

MINUTES OF THE JANUARY 8, 2020, ADVANCEMENT COMMITTEE TELECONFERENCE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a teleconference meeting on January 8, 2020, at the Smithsonian Castle in Washington, DC. Participating were Committee Chair Christine Udvar-Hazy* and Committee members Allan Holt;* Dennis Keller;* John W. McCarter, Jr.;;* Frank Raines;* and David M. Rubenstein.*

Present by invitation of the Committee were Secretary Lonnie Bunch; Chief of Staff to the Secretary Greg Bettwy; Deputy Assistant Secretary for Advancement Zully Dorr;* Associate General Counsel Farleigh Earhart;* Deputy Chief of Staff to the Regents Kate Forester; Director of Individual Advancement Bob Halbruner; Assistant Secretary for Communications and External Affairs Julissa Marengo; Assistant Secretary for Advancement Robert Spiller; 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. Ms. Udvar-Hazy gave an update on changes to the Board of Regents affecting the Committee, including the resignation of Ambassador Barbara M. Barrett following her confirmation as the 25th Secretary of the Air Force. She also recognized the final Committee meeting of John McCarter, as his Regent term will end in March 2020. The Committee expressed their gratitude for Mr. McCarter’s outstanding service and contributions to the Smithsonian during his tenure.

APPROVAL OF SEPTEMBER 24, 2019, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the September 24, 2019, Committee meeting were approved without modification.

REVIEW AND APPROVAL OF GIFTS

Deputy Assistant Secretary for Advancement Zully Dorr presented three gifts and one administrative motion for the Committee’s review and recommendation to the Board. Ms. Dorr acknowledged Committee member David Rubenstein, who played a direct role in securing one of the gifts. She also noted that all 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 Major General William A. Anders, USAF (Ret.) and Mrs. Valerie E. Anders and names the Valerie Anders Seminar Room at the Smithsonian Tropical Research Institute’s Center for Tropical Paleoecology and Archeology for 20

*Participated by telephone

years or until the next major renovation, whichever occurs later, and the Valerie Anders Amazonia Field Station, while the current field station is active, but for no more than 20 years.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the Kislak Family Foundation to the National Air and Space Museum and names the Jay I. Kislak World War II in the Air Gallery for 15 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 Bank of America Charitable Foundation Inc. and Bank of America Corporation and names the Bank of America Special Exhibitions Gallery for 20 years.

VOTED that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment for the benefit of National Zoo and Conservation Biology Institute to support the mission of the Conservation Biology Institute. Further, the Board authorizes the transfer of the funds identified for this purpose.

NOTABLE GIFTS AND GRANTS

Ms. Dorr called the Committee's attention to the Notable Gifts and Grants Report, and highlighted four recent gifts: a \$1 million gift to the Smithsonian Institution Traveling Exhibition Service, a \$4 million gift to the National Museum of African American History and Culture, a \$1 million gift in support of the National Air and Space Museum revitalization, and a \$250,000 gift to support the National Native American Veterans Memorial at the National Museum of the American Indian.

SECRETARY'S UPDATE

The Secretary informed the Committee that Meroë Park will join the Smithsonian as Deputy Secretary and Chief Operating Officer on January 27. Meroë currently serves as the executive vice president of the Partnership for Public Service, and is the former executive director/chief operating officer of the Central Intelligence Agency. Secretary Bunch expressed his enthusiasm for Meroë to oversee the Smithsonian's day-to-day activities across its museums, research centers, and education organizations; and explained this will allow him to work more closely with senior leadership and key stakeholders to implement his vision for the Smithsonian's future, focusing on major strategic initiatives and programs.

Secretary Bunch then provided an overview of his initial recommendations for launching an Institution-wide fundraising campaign. The Secretary reported that among Smithsonian leadership and staff, including unit directors, there is a consensus around the importance of pursuing a comprehensive campaign. A new campaign will serve to maintain momentum from the previous Smithsonian Campaign, develop compelling gift propositions that connect units in

support of the “One Smithsonian” strategic plan goal, and encourage greater donor support around unit priorities and the Secretary’s strategic priorities. The Secretary and the Office of Advancement will continue to define parameters and build out strategies for the Smithsonian’s next generation fundraising efforts, with the goal of presenting a formal campaign plan to the Board of Regents at the June 2020 meeting.

CAMPAIGN PLANNING

Assistant Secretary for Advancement Rob Spiller expanded on the Secretary’s update, and briefed the Committee on detailed planning efforts and progress for the Smithsonian’s next fundraising campaign, including proposed timing, a preliminary feasibility study, and potential campaign structure. The preliminary timeframe targets an internal launch of the campaign in fall of 2021, followed by a public launch in early 2023, and conclusion in 2026. The Office of Advancement is currently in the process of defining unit priorities and goals, which will guide the overall priorities and help set the ultimate fundraising goal for the campaign. The Committee discussed the proposed timeline and reviewed next steps. Mr. Spiller reiterated the Secretary’s plan to share a formal campaign proposal with the Board of Regents at the June 2020 meeting.

FISCAL YEAR 2019 FUNDRAISING PROGRESS

Next, Mr. Spiller reported on the Smithsonian’s progress towards the fiscal year 2020 fundraising goal of \$230 million. As of January 8, 2020, the Smithsonian had raised approximately \$73.9 million. Mr. Spiller noted that the annual fundraising goal for fiscal year 2020 increased \$10 million, compared to the fiscal year 2019 goal of \$220 million, and shared his optimism in achieving the increased goal.

GIFT ACCEPTANCE WORKING GROUP REPORT

Mr. Spiller continued the Office of Advancement update and shared progress from the Gift Acceptance Working Group (“Group”). He reminded the Committee that following the review of the Smithsonian’s gift acceptance policies and procedures, the Group endorsed the current policies, but made recommendations for administrative improvements. A staff committee has been established to help implement the recommendations and to enhance awareness of the related policies and procedures among Smithsonian staff and key stakeholders.

ADJOURNMENT

There being no request for an executive session and with no further business to discuss, the meeting was adjourned at approximately 3:07 p.m.

Respectfully submitted,

Christine Udvar-Hazy, Chair