

## **MINUTES OF THE MAY 18, 2016, ADVANCEMENT COMMITTEE MEETING**

The Advancement Committee (“Committee”) of the Board of Regents of the Smithsonian Institution (“Smithsonian”) held a meeting on May 18, 2016, in the Regents Room at the Smithsonian Castle in Washington, DC. Participating were Committee Chair Alan G. Spoon and Committee members Ambassador Barbara Barrett\*; Sako Fisher\*; Adrienne Mars; Michael Lynton\*; John W. McCarter, Jr.\*; Paul Neely; and Christine Udvar-Hazy.

Also present by invitation of the Committee were Secretary David Skorton; 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; Under Secretary for Finance and Administration/Chief Financial Officer Albert Horvath; General Counsel Judith Leonard; and Deputy Chief of Staff to the Regents Rachel Parker.

### **CALL TO ORDER**

Committee Chair Alan Spoon called the meeting to order at 2:04 p.m. 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 successfully launched on April 10, 2016. Ambassador Barrett worked with the Office of Advancement to develop the stewardship program, which brings the Smithsonian’s most devoted donors together to explore the ideas, discoveries, and new knowledge that make the Smithsonian a national treasure. The first meeting focused on the work being done in the area of cultural recovery and featured a trip to the Museum Conservation Institute in Suitland, MD; a tour of the Blair House; and dinner at the Renwick Gallery of the Smithsonian American Art Museum.

### **APPROVAL OF THE MARCH 3, 2016, COMMITTEE MEETING MINUTES**

Upon motion duly made and seconded, the draft minutes of the March 3, 2016, Committee meeting were approved without modification.

### **SECRETARY’S UPDATE**

Secretary Skorton provided an update to the Committee on his recent activities, including new programs and initiatives. The Secretary is continuing the reorganization and renewal of leadership positions across the Smithsonian. The reorganization has been well-received and searches for a number of positions are currently underway. A Committee is being formed to lead the search for a candidate to fill the Provost position. The search for an Assistant Secretary for Education and Access is also underway. The Secretary commended Acting Assistant Secretary for Education and Access Patty Bartlett for stepping-in to fill the role in the interim, following the passing of Claudine Brown. The Smithsonian is also looking to hire an external

*\*Participated by phone*

relations consultant to help guide the Institution in the areas of press and media. The Committee also discussed the possibility of creating a Chief Digital Officer position, who could help to develop a broader vision of how the Smithsonian uses technology.

The Secretary discussed his goal of redeveloping the Smithsonian's Strategic Plan ("Plan"), since the current one is set to expire in 2017. The Secretary has assembled a team from across the Smithsonian, including management and members of the Board of Regents to assist in developing the next strategic plan and a complementary vision statement to reflect the Smithsonian's strategic direction.

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. The Secretary proposed the idea of hiring someone from outside of the Smithsonian to fill the role of project manager. The position would be a termed appointment, filled by an individual who can think conceptually about the building's potential and guide its future use.

The Secretary and Under Secretary for Finance and Administration/Chief Financial Officer Albert Horvath updated the Committee on the Smithsonian's potential for a presence in London. On May 1, 2016, the Board of Regents approved the plan for the Smithsonian and the Victoria and Albert Museum ("V&A") to co-develop one of three permanent galleries in the new V&A East Building at Queen Elizabeth Olympic Park. Following approval from the V&A Board, a public announcement will be made to formally acknowledge the long-term collaborative partnership established between the Smithsonian and the V&A.

## **FUNDRAISING UPDATE**

Assistant Secretary for Advancement Virginia Clark provided an update on fundraising and the progress of the Smithsonian Campaign ("Campaign"). Ms. Clark reported that as of April 2016, the Smithsonian Campaign has raised \$1.39 billion, or 93 percent of the \$1.5 billion goal. The annual fundraising as of April 2016, has reached \$135 million, or 54 percent of the \$250 million goal set for fiscal year 2016. She also highlighted several notable gifts and grants.

Ms. Clark shared highlights of Campaign progress and its impact. As of April, four units have exceeded their campaign goals: the Asian Pacific American Center, the Materials Conservation Institute, the National Air and Space Museum, and the Smithsonian Libraries. Another six units are above 90 percent of their goal: the Center for Folklife and Cultural Heritage, the Freer and Sackler Galleries, the National Museum of African American History and Culture, the National Museum of American History, the Smithsonian American Art Museum, and the Smithsonian Environmental Research Center.

Ms. Clark updated the Committee on the fundraising progress for the National Museum of African American History and Culture ("NMAAHC"). NMAAHC is on track to meet and possibly

even surpass its fundraising goal of \$274 million in time for the museum's grand opening scheduled for September 24, 2016.

Lastly, the Committee was briefed on the progress and impact realized by the professional development program the Office of Advancement has implemented for fundraising professionals at the Smithsonian.

## REVIEW OF GIFTS

Ms. Clark presented one gift and one corporate sponsorship, both requiring approval by the Committee, and noted that they 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 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 and the Robert Frederick Smith Family Pavilion for 25 years or until the next major renovation, whichever occurs later.

**VOTED** that the Advancement Committee recommends the Board of Regents recognizes the generosity of Rolex Watch U.S.A., Inc. and accepts the terms of the sponsorship agreement.

## 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 3:31 p.m.

Respectfully submitted,

Alan G. Spoon, Chair

## EMAIL BALLOTS

By email ballot on August 5, 2016, the Advancement Committee voted to recommend that the Executive Committee approve two motions, on behalf of the Board of Regents. The following gift actions required approval prior to the next scheduled Advancement Committee meeting and full Board of Regents meeting in order to facilitate the timing of specific programs and announcements.

**VOTED** that the Advancement Committee recommends that the Executive Committee, on behalf of the Board of Regents pursuant to Board Bylaw 3.01, recognizes the generosity of the Rhimes Family Foundation to the National Museum of African American History and Culture, accepts the gift, and names the Rhimes Family Foundation Visual Arts Gallery for 25 years or until the next major renovation, whichever occurs later.

**VOTED** that the Advancement Committee recommends that the Executive Committee, on behalf of the Board of Regents pursuant to Board Bylaw 3.01, recognizes the generosity of Michael Jordan to the National Museum of African American History and Culture and names the Michael Jordan Hall for 25 years or until the next major renovation, whichever occurs later.

By email ballot completed on August 24, 2016, the Advancement Committee voted to recommend that the Board of Regents approve the following motion, which required approval prior to the next scheduled Advancement Committee meeting in order to facilitate the timing of specific programs and announcements.

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the William and Sue Gross Family Foundation to the National Postal Museum and extends the minimum naming of the William H. Gross Stamp Gallery for an additional five years, should the Smithsonian renew the lease for the Gallery space following the expiration of the current lease agreement and execution of the two five-year extensions provided for in the current lease agreement, or until the next major renovation of the Gallery, whichever occurs later.

By email ballot completed on September 13, 2016, the Advancement Committee voted to recommend that the Executive Committee approve three motions, on behalf of the Board of Regents. The following gift actions required approval prior to the next scheduled Advancement Committee meeting in order to facilitate the timing of specific programs and announcements.

**VOTED** that the Advancement Committee recommends that the Executive Committee, on behalf of the Board of Regents pursuant to Board Bylaw 3.01, recognizes the generosity of Bank of America Corporation and accepts the terms of the sponsorship agreement.

**VOTED** that the Advancement Committee recommends that the that the Executive Committee, on behalf of the Board of Regents pursuant to Board Bylaw 3.01, recognizes the generosity of the Prudential Insurance Company of America and accepts the terms of the sponsorship agreement.

**VOTED** that the Advancement Committee recommends that the that the Executive Committee, on behalf of the Board of Regents pursuant to Board Bylaw 3.01, recognizes the generosity of Northrop Grumman Corporation to the National Museum of African American

History and Culture and names the Northrop Grumman Double V Theater for a period of 25 years from the date of the public opening of the museum.