

MINUTES OF THE MAY 9, 2023, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a videoconference meeting on May 9, 2023. Participating were Barbara M. Barrett, Allan M. Holt, Denise M. O’Leary, Cheryl Neal, Jorge Puente, Franklin D. Raines, David M. Rubenstein, and Greg Sarris. Advancement Committee Chair Christine Udvar-Hazy was unable to attend. In accordance with the Committee Charter, Allan M. Holt acted in Mrs. Udvar-Hazy’s stead.

Present by invitation of the Committee were Secretary Lonnie Bunch, Chief of Staff to the Secretary Greg Bettwy, Chief Investment Officer Amy Chen, Counsel to the Inspector General Epin Hu Christensen, Under Secretary for Administration Ron Cortez, Deputy Assistant Secretary for Advancement Zully Dorr, Deputy Chief of Staff to the Regents Kate Forester, Director of Constituent Engagement Charlotte Gaither, Special Assistant to the Regents Mallory Gianola (recorder), Under Secretary for Museums and Culture Kevin Gover, Associate Director of Advancement Joanne Leese, Assistant Secretary for Communications and External Affairs and Chief Marketing Officer Julissa Marengo, Assistant General Counsel Anne Nelson, Assistant Secretary for Advancement Robert Spiller, Under Secretary for Science and Research Ellen Stofan, and Chief of Staff to the Regents Porter Wilkinson.

CALL TO ORDER AND WELCOME

Allan M. Holt called the meeting to order at approximately 2:00 p.m. and reviewed the agenda. Mr. Holt introduced and welcomed Greg Sarris, one of the Campaign Co-Chairs, to his first Regents Advancement Committee meeting.

REVIEW OF THE MARCH 1, 2023, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the March 1, 2023, Committee meeting were approved.

REVIEW AND APPROVAL OF GIFTS

Deputy Assistant Secretary for Advancement Zully Dorr presented four gifts for the Committee’s review and recommendation to the Board of Regents. The motions presented to the Committee included: a gift for the National Museum of American History, a gift for the National Museum of Natural History, a gift for the Smithsonian American Art Museum, and the creation of a quasi-endowment for the Hirshhorn Museum and Sculpture Garden. Ms. Dorr noted that all proposed actions adhered 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 the WEM Foundation to the National Museum of American History and accepts the gift.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the WEM Foundation to the National Museum of Natural History, accepts this gift, and names the Whitney and Elizabeth MacMillan Studio, for 20 years or until the next major renovation of the space, whichever occurs later.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the WEM Foundation to the Smithsonian American Art Museum and accepts the gift.

VOTED that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment for the benefit of the Hirshhorn Museum and Sculpture Garden to support the purchase of contemporary works of art by French artists. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

NOTABLE GIFTS AND GRANTS

In addition to gifts that require approval by the Board of Regents, Ms. Dorr reviewed four notable gifts and grants received since the March Committee meeting to the Center for Folklife and Cultural Heritage, the Hirshhorn Museum and Sculpture Garden, the National Museum of African American History and Culture, and the Smithsonian's National Zoo and Conservation Biology Institute.

REPORT OF THE SECRETARY

The Secretary provided an update on the status of the two new museums, including assembling collections, building staff, and selecting the museum sites. The Smithsonian is launching virtual museums and capitalizing on digital initiatives to envision, create, and guide the new museums before the physical museums are constructed. The Secretary informed the Committee that there is energy and interest in fundraising for the Smithsonian American Women's History Museum ("SAWHM") and the National Museum of the American Latino ("NMAL"). In February, the SAWHM marked Women's History Month by announcing that it had received more than \$55 million dollars in donations, including from the Bill & Melinda Gates Foundation, Pivotal Ventures, Alice L. Walton Foundation, Acton Family Giving, Target Corporation, Bank of America and Tory Burch, to boost the museum's development.

The Secretary also updated the Committee on the Smithsonian's plans for the 250th anniversary of the United States' founding to be recognized in 2026. Secretary Bunch emphasized that America250 presents the Smithsonian with many possibilities to share and experience our country's story in ways that will inspire Americans. The Institution's plans include the Center for Folklife and Cultural Heritage's "United Stories of America" documenting cultural heritage through festivals on the National Mall and across the country, and the National Museum of American History's "Made by US" initiative empowering younger generations to use history to inform their civic action. The Committee also discussed planning efforts for the Smithsonian Campaign, which is being executed in two phases: Focus Phase and Comprehensive Phase. The Comprehensive Phase of the Campaign will run from 2024 through 2026 leading into the America250 celebration.

ADVANCEMENT UPDATE

Mr. Spiller reported on the Smithsonian's fundraising progress for fiscal year 2023. As of March 31, 2023, the Smithsonian had raised \$144.2 million towards its \$265 million goal. The Committee also reviewed the fundraising progress report.

Mr. Spiller then updated the Committee on individual giving fundraising markets for the Smithsonian, including data and trends related to donor affiliation, donation amount, and prospect insights across geographic locations.

Next, the Committee discussed the progress of the Smithsonian Campaign for Our Shared Future. As of April 18, 2023, the Smithsonian had raised \$1.49 billion towards its \$2.50 billion Campaign goal. The Committee also received an overview of recent and upcoming campaign preview events and reviewed Campaign priorities, including project metrics for the strategic initiatives Campaign pillars: Powering Creativity and Innovation, Opening Pathways to New Knowledge, Illuminating the Nation's Past, and Advancing Sustainability and Discovery.

To conclude, Mr. Spiller updated the Committee on recent nominations to the Order of James Smithson. The Order of James Smithson was established by the Board of Regents in 1983 to "recognize and encourage extraordinarily important contributions to the work of the Smithsonian Institution." Most inductees have been philanthropic donors of more than \$25 million, and the Order has also been awarded to a select number of individuals who contributed collections of art. Mr. Spiller informed the Committee that moving forward, in addition to considering nominees who have provided significant financial contributions, and to better reflect the Smithsonian's diverse stakeholders, nominees will now also be considered based on the role of volunteer leadership, gifts in kind, and philanthropic gifts at lower levels when combined with other service.

EXECUTIVE SESSION

The Committee moved into an executive session at approximately 3:15 p.m. to discuss a prospective donor to the Smithsonian.

ADJOURNMENT

With no other business to consider the meeting was adjourned at approximately 3:28 p.m.

Respectfully submitted,

Allan M. Holt