

MINUTES OF THE MAY 15, 2017, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a meeting on May 15, 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 M. Barrett, Sako Fisher,* Michael Lynton,* Adrienne Mars, Paul Neely, Christine Udvar-Hazy, and David Rubenstein.*

Also present by invitation of the Committee were Secretary David Skorton; Director of the Cooper Hewitt, Smithsonian Design Museum Caroline Baumann;*¹ Chief of Staff to the Secretary Greg Bettwy; Director of the Smithsonian Campaign Cynthia Brandt-Stover; Acting Assistant Secretary for Advancement Zully Dorr; Office of the Regents Senior Officer for Operations & Programs Jennifer Ehlinger (recorder); Inspector General Cathy Helm;* Under Secretary for Finance & Administration/Chief Financial Officer Al Horvath; Acting Provost/Under Secretary for Museums and Research Richard Kurin; General Counsel Judith Leonard; and Director for Development at the National Portrait Gallery Amy Parker;¹ Director of the National Portrait Gallery Kim Sajet;¹ and Director of the Asian American Pacific Center Lisa Sasaki¹.

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 turned to members of the Committee to report on a number of events, which recently took place at the Smithsonian. Sako Fisher reported on the Annual Smithsonian Weekend; Ambassador Barbara M. Barret reported on the April 2, Smithsonian Academy Program; Paul Neely reported on the Smithsonian National Board dinner, which recognized retiring Assistant Secretary for Advancement Virginia B. Clark.

Next, Mr. Spoon noted that a number of current Committee members have terms that will come to an end at the conclusion of 2017. A number of candidates are being considered to succeed current members following the end of their terms. The Committee will review and discuss the proposed new candidates at the Committee’s next meeting scheduled on September 25.

APPROVAL OF THE MARCH 8, 2017, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the March 8, 2017, Committee meeting were approved without modification.

**Participated via phone*

¹ Participated for Fort Mason Overview only

SECRETARY'S UPDATE

Secretary Skorton updated the Committee on the state of the Smithsonian, including transitions in the Office of Advancement, the progress of leadership searches and organizational changes once new Provost John Davis begins his tenure in September, the status of the federal budget, and the Smithsonian's new strategic plan. He also provided highlights on recent and upcoming donor visits and other fundraising events. The Secretary thanked the members of the Committee for their stout advocacy and dedication to the Smithsonian and expressed his appreciation to Acting Assistant Secretary for Advancement Zully Dorr for stepping into her role upon the departure of Virginia Clark and doing a great job of keeping the Smithsonian's development activities running smoothly and successfully.

The Secretary also discussed preliminary plans for fundraising after the end of the Smithsonian Campaign ("Campaign"). The Smithsonian engaged Grenzebach Glier and Associates ("GG+A") in July 2016 to conduct a mid-Campaign review of Smithsonian's development program. The Secretary briefed the Committee on preliminary recommendations, including improving efficiency, enhancing communications, improving data sharing, and deepening volunteer engagement. GG+A's work remains ongoing, and the Secretary will re-engage the Committee when the report is complete.

The Secretary also reported on the success of the recent Earth Optimism Summit ("Summit"), which was convened by the Smithsonian on Earth Day Weekend and included a three-day program, featuring over 150 scientists, thought leaders, philanthropists, conservationists, and civic leaders, and will highlight what is working in conservation and how to scale and replicate it. With the success of the Smithsonian's first Summit, the Secretary has decided to assemble a small group of the Summit's leaders and speakers to meet regularly and follow-up on the issues and ideas discussed during the Summit.

The Secretary turned to Under Secretary for Finance & Administration Al Horvath to provide an update on donor prospects for the Smithsonian's partnership with the Victoria & Albert Museum and potential presence in London.

FORT MASON OVERVIEW

Director of the National Portrait Gallery Kim Sajet, Director of the Asian Pacific American Center Lisa Sasaki, and Director of the Cooper Hewitt, Smithsonian Design Museum Caroline Baumann briefed the Committee on an opportunity to pilot a project at the Fort Mason Center for Arts & Culture in San Francisco. The project would aim to bring contemporary art and design, sourced primarily from Smithsonian units, to the West Coast over a thirty-six month period.

FUNDRAISING UPDATE

Next, Acting Assistant Secretary for Advancement Zully Dorr briefed the Committee on the status of the Campaign and progress towards the fiscal year 2017 fundraising goal. As of April 30, 2017, the Smithsonian had raised \$1.69 billion for the Campaign, and \$132.5 million towards the fiscal year 2017 goal of \$200 million. As of April 30, 2017, fourteen units had met or exceeded their Campaign goals: the Archives of American Art, the Asian Pacific American Center, the Center for Folklife and Cultural Heritage, the Freer and Sackler Galleries, the Museum Conservation Institute, the National Air & Space Museum (“NASM”), the National Museum of African American History & Culture (“NMAAHC”), the National Museum of African Art, the National Museum of American History, the National Portrait Gallery (“NPG”), the Smithsonian American Art Museum, the Smithsonian Associates, the Smithsonian Environmental Research Center, and the Smithsonian Libraries.

POST-CAMPAIGN VOLUNTEER AND REGIONAL ENGAGEMENT

Next, Director of the Smithsonian Campaign Cynthia Brandt-Stover reviewed preliminary plans for marking the success and end of the Campaign. Committee member Christine Udvar-Hazy then reviewed plans to establish a working group, which would assess and make recommendations about post-Campaign volunteer engagement and regional outreach.

ADVANCEMENT COMMITTEE CHARTER REVIEW

The Charter of the Advancement Committee requires that the Committee conduct a periodic review and assessment of its Charter, including an annual evaluation of the Committee’s performance with respect to the Charter’s requirements. The Committee was provided with a survey tool to help facilitate the annual review and assist with the Committee’s evaluation of its current work and role. The Committee was asked to complete the survey and return it to the Office of Advancement ahead of the Committee’s next meeting in September 2017. At the September 2017 meeting, the Committee plans to discuss the results of the survey.

EXECUTIVE SESSION

The Committee entered into an executive session at approximately 3:39 p.m., during which it discussed matters related to the Smithsonian’s development operations.

ADJOURNMENT

There being no further business to discuss, the meeting was adjourned at approximately 3:56 p.m.

Respectfully submitted,

Alan G. Spoon, Chair