

MINUTES OF THE MARCH 1, 2023, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a videoconference meeting on March 1, 2023. Participating were Committee Chair Christine Udvar-Hazy and Committee members Barbara M. Barrett, Allan M. Holt, Cheryl Neal, José Luis Prado, Jorge Puente, and Franklin D. Raines.

Present by invitation of the Committee were Chief of Staff to the Secretary Greg Bettwy, John and Adrienne Mars Director of the National Air and Space Museum Christopher Browne, Associate Director of External Affairs for the National Air and Space Museum Meg Caulk, Chief Investment Officer Amy Chen, 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, Inspector General Cathy Helm, Associate Director of Advancement Joanne Leese, Assistant General Counsel Anne Nelson, 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. Mrs. Udvar-Hazy introduced and welcomed the new Campaign Co-Chairs to the Regents Advancement Committee.

REVIEW OF THE JANUARY 11, 2023, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the January 11, 2023, Committee meeting were approved.

REVIEW AND APPROVAL OF GIFTS

Deputy Assistant Secretary for Advancement Zully Dorr presented two gifts 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 American History and the creation of a quasi-endowment for the National Museum of Natural History. 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 NIKE, Inc. and accepts the terms of the sponsorship agreement.

VOTED that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment for the benefit of the National Museum of Natural History to support the Anthropology Department and library, specifically for Polynesian accessions. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

NOTABLE GIFTS AND GRANTS

In addition to gifts that require approval by the Board of Regents, Ms. Dorr reviewed notable gifts and grants received since the January Committee meeting. She highlighted a recent gift from the Alice L. Walton Foundation to support the Smithsonian American Women's History Museum and a gift from the Ford Motor Company Fund to support the National Museum of the American Latino.

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 current events and recent media coverage. He first shared that three Smithsonian scientists have been elected as 2022 Fellows of the American Association for the Advancement of Science: Ellen Stofan, Under Secretary for Science and Research; Kirk Johnson, Sant Director of the Smithsonian's National Museum of Natural History; and Doug Erwin, Senior Research Biologist and Curator of Paleozoic Invertebrates at the National Museum of Natural History. Mr. Bettwy also informed the Committee that The Smithsonian Channel, MTV, and the Hirshhorn Museum and Sculpture Garden partnered on a first-of-its-kind docu-competition series, *The Exhibit: Finding the Next Great Artist*, which will premiere on March 3 on MTV and on March 7 on The Smithsonian Channel. He also briefed the Committee on an incident that took place in January at the National Air and Space Museum involving a group of students participating in a Right to Life March.

Next, Chief of Staff to the Secretary Greg Bettwy updated the Committee on the progress of searches for four vacant senior-level positions: Director for the Archives of American Art, Director for the Smithsonian American Women's History Museum, Director for the Center for Folklife and Cultural Heritage, and General Counsel.

To conclude, Mr. Bettwy updated the Committee on the Smithsonian's two new museums: the National Museum of the American Latino ("NMAL") and the Smithsonian American Women's History Museum ("SAWHM"). The Institution is continuing efforts on the launch of the virtual museums and other public programming, as well as fundraising efforts for the new museums.

ADVANCEMENT UPDATE

Mr. Spiller reported on the Smithsonian’s fundraising progress for fiscal year 2023. As of January 31, 2023, the Smithsonian had raised \$107.6 million towards its \$265 million goal. The Committee also reviewed the fundraising progress report.

Mr. Spiller then updated the Committee on the progress of the Smithsonian Campaign for Our Shared Future. The Committee reviewed a new reporting tool and received an overview of upcoming campaign preview events. The new Campaign Co-Chairs also had an opportunity to introduce themselves and the Committee held a roundtable discussion on volunteer leadership.

To conclude, Chris Browne, the John and Adrienne Mars Director of the National Air and Space Museum (“NASM”) provided an update on campaign and fundraising activity at NASM. The museum launched the Ignite Tomorrow Campaign to support the transformation of the National Mall building, which is one of the most visited museums in the world. Mr. Browne reported that NASM originally set a Campaign goal of \$250 million, and the museum surpassed that goal ahead of schedule. As a result, they have set a stretch goal of \$285 million and are also on track to achieving the stretch goal. He reminded the Committee that the revitalization project is now halfway completed, and the museum reopened to the public on October 14, with eight new and renovated galleries in the west wing of the building. The Committee discussed fundraising priorities following the completion of the Ignite Tomorrow Campaign. These fundraising efforts will focus on the Udvar-Hazy Center, education programming, and increasing endowments. Mr. Browne highlighted that the pillars of the Campaign for our Shared Future support these priorities and will help NASM refine its case for support as the museum moves forward.

ADJOURNMENT

There being no request for an executive session and with no further business to discuss, the meeting was adjourned at approximately 3:42 p.m.

Respectfully submitted,

Christine Udvar-Hazy, Chair