

MINUTES OF THE SEPTEMBER 25, 2017, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) held a meeting on September 25, 2017, in the Regents Room at the Smithsonian Castle in Washington, DC. Participating were Committee Chair Alan G. Spoon and Committee members Ambassador Barbara M. Barrett,¹ Sako Fisher,¹ Michael Lynton,¹ Adrienne Mars, and Christine Udvar-Hazy.¹ Also in attendance were former Committee member Travis Engen and Committee member candidate Frank Raines.

Present by invitation of the Committee were Secretary David Skorton,¹ Chief of Staff to the Secretary Greg Bettwy, Campaign Director Cynthia Brandt-Stover, Deputy Director of the National Air and Space Museum Christopher Browne,³ Director of the National Air and Space Museum General Jack Dailey,³ Acting Assistant Secretary for Advancement Zully Dorr, Under Secretary for Museums and Research/Provost John Davis, Associate General Counsel Farleigh Earhart, Deputy Chief of Staff to the Regents Kate Forester, Director of Principal Gifts at the National Air and Space Museum Laura Gleason,³ Chief Executive Officer of Grenzebach Glier and Associates John Glier,² Inspector General Cathy Helm,¹ 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 2:00 p.m. and reviewed the agenda. Mr. Spoon recognized Committee member candidate Frank Raines, former Committee member Travis Engen, and GG+A CEO John Glier as special guests. He also welcomed Under Secretary for Museums and Research/Provost John Davis to his first Committee meeting.

Mr. Spoon turned to Mr. Davis to update the Committee on the status of three museum director positions. Mr. Davis announced that Augustus Casely-Hayford was named the Director of the National Museum of African Art. Mr. Casely-Hayford previously served as a research associate at the School of Oriental and African Studies at the University of London, and a member of the Centre of African Studies Council. He will officially join the Smithsonian on February 5, 2018. John informed the Committee that two executive searches are currently underway for the John and Adrienne Mars Director of the National Air and Space Museum and the Dame Jillian Sackler Director of the Freer and Sackler Galleries.

APPROVAL OF MAY 15, 2017 MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the May 15, 2017, Committee meeting were approved without modification.

¹Participated by telephone

²Attending for GG+A Recommendations only

³Attending for National Air and Space Museum Transformation discussion only

SECRETARY'S UPDATE

As fiscal year 2017 draws to a close and the Smithsonian approaches the end of the Campaign, the Secretary and his team have been evaluating advancement operations, including leveraging and funding comprehensive advancement activities moving forward. The Secretary asked John Glier, the Chief Executive Officer of the outside consultancy GG+A, to join the Committee meeting for the Campaign update and to share his recommendations for next steps. Mr. Glier's research remains ongoing, and he will re-engage the Committee when the post-Campaign review is complete.

Under Secretary for Finance and Administration/Chief Financial Officer Al Horvath provided an update on several projects. First, the Smithsonian's proposed collaboration with the Victoria and Albert Museum ("V&A") in East London is still in progress. Both teams continue to fine-tune the operational plans and legal agreements. A final binding agreement is expected to be presented to the governing boards of both institutions in early 2018. Second, Smithsonian leadership continues to reimagine future plans for the Arts and Industries Building ("AIB"), including the search for a benefactor to support the project. The Smithsonian is also continuing to explore the possibilities of a donor-funded exhibit space in San Francisco. The initiative is in the first phases of a feasibility study at Fort Mason Center for Arts and Culture.

Chief of Staff to the Secretary Greg Bettwy briefed the Committee on three pieces of legislation that concern the Smithsonian Institution. The legislation to create a National Museum of the American Latino has been introduced to both the Senate and the House. A second piece of legislation was introduced for the creation of a National Museum of Women's History. Mr. Bettwy reminded the Committee that it is the Secretary's recommendation, that instead of building new facilities, philanthropic resources be spent on programs and exhibits that tell the stories of women and Latinos in current Smithsonian facilities and, therefore, reach people immediately. Lastly, Mr. Bettwy updated the Committee on a piece of legislation introduced by Senator Cory Booker of New Jersey. The proposed legislation would remove Confederate monuments from Statuary Hall in the U.S. Capitol and provide them to the Smithsonian. Mr. Bettwy explained that the Smithsonian is opposed to this legislation because it contradicts the established collection policies, where authority to determine what is collected rests with the museums and not Congress, and introduces additional and potentially expensive obligations regarding the display, maintenance, and storage of large objects.

CAMPAIGN PROGRESS

Acting Assistant Secretary for Advancement Zully Dorr briefed the Committee on the status of the Campaign. The Smithsonian has raised \$1.747 billion for the Campaign, and \$220 million towards the fiscal year 2017 goal of \$200 million. Ms. Dorr recognized two units that exceeded their Campaign goals in addition to raising unit-specific capital funds: the National Air & Space Museum and the National Museum of African American History & Culture.

Ms. Dorr announced the launch of a series of special events to sustain momentum from the Campaign. The first *Your Impact, Your Smithsonian* event will take place at the Cooper Hewitt Smithsonian Design Museum on October 10, 2017. Additional regional events will take place in Chicago, Los Angeles, and San Francisco.

Ms. Dorr requested Cynthia Brandt-Stover provide an analysis of each unit's progress towards the Campaign fundraising goal. Fifteen units had or were expected to exceed the Campaign goal, including the Archives of American Art, the Asian Pacific American Center, the Center for Folklife and Cultural Heritage, the Cooper Hewitt Smithsonian Design Museum, the Freer and Sackler Galleries, the Museum Conservation Institute, the National Air and Space Museum, the National Museum of African American History and Culture, the National Museum of African Art, the National Museum of American History, the National Portrait Gallery, the National Zoological Park, the Smithsonian American Art Museum, the Smithsonian Environmental Research Center, and the Smithsonian Libraries. Following the conclusion of the Campaign on December 31, 2017, the Smithsonian will undertake a comprehensive post-Campaign assessment. Initial results will be reported to the Advancement Committee once the review is complete.

NATIONAL AIR AND SPACE MUSEUM TRANSFORMATION CAMPAIGN OVERVIEW

Mr. Spoon recognized General Jack Dailey for his contributions and leadership as the longest-serving director of the National Air and Space Museum ("NASM"). He invited General Dailey to share an update on the NASM revitalization. The multiyear project includes revitalization of the museum's exterior and mechanical systems, as well as a transformation of the museum's entrance, galleries, and public spaces. The Smithsonian will seek funding for the renovation through the federal appropriations process; funds for exhibitions will be raised from the private sector.

Director of Principal Gifts at NASM Laura Gleason discussed the upcoming announcement of the museum's \$250 million fundraising goal for the project. The Advancement Committee of the National Air and Space Museum Board will play an active role in identifying, cultivating, and soliciting prospects for each exhibition. Gifts secured for the transformation will support all aspects of exhibition development, including exhibit design and construction, collections care, educational programming, and digital engagement. The museum continues to raise annual funds to support education, public programming, and other initiatives outside the \$250 million renovation goal.

COMMITTEE GOVERNANCE

The Committee charter requires the Committee evaluate its own performance on an annual basis with respect to the requirements of its Charter. At the May 15, 2017, meeting Committee members were provided with a survey to help facilitate the annual review and assist with the Committee's evaluation of its current work and role. The Committee will receive a full review and recommendations will be provided at the January 2018 Committee meeting.

REVIEW OF GIFTS

Ms. Dorr presented gifts and an 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 recognizes the generosity of the Delta Air Lines Foundation to the National Air and Space Museum and accepts the terms of the sponsorship agreement.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of United Airlines, Inc. to the National Air and Space Museum and accepts the terms of the sponsorship agreement.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of American Airlines, Inc. to the National Air and Space Museum and accepts the terms of the sponsorship agreement.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of AAR Corp. to the National Air and Space Museum and names the AAR Design Hangar for a period of 10 years from the date the recognition signage is installed or until the next major renovation, whichever occurs later.

VOTED that the Advancement Committee recommends that the Board of Regents create the Karen Weaver Coleman Endowment, a quasi-endowment for the benefit of the Smithsonian American Art Museum to support the acquisition, care, and conservation of artworks for the museum's permanent collection. Further, the Advancement Committee recommends that the Board authorize the transfer of the funds identified for this purpose.

EXECUTIVE SESSION

The Committee entered into an executive session at approximately 4:12 p.m.

ADJOURNMENT

Mr. Spoon thanked the Committee for their continued dedication to the Smithsonian and participation in the afternoon's meeting.

With no further business to discuss, the meeting was adjourned at approximately 4:18 p.m.

Respectfully submitted,

Alan G. Spoon, Chair