

MINUTES OF THE JANUARY 5, 2017, ADVANCEMENT COMMITTEE TELECONFERENCE MEETING

The Advancement Committee (“Committee”) of the Board of Regents of the Smithsonian Institution (“Smithsonian”) held a teleconference meeting on January 5, 2017. Participating were Committee Chair Alan G. Spoon and Committee members Ambassador Barbara Barrett; Sako Fisher; Adrienne Mars; Paul Neely; Christine Udvar-Hazy; and David Rubenstein.

Also present by invitation of the Committee were Secretary David Skorton; Chief of Staff to the Secretary Greg Bettwy; Smithsonian Campaign Director Cynthia Brandt-Stover; Assistant Secretary for Advancement Virginia Clark; Office of the Regents Senior Researcher & Writer Jennifer Ehlinger (recorder); Inspector General Cathy Helm; Under Secretary for Finance and Administration/Chief Financial Officer Al Horvath; Provost/Under Secretary for Museums and Research Richard Kurin; 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 AND WELCOME

Committee Chair Alan Spoon called the meeting to order at 2:02 p.m. Mr. Spoon reviewed the agenda and updated the Committee on important dates and upcoming events.

The Committee reviewed a number of significant events, that have taken place since their last meeting, including a recognition reception hosted by the campaign co-chairs for the Advancement staff, which was held in celebration of the Smithsonian reaching its \$1.5 billion Campaign goal; the Campaign Steering Committee meeting and the Advisory board Chairs’ Symposium held in November at the National Museum of Natural History; a reception hosted by ambassador Barbara Barrett at the Perot Museum of Nature and Science in Dallas for the Giant Gems of the Smithsonian exhibition; and “Giving Day”, which was hosted in partnership with the Giving Pledge organization for donors and other leaders in the field. Mr. Spoon and the Secretary applauded the Committee for their efforts and contributions to make each of these important Smithsonian initiatives a great success.

The Committee discussed transitions in the coming year, to include David M. Rubenstein assuming the role of Board Chair following the January 30, 2017, Regents meeting; and Assistant Secretary for Advancement Virginia Clark departing the Smithsonian in March 2017.

APPROVAL OF THE OCTOBER 4, 2016, COMMITTEE MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the October 4, 2016, Committee meeting were approved without modification.

SECRETARY'S UPDATE

Secretary Skorton updated the Committee on the state of the Smithsonian, including the progress of leadership searches, the status of the federal budget, the strategic planning progress, and the status of priority projects, including the opportunity for a collaboration in London with the Victoria & Albert Museum, and future plans for the Arts & Industries Building.

FUNDRAISING UPDATE

Assistant Secretary for Advancement Virginia Clark reported on the Campaign and the progress of the annual fundraising goal. As of December 31, 2016, the Smithsonian had raised approximately \$1.6 billion for the Campaign, and \$55 million towards the fiscal year 2017 goal of \$200 million.

The Committee reviewed highlights of the Campaign and its impact, as well as upcoming outreach plans. As of December 2016, eleven units had exceeded their Campaign goals, including the Asian Pacific American Center, the Center for Folklife and Cultural Heritage, the Freer and Sackler Galleries, the Materials Conservation Institute, the National Air and Space Museum, the National Museum of African American History and Culture, the National Museum of American History, the Smithsonian American Art Museum, the Smithsonian Associates, the Smithsonian Environmental Research Center, and the Smithsonian Libraries.

Ms. Clark also updated the Committee on the Smithsonian Secretary's Scholars Initiative, which to date, has successfully funded 15 scholar positions in units across the Smithsonian.

ONLINE FUNDRAISING OVERVIEW

Campaign Director Cynthia Brandt-Stover provided an overview of online fundraising, including the different sources used in these efforts and shared information about projects such as recent campaigns undertaken by the Smithsonian, including the use of Kickstarter for the National Air and Space Museum ("NASM) and the National Museum of American History ("NMAH"). The Committee discussed the many benefits of individual online fundraising initiatives, including through the use of email appeals, online via direct mail, other online sources such as through Smithsonian websites, digital advertisements, and crowdfunding.

REVIEW OF GIFTS

Ms. Clark presented one gift and the establishment of a quasi-endowment, both requiring approval by the Committee. She noted that all of the gift actions conform to Smithsonian gift policies. Upon motion 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 the Wallace H. Coulter Foundation to the National Museum of American History and names the Wallace H. Coulter Unity Square for a period of 20 years from the date the space is opened to the public, or until the next major renovation, whichever occurs later.

VOTED that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment for the benefit of the National Museum of the American Indian to support the activities of the museum's archives department. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

ADJOURNMENT

Mr. Spoon thanked the Committee for their continued dedication to the Smithsonian and participation in the afternoon's meeting. He reminded the Committee that their next meeting is scheduled to be held on March 8, 2017.

There being no further business to discuss, the meeting was adjourned at approximately 1:25 p.m.

Respectfully submitted,

Alan G. Spoon, Chair