

MINUTES OF THE NOVEMBER 30, 2015, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents of the Smithsonian Institution (“Smithsonian”) met on November 30, 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.; Paul Neely; 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; Elizabeth MacMillan Director of the National Museum of American History John Gray; General Counsel Judith Leonard; Deputy Chief of Staff to the Regents Rachel Parker; National Museum of American History Supervisory Museum Curator Harry Rubenstein; Chief of Staff to the Regents Porter Wilkinson; and National Museum of American History Associate Director of External Affairs Maggie Webster.

CALL TO ORDER

Committee Chair Alan Spoon called the meeting to order at 10:02 a.m. He welcomed all of the Committee members and Smithsonian staff and reviewed the agenda.

Mr. Spoon went around the room and asked each of the members to provide updates on recent Smithsonian Campaign (“Campaign”) events and efforts. Committee members discussed the highlights of each of these events, paying particular attention to the latest People, Passion, and Purpose programs. Members reported that the People, Passion, and Purpose program for fiscal year 2016 has been reaching across the country and has already been in five cities including New York, Los Angeles, San Francisco, Boston, and Chicago. The next event will take place in Seattle on December 2, 2015.

APPROVAL OF THE SEPTEMBER 15, 2015, COMMITTEE MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the September 15, 2015, Committee meeting were approved with modification.

EXECUTIVE SESSION

The Committee then conducted an executive session.

SECRETARY’S UPDATE

Following executive session, Smithsonian staff re-entered the room. Secretary Skorton discussed the recent openings at the National Museum of American History and commended the museum and its leadership for the great success of its new interactive exhibitions and the profound impact they have on the visitor experience.

UNIT PRIORITY PROJECT: AMERICAN DEMOCRACY

National Museum of American History Director John Gray and National Museum of American History Supervisory Museum Curator Harry Rubenstein updated the Committee on fundraising efforts for the National Museum of American History's ("NMAH") American Democracy: *A Great Leap of Faith at the National Museum of American History* exhibition. Mr. Gray discussed the importance of the exhibit and informed the Committee on fundraising progress thus far. Mr. Rubenstein provided an overview of the exhibit's main theme and message, highlighting specific features including the numerous interactive elements. The Committee discussed the exhibition and provided advice and ideas to assist with fundraising efforts. NMAH plans to open the exhibit in the summer of 2017, and requires fundraising specifically for programmatic components and curatorial positions necessary for the exhibit.

CAMPAIGN PROGRESS

Director of Philanthropic Giving Virginia Clark provided an update on the progress of the Smithsonian Campaign ("Campaign"). Ms. Clark reminded the Committee that fiscal year 2015 closed with \$230 million raised, which is the highest fundraising year the Smithsonian has ever had, with 14 units having exceeded their individual goals. Ms. Clark reported that as of October 30, 2015, the Campaign had raised \$1.28 billion, which is 86 percent of the Campaign's total goal of \$1.5 billion.

Ms. Clark noted that for fiscal year 2016, just one month into fundraising, the Smithsonian has raised \$32.5 million of its annual fundraising goal of \$250 million. She reported that fundraising for the National Museum of African American History and Culture ("NMAAHC") is on track, with more than \$240 million raised in gifts and commitments and are expected to reach \$250 million by December 2015.

The Committee went on to discuss Smithsonian museums' progress, in relation to each of their individual campaign goals for fiscal year 2016.

REVIEW OF NOTABLE GIFTS AND GRANTS

Ms. Clark reviewed the notable gifts and grants and presented three gifts requiring approval by the Committee, noting that all three conform to Smithsonian gift policies. 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 S.C. Johnson & Son, Inc. to the National Museum of American History and names the Johnson-Louis Gateway for a period of no less than twenty years, from the date the Gateway is opened and completed.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Atlantic Philanthropies to the National Museum of African American History and Culture and accepts the gift.

VOTED that the Advancement Committee recommends that the Board of Regents creates the Kenneth J. Boss Invertebrate Zoology Fellowship Endowment for the National Museum of Natural History, a quasi-endowment to support fellowships for students to study invertebrate animals, particularly mollusks. 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 11:25 a.m.

Respectfully submitted,

Alan G. Spoon, Chair