

MINUTES OF THE JANUARY 13, 2022, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a videoconference meeting on January 13, 2022. Participating were Committee Chair Christine Udvar-Hazy and Committee members Ambassador Barbara M. Barrett, Allan M. Holt, Dennis Keller, Michael M. Lynton, Denise M. O’Leary, Franklin D. Raines, and David M. Rubenstein.

Present by invitation of the Committee were Secretary Lonnie Bunch, 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, Special Assistant to the Regents Mallory Gianola (recorder), Under Secretary for Museums and Culture Kevin Gover, Director of Individual Advancement Bob Halbruner, Inspector General Cathy Helm, Chief Financial Officer Janice Lambert, General Counsel Judith Leonard, Assistant Secretary for Communications and External Affairs and Chief Marketing Officer Julissa Marengo, 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 1:00 p.m. and reviewed the agenda. Mrs. Udvar-Hazy welcomed Under Secretary for Administration Ron Cortez to his first Advancement Committee meeting since joining the Smithsonian on December 6.

APPROVAL OF NOVEMBER 30, 2021, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the November 30, 2021, Committee meeting were approved without modification.

REVIEW AND APPROVAL OF GIFTS

Deputy Assistant Secretary for Advancement Zully Dorr presented three gifts for the Committee’s review and recommendation to the Board. The motions presented to the Committee included: a corporate sponsorship to support the *Cellphone: Unseen Connections* exhibition at the National Museum of Natural History; a corporate sponsorship for the National Museum of the American Latino, including the Smithsonian Latino Center’s Molina Family Latino Gallery; and the naming of a space on the first floor of the Smithsonian American Art Museum’s Renwick Gallery. 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 Qualcomm Incorporated to the National Museum of Natural History and accepts the terms of the sponsorship agreement.

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

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Mrs. Rebecca Benaroya to the Smithsonian American Art Museum and names the Rebecca and Jack Benaroya Court for 20 years or until the next comprehensive renovation of the Renwick Gallery, whichever occurs later.

NOTABLE GIFTS AND GRANTS

In addition to gifts that require approval by the Board of Regents, Ms. Dorr reviewed notable gifts and grants recently received by the Smithsonian. She highlighted a \$1.5 million gift from the Federated Indians of Graton Rancheria to support the National Native American Veterans Memorial. Other notable gifts included a \$2.5 million gift to support the Ocean Science Initiative at the National Museum of Natural History and a \$1 million gift to support the National Museum of African American History and Culture.

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 2021 performance.

REPORT OF THE SECRETARY

The Secretary provided an update on the Smithsonian's budget, including its federal appropriation. Congress passed H.R. 6119, (Public Law 117-70), the Further Extending Government Funding Act, on December 3, 2021. The bill is the second short-term spending measure for fiscal year 2022, and it will fund the government through February 18, 2022. Secretary Bunch explained that similar to the first Continuing Resolution, which expired on December 3, 2021, the bill provides funding for Smithsonian operations and facilities projects at the same rate as the prior year through the same period. The Secretary emphasized that while federal funding is essential, broadening the Smithsonian's donor base and diversifying funding

sources would play a key role in advancing strategic plan implementation efforts and creating two new museums.

The Secretary also updated the Committee on the Smithsonian's ongoing response to COVID-19, specifically safety protocols impacting Smithsonian operations. Like many organizations, the Institution has been managing the direct and indirect outcomes of the latest surge in COVID-19 infections caused by the Omicron variant. To accommodate for unprecedented staff shortages, the Smithsonian museums in Washington, D.C., and the National Zoo have been operating on a modified schedule since January 5, which reduced the days of operation at some museums and closed two museums. The Secretary informed the Committee that the modified schedule would be in place through January 17. He stressed the importance of keeping as many museums open to the public as possible, while prioritizing the health and safety of the Smithsonian community.

NEW MUSEUMS

Under Secretary for Museums and Culture Kevin Gover and Assistant Secretary for Advancement Robert Spiller updated the Committee on planning efforts for the two new museums, sharing information related to the recruitment of museum directors and advisory boards, site selection, and fundraising. Mr. Gover informed the Committee that the Regents have appointed the required members for the Board of Trustees of the National Museum of the American Latino ("NMAL") and the Advisory Council of the Smithsonian American Women's History Museum ("SAWHM"), and each advisory board has held its inaugural meeting. The executive search for permanent museum directors continues to progress. Mr. Gover also informed the Committee that the Smithsonian is completing research for programs, conducting outreach meetings, and leading informational briefings with the National Capital Planning Commission ("NCPC") and the U.S. Commission of Fine Arts ("CFA") that will inform recommendations for an initial list of potential museum sites for further evaluation.

Mr. Spiller shared progress on the development of fundraising strategies to generate the significant funds needed to complete the two new museums, including planning, design, and construction; exhibitions; public programming; and administration. Early estimates indicate that potential fundraising needs for each museum will be between \$400 million and \$500 million. At the request of the Assistant Secretary for Advancement, three New Museum Working Groups convened to develop a set of recommendations to engage new advancement audiences and establish fundraising strategies for NMAL and SAWHM. From those recommendations, the Office of Advancement developed a 10-year New Museum Fundraising Road Map that will be customized by each museum director and advancement lead. Mr. Spiller highlighted key recommendations within the plan including integrating the museums' overall advancement marketing, communications, and digital strategies at the outset; establishing comprehensive audience engagement plans; and building robust membership programs.

ADVANCEMENT UPDATE

Mr. Spiller then reported on the Smithsonian's fundraising progress. As of November 30, 2021, the Smithsonian had raised \$29.7 million towards its \$230 million goal. Mr. Spiller noted that 13 units were tracking ahead of their annual fundraising goals to date, driven by gifts in the \$1 million to \$5 million range.

To conclude, the Committee received an update on planning efforts for the next Smithsonian campaign. The Focus Phase of the Campaign is currently underway and expected to run through late 2024. Mr. Spiller noted that the Focus Phase was designed to be a flexible structure to enable the Institution to be responsive to the current philanthropic landscape, while also allowing flexibility to address new funding needs, including the two new Smithsonian museums. The Committee also reviewed plans for the Campaign volunteer leadership structure and responsibilities, the initial Campaign fundraising goal, and unit fundraising priorities.

ADJOURNMENT

There being no request for an executive session and with no further business to discuss, the meeting was adjourned at approximately 2:48 p.m.

Respectfully submitted,
Christine Udvar-Hazy, Chair