 52-hour marathon radio broadcast for the National Museum of African American History and Culture; the opening of the Smithsonian Institution Traveling Exhibition Service’s new exhibit *Rebel, Jedi, Princess, Queen: Star Wars and the Power of Costume* in Seattle; and the potential Smithsonian presence in London. He also updated the Committee on the formation of a Smithsonian committee to study the idea of innovation at the Smithsonian. Mr. Horvath concluded his report by updating the Committee on the progress of renovations to the Arts and Industries Building.

CAMPAIGN PROGRESS

Fundraising Updates

Director of Advancement and Philanthropic Giving Virginia Clark provided an update on fundraising progress. At the meeting, Ms. Clark reported that the Campaign has raised almost \$1.142 billion with \$316 million raised for the Endowment. Ms. Clark also noted that \$107 million was raised toward the fiscal year 2015 goal. She also reviewed the fundraising progress for each of the museums, noting that most are on track to meet or exceed their goals.

* *participated by telephone*

FY2015-2017: Focus on the Next Three Years

Ms. Clark provided an overview of Smithsonian donor demographics, noting that most donors tend to give over a long time; be a mix of individual, corporate, and foundation donors; give at consistent amounts; and give to multiple units within the Smithsonian.

Campaign Director Cynthia Brandt Stover then discussed Smithsonian Campaign outreach. Ms. Brandt-Stover explained how the Campaign’s next phase will focus on regional programming around the theme of people, passion, and purpose. The Committee also discussed the Campaign’s newsletter and communication plans.

A CASE FOR SUPPORT: THE INSTITUTE FOR BIODIVERSITY GENOMICS

Interim Under Secretary for Science John Kress presented his vision for a new Institute for Biodiversity Genomics (“Institute”). Dr. Kress discussed the fundraising needs to make the Institute viable, specifically discussing what the Institute would need in the areas of technology, staff, and scientific research support.

REVIEW OF GIFTS

There being no gifts pending the Committee’s approval, Director of Advancement and Philanthropic Giving Virginia Clark presented the Notable Gifts and Grants report. Ms. Clark also highlighted a previously approved gift to the National Museum of American History, which at the request of the donor, will remain confidential until announced later in 2015.

EXECUTIVE SESSION

The Committee adjourned for an executive session at 3:30 p.m.

ADJOURNMENT

There being no further discussion, Mr. Spoon adjourned the meeting at approximately 3:55 p.m.

Respectfully submitted,

Alan G. Spoon
Chair