

## MINUTES OF THE MARCH 8, 2017, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a meeting on March 8, 2017, in the Regents Room at the Smithsonian Castle in Washington, D.C. Participating in the meeting were Committee Chair Alan G. Spoon, and Committee members Ambassador Barbara Barrett,\* Sako Fisher, Michael Lynton,\* Adrienne Mars, John W. McCarter, Jr., 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; Deputy Director of the Office of Advancement Zully Dorr; Office of the Regents Senior Researcher & Writer Jennifer Ehlinger (recorder); Inspector General Cathy Helm;\* Under Secretary for Finance & Administration/Chief Financial Officer Al Horvath; Provost/Under Secretary for Museums and Research Richard Kurin; Acting Assistant Secretary for Communications and External Affairs/Deputy Under Secretary for Finance & Administration John Lapiana;<sup>1</sup> General Counsel Judith Leonard; and Director of Institutional Relations Rob Ritter.

### CALL TO ORDER AND WELCOME

Committee Chair Alan Spoon called the meeting to order at 2:04 p.m. Mr. Spoon reviewed the agenda, and noted a number of important dates and upcoming events to include the second annual Smithsonian Academy program in early April, an initiative created and co-chaired by Ambassador Barbara M. Barret and Mr. Craig Barrett; and the Smithsonian Annual Weekend in May.

### SECRETARY’S UPDATE

Secretary Skorton updated the Committee on the state of the Smithsonian, including the upcoming transitions in the Office of Advancement; leadership searches; the status of the federal budget and transition of the new Presidential Administration; the strategic planning progress; and the status of the Smithsonian’s priority projects.

The Secretary reported that following the departure of Assistant Secretary for Advancement Virginia Clark in late March 2017, a search for a new Assistant Secretary will commence and Deputy Director of the Office of Advancement Zully Dorr will assume the role of Acting Assistant Secretary during the period of transition. The Secretary thanked Ms. Clark for her exceptional service to the Smithsonian, noted the many accomplishments achieved during her tenure. The Secretary also thanked Ms. Dorr for taking the helm while the search for a new Assistant Secretary is underway. The Secretary and the Committee also discussed evolving plans for the transition to the end of the Smithsonian Campaign (“Campaign”) and future fundraising plans.

*\*Participated via phone*

*<sup>1</sup>Participated in executive session only*

The Secretary also briefed the Committee on a new and upcoming Smithsonian initiative – the Earth Optimism Summit (“Summit”), which will be held on Earth Day Weekend. The Summit will include a three-day program, featuring more than 150 scientists, thought leaders, philanthropists, conservationists, and civic leaders, and will highlight what is working in conservation and how to scale and replicate it. The event is being organized by the Smithsonian Conservation Commons, which is a team of conservation experts from across the Smithsonian whose goal is to tackle complex conservation problems on a global scale. Members of the Conservation Commons hail from the Smithsonian’s Conservation Biology Institute, the National Zoological Park, the National Museum of Natural History, the Smithsonian Tropical Research Institute, and the Smithsonian Environmental Research Center. The Secretary and the Committee also discussed evolving plans for the transition to the end of the Smithsonian Campaign (“Campaign”) and future fundraising plans.

#### **APPROVAL OF THE JANUARY 5, 2017, COMMITTEE MEETING MINUTES**

Upon motion duly made and seconded, the draft minutes of the January 5, 2017, Committee meeting were approved without modification.

#### **FUNDRAISING UPDATE**

Ms. Clark reported on the Campaign and the progress of the annual fundraising goal. As of February 28, 2017, the Smithsonian had raised approximately \$1.65 billion for the Campaign, and \$93 million towards the fiscal year 2017 goal of \$200 million. Since the Committee’s last meeting in January 2017, the National Portrait Gallery has exceeded its Campaign goal, bringing the total number of units that have successfully reached or exceeded their goals set for the Campaign to 12.

Ms. Clark highlighted the Smithsonian’s regional outreach programs, which work to expand and engage the Smithsonian’s base of support. The program was first launched in 2015 in Boston, MA, and has since expanded to form eight Regional Host Committees (“Host Committees”) in cities around the United States, with a total of 158 members. Through the efforts of these regional outreach programs and Host Committees, the Smithsonian has raised a total of \$277.4 million, which is a 93 percent increase from the same period prior to the launch of the Campaign. To date, there have been 63 events hosted in these eight cities, 17 of which have been in partnership with the People, Passion, Purpose initiative. More events are scheduled to take place in the coming months and will be hosted in the cities of Chicago, Atlanta, New York, and Los Angeles, among others.

## CORPORATE FUNDRAISING OVERVIEW

Next, Ms. Clark invited Director of Institutional Relations Rob Ritter to brief the Committee on the Smithsonian's corporate fundraising. Mr. Ritter explained that corporate philanthropy is most prevalent in the cultural sector, and provides for the majority of exhibition and program sponsorship support. At the Smithsonian, corporations support a broad array of projects, including new construction, the renovation of museums and exhibits, research, education, and outreach programs. Mr. Ritter reported that to date, the Smithsonian's corporate fundraising accounts for 21 percent of the funds raised for the Campaign. The Committee reviewed corporate fundraising trends and discussed the different types of corporate fundraising.

## REVIEW OF GIFTS

Ms. Clark presented five gifts and one administrative motion for the establishment of a quasi-endowment, all requiring approval by the Committee. She noted that all six proposed 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 Southwest Airlines Co. and names the Southwest Airlines Welcome Center for a period 10 years from the date that the recognition signage is installed.

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the Thomas W. Haas Foundation to the Smithsonian's National Air and Space Museum and names the Thomas W. Haas We All Fly Gallery for a period of 10 years from the date the Gallery opens to the public.

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the National Association of Realtors to the National Museum of American History and accepts the terms of the sponsorship agreement.

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the Taubman Foundation for the Arts and names the *Nicholas and Eugenia Taubman Hall of Music*, 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 recognizes the generosity of Dr. Coralyn Wright Whitney to the National Museum of Natural History and names the Coralyn W. Whitney Basecamp for a period of 20 years 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 Smithsonian American Art Museum to support stewardship of holdings by and related to Joseph and Robert Cornell in the Smithsonian American Art Museum’s permanent collection and the Museum’s Joseph Cornell Study Center. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

#### **EXECUTIVE SESSION**

The Committee entered into an executive session at approximately 3:15 p.m., during which it discussed matters related to donor recognition.

#### **ADJOURNMENT**

There being no further business to discuss, the meeting was adjourned at approximately 3:28 p.m.

Respectfully submitted,

Alan G. Spoon, Chair