

MINUTES OF THE JANUARY 14, 2021, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a videoconference meeting on January 14, 2021. Participating were Committee Chair Christine Udvar-Hazy and Committee members Allan M. Holt, Dennis Keller, Michael M. Lynton, Denise M. O’Leary, Franklin Raines, and David M. Rubenstein.

Present by invitation of the Committee were Chief of Staff to the Secretary Greg Bettwy, Acting Under Secretary for Science and Research Roger Brissenden, Assistant General Counsel Laura Damerville, Deputy Assistant Secretary for Advancement Zully Dorr, Deputy Chief of Staff to the Regents Kate Forester, Special Assistant to the Regents Mallory Gianola (recorder), Acting Under Secretary for Museums and Culture Kevin Gover, Inspector General Cathy Helm, General Counsel Judith Leonard, Assistant Secretary for Communications and External Affairs and Chief Marketing Officer Julissa Marengo, Under Secretary for Administration Mike McCarthy, Acting Under Secretary for Education Ruki Neuhold-Ravikumar, and Assistant Secretary for Advancement Robert Spiller.

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.

APPROVAL OF SEPTEMBER 15, 2020, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the September 15, 2020, Committee meeting were approved without modification.

REVIEW AND APPROVAL OF GIFTS

Deputy Assistant Secretary for Advancement Zully Dorr presented four gifts for the Committee’s review and recommendation to the Regents. Ms. Dorr recognized David Rubenstein for his continued generosity in supporting the National Zoo’s giant panda program. As the donor of one of the gifts under consideration, Mr. Rubenstein, recused himself from the discussion and vote. 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 Autodesk, Inc. and accepts the terms of the sponsorship agreement.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the Embassy of the State of Qatar and accepts the terms of the sponsorship agreement.

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

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of David M. Rubenstein to the Smithsonian's National Zoo and Conservation Biology Institute and extends the naming of the David M. Rubenstein Family Giant Panda Habitat through December 2023.

NOTABLE GIFTS AND GRANTS

In addition to gifts that require approval by the Board of Regents, Ms. Dorr reviewed additional notable gifts and grants. Ms. Dorr highlighted recent gifts in support of the Smithsonian's strategic priorities, including a \$1 million gift to support the National Museum of African American History and Culture's Social Justice Fund, a \$3 million gift to support the *Entertaining America* project at the National Museum of American History, a \$5.6 million gift to support the Native Knowledge 360° national educational initiative at the National Museum of the American Indian, and a \$1.6 million gift to the Smithsonian Tropical Research Institute in support of the Reef Resilience Program.

FISCAL YEAR 2020 COMMITTEE SELF-ASSESSMENT

The Charter of the Advancement Committee requires that the Committee conduct annual evaluations of its performance with respect to the requirements of the Charter. At the September 15, 2020, Committee meeting, Committee members were asked to review the charter and consider discussion questions to help facilitate the Committee's self-assessment for fiscal year 2020. Initial responses were provided following the September meeting, and Mrs. Udvar-Hazy led the Committee's final self-assessment discussion and review regarding the Committee's role, structure, responsibilities, and fiscal year 2020 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 updated the Committee on two senior-level personnel changes at the Smithsonian. He first congratulated Kevin Gover for his appointment as the permanent Under Secretary for Museums and Culture, effective January 17. Mr. Bettwy informed the Committee that Machel Monenerkit will continue to serve as Acting Director of the National Museum of the American Indian until a new permanent director is named following a national search. Mr. Bettwy also

shared that Roger Brissenden will be stepping away from his role as Acting Under Secretary for Science and Research, effective February 5. Mr. Brissenden will continue to support the Smithsonian Astrophysical Observatory for a period of time, and he will continue to be a resource for the Deputy Secretary to ensure continuity and a smooth transition to the new acting Under Secretary while the search process for a permanent Under Secretary is underway.

To conclude, Mr. Bettwy briefed the Committee on the establishment of two new museums, a Smithsonian American Women's History Museum and the National Museum of the American Latino, which were both approved by Congress in December 2020. Mr. Bettwy reminded the Committee that no additional appropriations were provided by the authorizing bills. As a result, the Under Secretary for Administration will undertake an extensive review to guide immediate financial decisions and inform future federal budget requests beginning in fiscal year 2022. The Secretary has also asked Deputy Secretary and Chief Operating Officer Meroë Park to lead an internal coordinating committee that will guide the Smithsonian's efforts and oversee the first crucial steps of establishing the new museums, including establishing a Board of Trustees and a Council for the National Museum of the American Latino and the American Women's History Museum, respectively; identifying interim and permanent leadership for both museums; and beginning the site-selection process.

ADVANCEMENT

Assistant Secretary for Advancement Rob Spiller reported on the Smithsonian's fundraising progress. The Committee first received an update on the final results of fundraising for fiscal year 2020. Mr. Spiller reminded the Committee that initially the fiscal year 2020 fundraising goal was set at \$230 million, but following the pandemic, this target was revised to \$185 million. The Smithsonian raised a total of \$247.8 million for fiscal year 2020. Mr. Spiller recognized the work of advancement staff across all units and the central office, the generosity of long-time donors, and the appeal of compelling new ideas like the Race, Community, and Our Shared Future Initiative. The Committee applauded Mr. Spiller and the team for surpassing the original, ambitious goal of \$230 million during an unprecedented time.

The Committee then received an update on the Smithsonian's progress towards the fiscal year 2021 fundraising goal of \$200 million. As of January 14, 2021, the Smithsonian had raised approximately \$53 million. Mr. Spiller noted that while the Office of Advancement is being conservative in fiscal year 2021 fundraising projections, the Smithsonian is currently on track to meet the goal.

To conclude, Mr. Spiller provided an overview of the planning and recent developments regarding the Smithsonian's next fundraising campaign. The Office of Advancement has continued to assess the impact of the COVID-19 (Coronavirus) public health emergency on the Smithsonian's ability to fundraise. In light of the pandemic, it has been decided that a quieter approach with a revision to the original timeline will better suit the current philanthropic environment. The Committee discussed the proposed phases of the Campaign, and agreed that the revised campaign strategy will enable the Institution to be responsive to the current

economic landscape, while also allowing flexibility to address the new funding needs and challenges of two new Smithsonian museums.

EXECUTIVE SESSION: GIFT ACCEPTANCE POLICY

The Committee entered into an executive session at approximately 2:53 p.m. to discuss gifts at a confidential stage and to receive legal advice.

ADJOURNMENT

With no further business to discuss, the meeting was adjourned at approximately 3:34 p.m.

Respectfully submitted,
Christine Udvar-Hazy, Chair