

MINUTES OF THE JANUARY 11, 2023, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a videoconference meeting on January 11, 2023. Participating were Committee Chair Christine Udvar-Hazy and Committee members Barbara M. Barrett, Allan M. Holt, Dennis Keller, Michael M. Lynton, Denise O’Leary, Franklin D. Raines, and David M. Rubenstein. Smithsonian National Board Chair Jorge Puente also participated in the meeting.

Present by invitation of the Committee were Chief of Staff to the Secretary Greg Bettwy, Under Secretary for Education Monique Chism, Under Secretary for Administration Ron Cortez, Deputy Assistant Secretary for Advancement Zully Dorr, Deputy Chief of Staff to the Regents Kate Forester, Executive Assistant for the Office of Advancement Lauren Frautschi, Director of Constituent Engagement Charlotte Gaither, Special Assistant to the Regents Mallory Gianola (recorder), Under Secretary for Museums and Culture Kevin Gover, Associate Director of Advancement Joanne Leese, Assistant Secretary for Communications and External Affairs and Chief Marketing Officer Julissa Marengo, Assistant General Counsel Anne Nelson, Director of Investment Operations Allen Rumanyika, Assistant Secretary for Advancement Robert Spiller, Under Secretary for Science and Research Ellen Stofan, and Chief of Staff to the Regents Porter Wilkinson.

CALL TO ORDER AND WELCOME

Committee Chair Christine Udvar-Hazy called the meeting to order at approximately 2:00 p.m. and reviewed the agenda. Mrs. Udvar-Hazy acknowledged and thanked Allan Holt and Denise O’Leary for agreeing to serve as Campaign Co-Chairs, and David M. Rubenstein for agreeing to serve as the first Campaign Ambassador. She also welcomed Smithsonian National Board Chair Jorge Puente.

REVIEW OF THE SEPTEMBER 15, 2022, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the September 15, 2022, Committee meeting were approved.

REVIEW AND APPROVAL OF GIFTS

Deputy Assistant Secretary for Advancement Zully Dorr presented six gifts and one administrative motion for the Committee’s review and recommendation to the Board of Regents. The motions presented to the Committee included: a corporate sponsorship for the National Museum of Asian Art, a gift for the National Museum of American History, a space renaming for the National Zoo and Conservation Biology Institute, a gift for the Smithsonian American Art Museum, a naming extension for the National Air and Space Museum, a gift for the Hirshhorn Museum and Sculpture Garden, and the creation of a quasi-endowment for the Office of the Under Secretary for Science and Research. Ms. Dorr noted that all proposed

actions adhere to applicable Smithsonian directives and the Institution's guiding principles, policies, and procedures, as set forth by the Board of Regents. Upon motion duly made and seconded, the following actions were approved for recommendation to the Board:

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Bank of America Corporation and accepts the terms of the sponsorship agreement.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the Marcia and Frank Carlucci Charitable Foundation to the National Museum of American History and names the Marcia and Frank Carlucci Hall of Culture and the Arts, for 20 years or until the next major renovation of the space.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Friends of the National Zoo to the Smithsonian's National Zoo and names the Conservation Nation Classroom beginning on the date the renovated Bird House opens to the public and continuing for 20 years or until the next comprehensive renovation of the Discovery Classroom, whichever occurs later.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the Dorothy Tapper Goldman Foundation to the Smithsonian American Art Museum and names the Second Floor North Lobby of the Museum's main building in honor of the Foundation's President as the Dorothy Tapper Goldman Gallery for 20 years or until the next comprehensive renovation of the Gallery, whichever occurs later.

VOTED that the Advancement Committee recommends that the Board of Regents extends recognition for the generosity of Lockheed Martin Corporation to the National Air and Space Museum and extends the naming of the Lockheed Martin IMAX Theater by sixteen months from the date the Theater re-opens to the public in 2024.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Juliana Terian to the Hirshhorn Museum and Sculpture Garden and names the Terian Family Passage, for 20 years from the day the Sculpture Garden reopens to the public or until the next complete renovation of the Sculpture Garden, whichever occurs last.

VOTED that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment for the benefit of the Office of the Under Secretary for Science and Research to support Biology. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

COMMITTEE CHARTER REVIEW AND ANNUAL SELF-ASSESSMENT

The Committee reviewed its Charter per its mandate to annually review and assess the Charter and evaluate the Committee's performance with respect to the requirements of the Charter. No modifications to the Charter were proposed. Mrs. Udvar-Hazy also led the Committee's annual self-assessment discussion and solicited feedback regarding the Committee's role, structure, responsibilities, and fiscal year 2022 performance.

REPORT OF THE SECRETARY

Chief of Staff to the Secretary Greg Bettwy delivered the report of the Secretary on behalf of Secretary Bunch.

Mr. Bettwy reported on the progress of site selection for the two new museums, specifically the legislative action needed to secure the Tidal Basin site and South Monument sites for the National Museum of the American Latino and the Smithsonian American Women's History Museum, respectively. Public and donor interest in the museums remains strong, and the Smithsonian is continuing engagement with Congress regarding site selection and the establishing legislation.

To conclude, Mr. Bettwy updated the Committee on the Smithsonian's planning efforts for the nation's commemoration of the 250th anniversary in 2026. The Smithsonian Institution Building, known as the "Castle," will close on February 1 for its first major renovation in more than 50 years. All elements of the building will undergo extensive repairs and upgrades; the renovation is expected to last approximately five years. Mr. Bettwy shared that portions of the Castle would reopen to the public as part of the U.S. Semiquincentennial celebration on the National Mall. In addition to revitalization of the Smithsonian Castle and public programming on the National Mall, the comprehensive phase of the Smithsonian Campaign for Our Shared Future will also lead into the nation's 250th anniversary.

ADVANCEMENT UPDATE

Mr. Spiller then reported on the Smithsonian's fundraising progress for fiscal year 2022 and 2023. In FY2022, the Smithsonian raised \$320 million, surpassing its goal of \$230 million. Mr. Spiller noted that fiscal year 2022 was the strongest fundraising performance in Smithsonian history and attributed the success to an increase in leadership gifts and interest in the two new museums. As of November 30, 2022, the Smithsonian had raised \$37.2 million, toward its \$265 million goal for fiscal year 2023. The Committee also reviewed the fundraising progress report.

Next, the Committee received an update on fundraising for the two new Smithsonian museums. The National Museum of the American Latino has raised \$44 million, and the Smithsonian American Women's History Museum has raised \$45.7 million so far for fiscal year 2023. The working goal for the two new museums is to raise \$500 million in private support for each of the museums over the next 10 years. As it relates to the Campaign, the goal for each

new museum is to raise \$250 million in private support by 2026 – the anticipated conclusion of the Smithsonian Campaign for Our Shared Future.

To conclude, Mr. Spiller led a discussion on the progress of planning efforts for the next Campaign, including the timeline leading toward Campaign announcements and events in fiscal year 2023. The Committee reviewed a list of additional candidates to serve as Campaign Co-Chairs. Mr. Spiller informed the Committee that the Regents would vote on the candidates at the January Board meeting. The Committee also reviewed the unit and overall Campaign priorities and proposed working dollar goal. After reviewing the various campaign elements, the Committee recommended that the Board of Regents approve the proposed Campaign co-chairs, preliminary working dollar goal, messaging pillars, and timeline at the January 30 meeting.

ADJOURNMENT

There being no request for an executive session and with no further business to discuss, the meeting was adjourned at approximately 3:41 p.m.

Respectfully submitted,

Christine Udvar-Hazy, Chair

EMAIL BALLOT

By email ballot completed on October 12, 2022, 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 related programs and announcements.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Roger W. Ferguson, Jr. and Annette LaPorte Nazareth to the Anacostia Community Museum and names the Anacostia Community Museum director position the Roger Ferguson and Annette Nazareth Director.