

MINUTES OF THE SEPTEMBER 15, 2022, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a videoconference meeting on September 15, 2022. Participating were Committee Chair Christine Udvar-Hazy and Committee members Barbara M. Barrett, Allan M. Holt, Dennis Keller, Denise O’Leary, Franklin D. Raines, and David M. Rubenstein.

Present by invitation of the Committee were Chief of Staff to the Secretary Greg Bettwy, Chief Investment Officer Amy Chen, Under Secretary for Education Monique Chism, Deputy Assistant Secretary for Advancement Zully Dorr, Special Assistant to the Regents Mallory Gianola (recorder), Under Secretary for Museums and Culture Kevin Gover, Inspector General Cathy Helm, Chief Financial Officer Janice Lambert, General Counsel Judith Leonard, Assistant General Counsel Anne Nelson, 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 1:04 p.m. and reviewed the agenda. Mrs. Udvar-Hazy informed the Committee that the Smithsonian’s 2021 Annual Report was recently released. A digital version is available on the Smithsonian’s website and printed reports were mailed to donors, prospects, and volunteer leaders.

REVIEW OF THE JANUARY 13, 2022, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the January 13, 2022, and April 20, 2022, Committee meetings were approved.

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 gift for the Community-Based Resilience Solutions Initiative, a gift for the National Air and Space Museum, and a corporate sponsorship for the National Museum of the American Indian. 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 Adrienne Arsht to the Community-Based Resilience Solutions Initiative and accepts the gift.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the Thomas W. Haas Foundation to the National Air and Space Museum and accepts the gift.

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

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 informed the Committee that Jeffrey P. Minear will retire from his position as Counselor to the Chief Justice of the United States, effective September 30, 2022. Mr. Minear has served as a Smithsonian liaison since 2006.

Mr. Bettwy also reported on the progress of site selection for the two new museums: the National Museum of the American Latino and the Smithsonian American Women's History Museum. Public and donor interest in the museums remains strong, and the Smithsonian is continuing engagement with Congress regarding site selection and the establishing legislation.

To conclude, Mr. Bettwy asked Under Secretary for Museums and Culture Kevin Gover to update the Committee on the Smithsonian's planning efforts for the nation's commemoration of the 250th anniversary in 2026. The U.S. Semiquincentennial Commission, federal agencies, state history organizations, and individual museums throughout the country are preparing for the America 250 commemoration. Mr. Gover shared that the Smithsonian has formed an internal working group to clarify themes around celebration, commemoration, and contemplation, with a specific focus on looking back on the nation's history and planning its path forward. In addition to revitalization of the Smithsonian Castle and public programming on the National Mall, the comprehensive phase of the Smithsonian Campaign for Our Shared Future will also lead into the nation's 250th anniversary.

ADVANCEMENT UPDATE

Mr. Spiller then reported on the Smithsonian's fundraising progress. As of July 31, 2022, the Smithsonian had raised \$256.3 million, surpassing its \$230 million goal. Mr. Spiller noted that fiscal year 2022 has been the strongest fundraising performance in Smithsonian history and attributed the success to an increase in leadership gifts and bequests. The Committee also reviewed the fundraising progress report.

Next, the Committee received an update on fundraising for the two new Smithsonian museums, including specifically engaging new advancement audiences, establishing a virtual presence for the museums, and building out fundraising strategies. The National Museum of the American Latino has raised \$22.7 million during fiscal year 2022, and the Smithsonian American Women's History Museum has raised \$20 million.

Mr. Spiller then led a discussion on efforts related to endowment fundraising at the Smithsonian. The Office of Advancement is developing a strategy to endow positions and programs as part of the Campaign with the overarching goals of providing tools needed for gift officers to increase endowment fundraising capacity. Mr. Spiller reviewed the Smithsonian's current endowment payout policy and sought the Committee's feedback on creating an endowment fundraising toolkit.

To conclude, Mr. Spiller updated the Committee on the progress of planning efforts for the Campaign, including the timeline leading toward Campaign announcements and events in fiscal year 2023. The Committee discussed the Campaign volunteer leadership structure and reviewed the list of proposed candidates to serve as Campaign Co-Chairs. It was proposed that the Campaign Co-Chairs serve on the Regents Advancement Committee and participate in Committee meetings. Mr. Spiller informed the Committee that the Regents would receive an update on Campaign planning progress and leadership structure at the January Board meeting.

ADJOURNMENT

There being no request for an executive session and with no further business to discuss, the meeting was adjourned at approximately 2:18 p.m.

Respectfully submitted,

Christine Udvar-Hazy, Chair

EMAIL BALLOT

By email ballot completed on May 13, 2022, the Advancement Committee voted to recommend that the Board of Regents approve the following motions, which required approval prior to the next scheduled Advancement Committee meeting in order to facilitate the timing of related programs and announcements.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of T-Mobile USA, Inc. 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 creates a quasi-endowment for the benefit of the National Museum of Asian Art to support the acquisition of works of art for its permanent collection. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.