

## **MINUTES OF THE SEPTEMBER 24, 2019, ADVANCEMENT COMMITTEE MEETING**

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) held a meeting on September 24, 2019, at the Smithsonian Castle in Washington, D.C. Participating were Committee Chair Christine Udvar-Hazy and Committee members Ambassador Barbara M. Barret; Allan Holt; Dennis Keller; John W. McCarter, Jr.;\* and Frank Raines.

Present by invitation of the Committee were Secretary Lonnie Bunch; Chief of Staff to the Secretary Greg Bettwy; Counsel to the Inspector General Epin Christensen;\* 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 Marenco; Acting Under Secretary for Finance and Administration/Chief Operating Officer Mike McCarthy; 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. Ms. Udvar-Hazy welcomed Secretary Lonnie Bunch to his first Advancement Committee meeting since assuming his role as the 14<sup>th</sup> Secretary of the Smithsonian on June 16.

### **APPROVAL OF MAY 14, 2019, MEETING MINUTES**

Upon motion duly made and seconded, the draft minutes of the May 14, 2019, Committee meeting were approved without modification.

### **SECRETARY’S UPDATE**

The Secretary updated the Committee on his activities during his first months in office and shared his vision for the Institution, as well as his approach to fundraising and priorities for the Committee. Secretary Bunch emphasized the importance of the continued implementation of the Strategic Plan, particularly related to achieving a digital-first strategy and creating a virtual Smithsonian to expand the Institution’s reach, relevance, and impact and serve a broader audience. Secretary Bunch also addressed the value of opening the collections to the general public as an aid to education. This will showcase the Institution’s work in science, history, and the arts, while enabling students and teachers to discover and interact with the Smithsonian’s vast education resources. The Secretary encouraged the Committee to consider his role in identifying potential donors, developing fundraising strategies, and securing major and principal gifts to continue the momentum of the Smithsonian Campaign.

\*Participated by telephone

Secretary Bunch then provided an overview of his recent Congressional engagements with House and Senate Members and Committees. He reviewed his priorities for the Smithsonian's interactions with Congress, including Smithsonian-related legislation, federal appropriations, and oversight of the Institution.

The Secretary also briefed the Committee on his national book tour to discuss his new memoir *A Fool's Errand: Creating the National Museum of African American History and Culture in the Age of Bush, Obama, and Trump*. The tour kicked off in Chicago on September 19, and has provided an ideal opportunity to engage with donors and potential donors nationwide.

In conclusion, the Secretary informed the Committee he would be evaluating the progress of the Smithsonian's collaboration with the Victoria and Albert Museum ("V&A") in London. After his assessment, he will update the Committee on the funding commitments secured through the Foundation for FutureLondon as well as final recommendations for the collaboration moving forward.

### **GIFT ACCEPTANCE WORKING GROUP REPORT**

Ms. Udvar-Hazy and Assistant Secretary of Advancement Robert Spiller led the Committee's review of the Gift Acceptance Working Group ("Group") report. The working group was formed to review the Smithsonian's policies and procedures related to gift acceptance. Mr. Spiller outlined the Group's methodology and presented its recommendations. The Group reviewed the Smithsonian's gift acceptance policies and procedures, evaluated benchmarking data from peer institutions, and formed its recommendations for the Board of Regents. The Group endorsed the current gift acceptance policy and consultation process, and recommended that the Smithsonian maintain the policy. To improve internal transparency, the Group also recommended reporting to the Advancement Committee on gifts that have been elevated for consultation. The Group proposed enhancing Smithsonian staff awareness of the gift acceptance policy and developing guidelines for managing challenges that arise after a gift has been accepted. The Committee agreed it is in the Smithsonian's best interest for the policy to remain nimble and adaptable to unforeseen trends, challenges, and circumstances.

### **FISCAL YEAR 2019 FUNDRAISING PROGRESS**

Mr. Spiller reported on the Smithsonian's progress towards the fiscal year 2019 fundraising goal of \$220 million. As of August 31, 2019, the Smithsonian had raised approximately \$182.6 million. Mr. Spiller highlighted five recent gifts of \$1 million or more to the National Museum of Natural History, the Center for Folklife and Cultural Heritage, the National Museum of African American History and Culture, the Arts and Industries Building, and the National Air and Space Museum.

## REVIEW OF GIFTS

Deputy Assistant Secretary for Advancement Zully Dorr presented three gifts and one administrative motion for the establishment of a quasi-endowment, all requiring approval by the Committee. She 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 accept the \$10 million gift from an anonymous donor to support the Smithsonian Astrophysical Observatory.

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Mr. and Mrs. Leopoldo Arosemena to the Smithsonian Tropical Research Institute and names the Tábatha and Simonetta Arosemena Matteo Classroom for 20 years or until the next major renovation, whichever occurs later.

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Amazon Web Services, Inc. and accepts the terms of the sponsorship agreement.

**VOTED** that the Advancement Committee recommends that the Board of Regents creates the Marilyn Link Fund, a quasi-endowment to support scholarships and/or fellowships for individuals training at the marine station in Ft. Pierce Florida. Further, the Board authorizes the transfer of the funds identified for this purpose.

## CAMPAIGN PLANNING

Director of Individual Advancement Bob Halbruner briefed the Committee on the Smithsonian's early planning efforts for the next fundraising campaign. The previous Smithsonian Campaign, which concluded on December 31, 2017, raised \$1.88 billion. Mr. Halbruner reviewed the prior campaign's impact on fundraising and staffing, as well as early stages of planning for future campaign efforts. Over the next year, the Office of Advancement will engage staff and volunteers from across the Smithsonian to define parameters and strategies for the Smithsonian's next campaign. Mr. Halbruner presented five key components that will be developed as part of the campaign planning process: identifying priorities and goals, examining feasibility, setting a budget, engaging volunteers and campaign leadership, and developing compelling marketing and communications strategies. To ensure a comprehensive approach, Campaign Workgroups will be instituted around each key area and led jointly by leadership from Smithsonian units and the Office of Advancement.

## **ORDER OF JAMES SMITHSON**

To conclude the meeting, Ms. Door presented a nomination to the Order of James Smithson for the Committee's consideration. The Board of Regents established the Order of James Smithson in 1983, at the suggestion of Secretary S. Dillon Ripley and the Smithsonian National Board, to recognize inspirational and impactful contributions to the Smithsonian. The Committee recognized Adrienne Bevis Mars for her long-standing support of the Smithsonian Institution, including service on the Smithsonian National Board, the Regents' Advancement Committee, the National Air and Space Museum Board, and the National Zoological Park Advisory Board. Upon motion duly made and seconded, the following action was approved for recommendation to the Board of Regents:

**VOTED** that the Advancement Committee recommends that the Board of Regents approves the nomination of Adrienne B. Mars to the Order of James Smithson.

## **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