

MINUTES OF THE MARCH 3, 2016, ADVANCEMENT COMMITTEE TELECONFERENCE MEETING

The Advancement Committee (“Committee”) of the Board of Regents of the Smithsonian Institution (“Smithsonian”) held a teleconference meeting on March 3, 2016. Participating were Committee Chair Alan G. Spoon and Committee members Ambassador Barbara Barrett; Adrienne Mars; Michael Lynton; 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; Assistant Secretary for Advancement Virginia Clark; Deputy Director of the Office of Advancement Zully Dorr; Under Secretary for Finance and Administration/Chief Financial Officer Albert Horvath; 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 11:03 a.m. He welcomed Committee members and Smithsonian staff and introduced new Regent Committee Member Michael Lynton. The Committee welcomed Mr. Lynton, who was appointed to the Smithsonian Board of Regents in 2014, and serves as the Chief Executive Officer of Sony Entertainment.

Mr. Spoon reviewed the agenda and updated the Committee on important dates and upcoming events. Mr. Spoon turned to Committee member Ambassador Barbara Barrett, who updated the Committee on the Smithsonian’s Academy Program, which is scheduled to launch on April 10, 2016. Ambassador Barrett has been working with the Office of Advancement to develop this stewardship program, which will bring the Smithsonian’s most devoted donors together to explore the ideas, discoveries, and new knowledge that make the Smithsonian a national treasure.

APPROVAL OF THE JANUARY 6, 2016, COMMITTEE MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the January 6, 2016, Committee meeting were approved without modification.

SECRETARY’S UPDATE

Secretary Skorton provided an update to the Committee on his activities and new initiatives. The Secretary reported on the new format and approach to the Smithsonian National Board (“SNB”) Meetings. The meetings have moved away from a reporting style into a discussion forum, where substantive issues can be addressed to more effectively engage members and harness their expertise. The SNB’s latest discussions have included the Smithsonian’s new music initiative, renewal of the Smithsonian’s workforce, and expanding diversity. With the new format, the SNB is now more emotionally and intellectually involved in the Smithsonian

than ever before. The Committee discussed the positive lessons to be learned from the SNB's productive interactions and how the same approach might be applied to other groups at the Smithsonian.

The Secretary updated the Committee on a new fundraising focus, which will benefit the arts and is related to the Smithsonian's Strategic Plan. He informed the Committee of a new initiative called "Art at the Heart", which has convened public affairs professionals from across all of the Smithsonian's art units. The group will meet on a regular basis to discuss potential challenges and current trends, and will work together to promote the arts.

The Secretary turned to the Smithsonian's Under Secretary for Finance and Administration/Chief Financial Officer Albert Horvath, who provided an update on the Smithsonian's possible opportunity for a presence in London. The Secretary then updated the Committee on the Arts and Industries Building. He highlighted the success of the building's current use as a space for special events, and outlined possible opportunities for use of the building in the future.

Mr. Spoon applauded the Secretary and management for their dedicated efforts and for introducing many new endeavors that will benefit the Smithsonian.

CAMPAIGN PROGRESS

Assistant Secretary for Advancement Virginia Clark provided an update on the progress of the Smithsonian Campaign ("Campaign"). Ms. Clark reported that at the end of January, the Campaign had raised \$1.35 billion, which is 90 percent of the total goal. Fundraising for the National Museum of African American History and Culture ("NMAAHC") is on track, with more than \$252.2 million of the \$270 million goal raised. Ms. Clark noted that with only six months left to the scheduled grand opening on September 24, 2016, there will be a fundraising push in order to reach the \$270 million goal. To support fundraising for NMAAHC, Denzel and Pauletta Washington will host an event at their home in Los Angeles, California. The Smithsonian's overall fundraising efforts are also on pace. As of January 30, 2016, \$84 million toward the annual goal of the \$250 million had been reached.

Ms. Clark updated the Committee on the Smithsonian Secretary's Scholars program, which aims to enhance the Smithsonian's creative and intellectual workforce by funding 40 new positions in the curatorial, conservation, research, and science fields. The program's first benchmark is to have the first 15 to 20 scholar positions fully funded by the fall. The Initiative has been positively received during initial presentations with donors. There has also been a tremendous amount of internal interest, with more than 100 proposals already received. Ms. Clark noted that an external panel will be charged with the evaluation and selection of the units' proposals.

Ms. Clark briefed the Committee on the establishment of the Secretary's Cabinet ("Cabinet"), one of the Secretary's newest initiatives. The purpose of the Cabinet is to provide discretionary funds for the Secretary to invest in emerging opportunities that will benefit the Smithsonian's priorities. The Advancement team is also in the early planning stages for the Advisory Board

Chair's Symposium ("Symposium"), which is scheduled to take place this fall. The Symposium is a part of a new board development project that will offer museum directors and board members an opportunity to enhance the work they are doing, and to share their knowledge and experience.

The Committee discussed the Campaign timeline. The Office of Advancement is working with individual units to assess their fundraising as it relates to future projects and/or needs. The Committee reviewed and the Campaign's progress thus far and options for the future. The Committee identified a number of areas for the Office of Advancement to review and report back on, in order to effectively guide the Committee's evaluation of the Campaign and timeline development. Mr. Spoon noted that by October, the Committee should be prepared to advise the full Board of Regents on the Campaign.

REVIEW OF GIFTS

Ms. Clark presented one gift requiring approval by the Committee, and noted that it conforms to all Smithsonian gift policies. Upon duly made and seconded, the following action was approved for recommendation to the Board of Regents:

VOTED* that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Robert F. Smith to the National Museum of African American History and Culture and accepts the gift and names the Robert Frederick Smith Explore Your Family History Center for 25 years or until the next major renovations, whichever occurs later.

OTHER BUSINESS

Ms. Clark noted that the Office of Advancement is working to develop an analysis of the Smithsonian's corporate and foundation fundraising, which will be presented to the Committee for review and discussion at future meetings. The Committee was reminded that their next meeting is scheduled to be held on May 18, 2016.

ADJOURNMENT

Mr. Spoon thanked the Committee for their participation in the meeting's productive discussion.

There being no further business to discuss, the meeting was adjourned at approximately 12:11 p.m.

Respectfully submitted,

Alan G. Spoon, Chair

**Subsequent to the Advancement Committee meeting on March 3, 2016, the approved gift action was revised. The updated action will be presented to the Committee for review at its next meeting on May 18, 2016.*