

MINUTES OF THE APRIL 28, 2020, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a videoconference meeting on April 28, 2020. Participating were Committee Chair Christine Udvar-Hazy and Committee members Allan M. Holt, Dennis Keller, Michael M. Lynton, Denise M. O’Leary, and Franklin M. Raines.

Present by invitation of the Committee were Secretary Lonnie Bunch, Chief of Staff to the Secretary Greg Bettwy, Acting Lead 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 Provost Kevin Gover, Assistant Secretary for Communications and External Affairs and Chief Marketing Officer Julissa Marengo, Inspector General Cathy Helm, Under Secretary for Finance and Administration Mike McCarthy, Acting Lead for Education Ruki Neuhold-Ravikumar, 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 2:04 p.m. and reviewed the agenda. Ms. Udvar-Hazy introduced newly appointed Regent Denise M. O’Leary and welcomed her to her first Advancement Committee Meeting.

APPROVAL OF FEBRUARY 25, 2020, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the February 25, 2020, Committee meeting were approved without modification.

REVIEW AND APPROVAL OF GIFTS

Deputy Assistant Secretary for Advancement Zully Dorr presented one gift and two administrative motions for the Committee’s review and recommendation to the Board of Regents. 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. 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 SB Group US, 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 Smithsonian American Art Museum to

support its fellowship program. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

VOTED that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment for the benefit of the National Museum of the American Indian to support the museum’s conservation department. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

NOTABLE GIFTS AND GRANTS

The Committee also reviewed notable gifts and grants to the Institution. Ms. Dorr highlighted three \$1 million gifts that will support the priorities of the strategic plan at the Smithsonian’s National Zoo and Conservation Biology Institute, the National Air and Space Museum, and the National Museum of African American History and Culture. She also called the Committee’s attention to recent gifts in support of the National Native American Veterans Memorial and the Smithsonian’s science and research programs.

REPORT OF THE SECRETARY

The Secretary briefed the Committee on the Smithsonian’s response to the COVID-19 (Coronavirus) public health emergency, including an overview of the financial implications, and how the Institution plans to mitigate the impact of reduced revenue from retail sales, events, and fundraising. Secretary Bunch created two working groups to help guide the Smithsonian’s response: the New Normal Team and the Reopening Task Force. The New Normal Team will help to strategize how to best position the Smithsonian to excel and lead in a pre- and post-COVID vaccine world, while the Reopening Task Force will be responsible for identifying public health triggers and societal indicators—while also working within the guidelines set forth by local and national governments—that will allow the Institution to begin increasing internal operations, resuming public programs, and reopening the museums and National Zoo.

Secretary Bunch also reported on digital initiatives that have been fostering a virtual Smithsonian during the pandemic. The Secretary informed the Committee that the Smithsonian has seen an increase in digital content use and outreach on the Open Access platform. As of April 28, the Open access webpage had received 294,844 views and more than 5,000 downloads. The Smithsonian will continue to enhance its digital presence and increase access to virtual assets, educational tools, and digital platforms.

FISCAL YEAR 2020 FUNDRAISING PROGRESS

Next, Assistant Secretary for Advancement Rob Spiller reported on the Smithsonian’s fundraising progress. As of March 31, 2020, the Smithsonian had raised approximately \$125.52 million towards the fiscal year 2020 fundraising goal of \$230 million. The Smithsonian is

assessing the impact that the COVID-19 (Coronavirus) public health emergency may have on the Institution's ability to fundraise and fulfill its fiscal year 2020 fundraising goal.

Mr. Spiller also reported that the Smithsonian will be working with BNY Mellon to develop a donor advised fund and program. The donor advised fund is expected to launch in summer 2020, and the Committee will receive an update once details are final.

To conclude, Mr. Spiller gave a brief update on the progress of planning for the next comprehensive fundraising campaign. The Smithsonian remains committed to pursuing an Institution-wide fundraising campaign and anticipates a public launch in 2023. The Office of Advancement has continued to define parameters and develop strategies for the Institution's next generation fundraising efforts, including the priorities, goals, and messaging of the next campaign.

SMITHSONIAN FUNDRAISING

Mr. Spiller and Ms. Udvar-Hazy then led a discussion on how the Smithsonian can adapt its fundraising strategy to address the challenges brought on by the Coronavirus. The Committee reviewed the financial structure of the Smithsonian and the implications that the combined federal and private support structure can have on fundraising. The Committee also discussed messaging and responses from peer organizations to help inform the fundraising strategy.

ADJOURNMENT

There being no request for an executive session and with no further business to discuss, the meeting was adjourned at approximately 3:18 p.m.

Respectfully submitted,

Christine Udvar-Hazy, Chair