

## MINUTES OF THE JANUARY 9, 2018, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) held a meeting on January 9, 2018, at the National Museum of the American Indian (“NMAI”) in Washington, DC. Participating were Committee Chair Alan G. Spoon and Committee members Sako Fisher;\* Michael Lynton;\* Adrienne Mars; John W. McCarter, Jr.; Paul Neely; David Rubenstein; and Christine Udvar-Hazy. Also in attendance were Committee member candidates Allan Holt, Dennis Keller, and Frank Raines. In addition, Volunteer Engagement Workgroup members Jim Dicke, Melissa Fetter,\* Jim Lintott, and Denise O’Leary\* were present.

Present by invitation of the Committee were Secretary David Skorton, Chief of Staff to the Secretary Greg Bettwy, Campaign Director Cynthia Brandt-Stover, Under Secretary for Museums and Research/Provost John Davis, Acting Assistant Secretary for Advancement Zully Dorr, Associate General Counsel Farleigh Earhart, Deputy Chief of Staff to the Regents Kate Forester, Inspector General Cathy Helm, Under Secretary for Finance and Administration/Chief Financial Officer Albert Horvath,\* and Chief of Staff to the Regents Porter Wilkinson.

### CALL TO ORDER AND WELCOME

Committee Chair Alan Spoon called the meeting to order at approximately 2:03 p.m. and reviewed the agenda items for discussion. Mr. Spoon welcomed the Advancement Committee member candidates and acknowledged the current Committee members transitioning off the Committee.

### SECRETARY’S UPDATE

Secretary Skorton thanked John McCarter for his contributions to the Smithsonian, particularly in his role with the volunteer engagement working group. The Secretary also welcomed John Davis, the Under Secretary for Museums and Research/Provost. Mr. Davis is the first person to hold this position, which was created by Smithsonian Secretary David Skorton to lead and promote multidisciplinary activities across the Smithsonian Institution.

Next, the Secretary highlighted the revitalization of the National Air and Space Museum (“NASM”), and the construction funding impacted by federal appropriations. Throughout December 2017 and January 2018, Secretary Skorton and Chair of the Board of Regents David Rubenstein have been meeting with Congressional leaders, key appropriators, and oversight chairs in both the House and Senate to highlight the urgency of federal support for the NASM revitalization. The Smithsonian is requesting a total of \$228 million in facilities capital for its fiscal year 2019 federal budget to allocate to projects such as the NASM renovation. In addition, NASM plans to raise \$250 million through private sources to renovate the museum’s galleries and presentation spaces; this fundraising initiative will be announced publicly later this month.

\*Participated by telephone

The Secretary also updated the Committee on the post-Campaign strategy for funding the Smithsonian's advancement programs, including the establishment of two workgroups that will focus on budget, roles, and responsibilities. Under Secretary for Museums and Research/Provost John Davis will chair the first workgroup, which will focus on defining roles and responsibilities for the central Office of Advancement and unit-specific advancement organizations. The second workgroup will be chaired by Under Secretary for Finance and Administration/Chief Financial Officer Albert Horvath, and it will focus on financing advancement and achieving greater economies of scale on a pan-institutional level.

Lastly, Secretary Skorton summarized the Smithsonian's plans for the World Economic Forum ("WEF"). The Secretary, Mr. Rubenstein, and Founding Director of the National Museum of African American History and Culture Lonnie Bunch will attend and participate in events in Davos, Switzerland, on behalf of the Smithsonian. The Secretary provided highlights of the plans, which include a curated interactive exhibition space, panel discussions, and branding opportunities at Davos and other WEF meetings.

## **CAMPAIGN REVIEW**

Acting Assistant Secretary for Advancement Zully Dorr reported on the Smithsonian Campaign ("Campaign"). As of January 8, 2018, the Smithsonian had raised approximately \$1.87 billion for the Campaign. Ms. Dorr noted the breakdown of gifts by size, particularly the growth in gifts under \$1 million. Preliminary Campaign results will be provided to the Board in January with final numbers expected in April 2018.

The Committee reviewed a number of major achievements made possible as a result of the Campaign, including the creation of the National Museum of African American History and Culture, the transformation of the West Wing at the National Museum of American History, a major renovation of the Renwick Gallery, an overhaul of the National Museum of Natural History's Dinosaur and Fossil Hall, construction of the world's premier museum gallery dedicated to philately at the Smithsonian's National Postal Museum, and the opening of six new education centers.

Ms. Dorr asked Cynthia Brandt-Stover to update the Committee on post-Campaign stewardship and events. The Campaign celebration will kick off in April 2018 in Washington, D.C.

## **VOLUNTEER ENGAGEMENT AND REGIONAL OUTREACH WORKING GROUP**

At the request of Committee Chair Alan Spoon, Committee member Christine Udvar-Hazy convened a working group to assess and make recommendations about the future of volunteer engagement and regional outreach at the Smithsonian. The working group gathered ideas and input from 170 individuals whose perspectives informed the recommendations for strengthening volunteer engagement and fundraising at the Smithsonian. Ms. Udvar-Hazy reported on the group's findings, provided recommendations, and discussed next steps. Recommendations for future volunteer engagement included formalizing a regional volunteer

structure and community, linking volunteers to the Smithsonian’s national agenda, providing volunteers the tools to be effective ambassadors for the Institution, valuing volunteers’ time and expertise, supporting volunteers in setting short- and long-term goals for their work on behalf of the Smithsonian, and facilitating ongoing self-assessment and improvement.

## **COMMITTEE SURVEY REPORT**

The Charter of the Advancement Committee requires that the Committee conduct periodic reviews and assessments of the Charter, as well as annual evaluations of the Committee’s performance with respect to the requirements of the Charter. Committee members were asked to complete a survey following the May 15, 2017, Committee meeting. Initial responses were provided at the September 25, 2017, Committee meeting. The Committee reviewed the final self-assessment survey results and evaluated the Committee’s performance for 2017, and determined that no changes were needed to the Charter.

## **REVIEW OF GIFTS**

Mr. Spoon presented five gifts and one administrative motion for the establishment of a quasi-endowment, all requiring approval by the Committee. He noted that all six 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 approves a gift to the National Air and Space Museum. At the request of the donor, details will remain confidential until publicly announced.

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of William Barron Hilton to the National Air and Space Museum and extends the naming of the Barron Hilton Pioneers of Flight gallery for an additional 13 years, through 2045.

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

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of JetBlue Airways Corporation and accepts the terms of the sponsorship agreement.

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the National Air and Space Museum’s Board of Directors to the National Air and Space Museum and names the Gen. J. R. “Jack” Dailey Director’s Conference Room, for a period of 20 years or until the next renovation, whichever comes later.

**VOTED** that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment for the benefit of National Museum of American History to support the development of the most innovative and impactful exhibitions and programs that expand intellectual and technological boundaries across the fields of museums and public history, at the discretion of the Elizabeth MacMillan Director of the National Museum of American History. Further, the Advancement Committee recommends that the Board of Regents authorize the transfer of the funds identified for this purpose.

## **CLOSING REMARKS**

Committee Chair Alan Spoon closed his final Committee meeting by recognizing the three members of the Committee with terms that expire at the January 29, 2018, meeting of the Board of Regents: Sako Fisher, Adrienne Mars, and Paul Neely. He thanked them for their fervent commitment to the fundraising success of the Smithsonian and its Campaign.

Chair of the Board of Regents David Rubenstein thanked Alan Spoon for his dedication to the Advancement Committee during the Smithsonian's first-ever National Campaign, and shared his gratitude for Mr. Spoon's leadership of the Committee and service to the Smithsonian.

## **EXECUTIVE SESSION**

The Committee adjourned the open session at approximately 3:56 p.m. and entered into an executive session, during which recommendations for new members of the Regents Advancement Committee and the appointment of a new Committee chair were discussed.

## **ADJOURNMENT**

The meeting was adjourned at approximately 4:06 p.m.

Respectfully submitted,

Alan G. Spoon, Chair