

MINUTES OF THE APRIL 20, 2022, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a videoconference meeting on April 20, 2022. Participating were Committee Chair Christine Udvar-Hazy and Committee members Allan M. Holt, Dennis Keller, and Franklin D. Raines.

Present by invitation of the Committee were Secretary Lonnie Bunch, Chief of Staff to the Secretary Greg Bettwy, Chief Investment Officer Amy Chen, Under Secretary for Administration Ron Cortez, Deputy Assistant Secretary for Advancement Zully Dorr, Associate General Counsel Farleigh Earhart, Deputy Chief of Staff to the Regents Kate Forester, Special Assistant to the Regents Mallory Gianola (recorder), Under Secretary for Museums and Culture Kevin Gover, Director of Individual Advancement Bob Halbruner, Inspector General Cathy Helm, Chief Financial Officer Janice Lambert, Assistant Secretary for Advancement Robert Spiller, and Under Secretary for Science and Research Ellen Stofan.

The following Grenzebach Glier and Associates consultants also participated in the meeting: Chief Executive Officer John Glier, Senior Vice President Colin Hennessy, and Vice President Katie Turcotte.

CALL TO ORDER AND WELCOME

Committee Chair Christine Udvar-Hazy called the meeting to order at approximately 12:30 p.m. and reviewed the agenda. Mrs. Udvar-Hazy reminded the Committee that from April 28 through 30 the Smithsonian is hosting the 47th Annual Smithsonian Weekend, when members of the Smithsonian National Board, Regional Councils, James Smithsonian Society, Smithsonian Legacy Society, and other donors will convene to experience programs, exhibitions, and behind-the-scenes visits. She also informed the Committee that the Smithsonian was listed in the *Chronicle of Philanthropy: America’s Favorite Charities* article for 2021.

REVIEW OF THE JANUARY 13, 2022, MEETING MINUTES

The Committee reviewed the draft minutes of the January 13, 2022, meeting, and affirmed that no modifications were required.

NOTABLE GIFTS AND GRANTS

Deputy Assistant Secretary for Advancement Zully Dorr reviewed notable gifts and grants recently received by the Smithsonian. She highlighted a \$6 million gift to support the Smithsonian Latino Center at the National Museum of the American Latino, a \$5 million gift to support the Smithsonian American Women’s History Museum, and a \$2.5 million gift to support the National Museum of Natural History.

REPORT OF THE SECRETARY

The Secretary provided an update on the Smithsonian's operating status. Smithsonian museums and the National Zoo have been operating on modified schedules for the past two years due to COVID-19. The Secretary noted that the Institution is gradually returning to its traditional schedule, and all but two Smithsonian museums will be open seven days a week by May 30. The National Air and Space Museum on the National Mall will remain closed for renovations until the fall and the Arts and Industries Building, which is temporarily open through July 6, will maintain a reduced schedule.

Secretary Bunch also briefed the Committee on the Annual Oversight Hearing of the Smithsonian Institution, which was held by the United States Senate Committee on Rules and Administration on March 30, 2022. The Secretary served as the sole witness and his testimony focused on the expanded reopening, progress on the establishment of new museums, and facilities challenges. He also highlighted efforts to be a positive force in our communities and our nation. This was exemplified by raising changes to policies that promote a safe and respectful workplace, as well as efforts to restore and protect cultural heritage.

To conclude his report, Secretary Bunch reported on the progress of the Smithsonian initiative *Our Shared Future: Reckoning with Our Racial Past*. The initiative seeks to spark positive social change and build a more equitable shared future through interdisciplinary scholarship, creative partnerships, dialogue, and engagement. The Secretary informed the Committee that since Bank of America's support of this initiative, first announced in June 2020, additional support for the initiative has been provided by Target Corporation, Verizon, and Google Arts & Culture. The Committee noted the importance of these gifts, as it relates to planning for the Smithsonian Campaign for Our Shared Future, in particular one of the four identified pillars for the comprehensive fundraising campaign is Illuminating Our Nation's Past, which will address issues of democracy, social justice, and the lessons of history.

NEW MUSEUMS

Assistant Secretary for Advancement Robert Spiller updated the Committee on fundraising efforts for the two new museums, specifically engaging new advancement audiences, establishing a virtual presence for the museums, and building out fundraising strategies. Mr. Spiller shared that the Smithsonian American Women's History Museum ("SAWHM") and the National Museum of the American Latino ("NMAL") are on track to surpass the fundraising goals for this fiscal year. Mr. Spiller noted that the Molina Family Latino Gallery will open in June at the National Museum of American History as the first physical presence of NMAL. The Office of Advancement is working with new museum leadership to hire advancement leads for each museum, build out strategies and giving opportunities, and launch digital membership programs.

ADVANCEMENT UPDATE

Mr. Spiller then reported on the Smithsonian's fundraising progress. As of April 20, 2022, the Smithsonian had raised \$165 million towards its \$230 million goal. Mr. Spiller noted that March was the strongest fundraising performance in Smithsonian history. The Committee also reviewed the fundraising progress report, including select proposals that have been presented to prospective donors since the January 13, 2022, Committee meeting.

To conclude, Mr. Spiller and consultants from Grenzebach Glier and Associates ("GG+A") led a discussion on planning efforts for the next Smithsonian campaign. Mr. Spiller reviewed the timeline and rollout plan leading toward an official campaign announcement and corresponding events in the fall, and shared initial results from the fundraising capacity and prospect portfolio analysis. The Committee also was briefed on the results of a benchmarking analysis GG+A conducted over the winter to assess growth capacity and investment needs. The Committee reviewed GG+A's observations from both the qualitative and quantitative data analysis and recommendations, including a high-level summary of budget and staff investments needed to support annual fundraising growth targets and meet the objectives of the upcoming campaign.

ADJOURNMENT

There being no request for an executive session and with no further business to discuss, the meeting was adjourned at approximately 2:00 p.m.

Respectfully submitted,
Christine Udvar-Hazy, Chair

EMAIL BALLOT

By email ballot completed on March 17, 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 The Coca-Cola Company and accepts the terms of the sponsorship agreement.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of General Motors Company to the National Museum of the American Latino and names the General Motors Learning Lounge from the date the Board of Regents approves the recognition until the 10th anniversary of the opening of the Molina Family Latino Gallery.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of SiriusXM Holdings Inc. to the National Museum of African American History and Culture and names the SiriusXM Neighborhood Record Store for 10 years from the date the recognition signage is installed.