

Date: _____ Approved: _____

THE VIRGINIA MUSEUM OF FINE ARTS
Minutes of the Art and Audience Committee Meeting
Held, pursuant to due notice, in The Claiborne Robertson Room
Wednesday, 8 December 2010, 2:00 pm

Presiding: James W. McGlothlin, Co-Chair
Secretary: Ms. Suzanne Broyles

There were present:

James W. McGlothlin, Co-Chair
Mrs. Whitt W. Clement
G. Moffett Cochran
Dr. Elizabeth Ann Fisher
Ms. Susan S. Goode
Dr. Elizabeth F. Harris
Ms. Barbara-lyn B. Morris
Dr. Lindley T. Smith
Ms. Mary F. White
Thurston R. Moore, Ex-Officio
Mrs. Suzanne T. Mastracco, Ex-Officio

By Invitation:

Alex Nyerges, Director
Ms. Jessica Bauserman
Stephen D. Bonadies
Ms. Suzanne Broyles
Ms. Joan W. Murphy
Robin Nicholson
Ms. Jayne Shaw
Robert Tarren
Ms. Alexis Vaughn

Absent:

Thomas F. Farrell II, Co-Chair
Karen C. Abramson
Ms. Stanley F. Pauley
Dr. Alvin J. Schexnider

I. CALL TO ORDER

The Co-chairman, James McGlothlin, called the meeting to order at 2:00 pm and welcomed new trustee and committee member Moffett Cochran.

II. MINUTES

Motion: proposed by Dr. Smith and seconded by Ms. Goode that the minutes of the last meeting of the Art and Audience Committee held on the 15th of September 2010 be approved as distributed on the 14th of October 2010. Motion carried.

III. EXHIBITION ATTENDANCE

Robin Nicholson reported that attendance at some of the special exhibitions has been disappointing (unlike overall museum attendance). He went on to review some of the figures with the Committee indicating that the banner Tiffany exhibition had done well by slightly exceeding its revenue projection. However, Darkroom fell short of the anticipated goal and Quilts and Sally Mann were not meeting year-to-date expectations. He indicated that the attendance/revenue model for Tiffany worked well but the model for the other fall exhibitions was not as successful and perhaps needed to be revisited. He pointed out that we are learning about attendance and levels of ticket prices as we go along. Members then discussed how this impacts future exhibition planning. Meg Clement applauded Mr. Nicholson for staying with the exhibition plan approved by the Board of Trustees before the opening. She said the path that we are on is a good one and we need to stick with it. Thurston Moore noted that these lesser exhibitions are part of our educational mission and we need to manage their costs.

IV. STATEWIDE

Robin Nicholson explained that as part of the reorganization of his department he is considering a fundamental review of the services we offer statewide. Mr. Nicholson announced two upcoming key retirements, Head Fine Arts Librarian, Suzanne Freeman, and Director of Statewide Partnerships, Susan Ferrell. He proposes combining the roles into one department head, Director of Library, Museum and Statewide Resources. This will maximize efficiencies and integrate the non-personnel resources of the Library, Educational Resource Room, Media Resources, and Statewide Resources. He will create a new department entitled Library, Museum and Statewide Resources to align the Museum's resources with the Strategic Plan. Mr. Nicholson will undertake a comprehensive review of statewide outreach by talking to people out in the state to determine their needs. He then showed the group a slide of the new organizational chart. The Committee discussed our opportunities.

V. OVERVIEW OF THE PICASSO MARKETING CAMPAIGN

Alexis Vaughn and Bob Tarren reported on the two-pronged creative strategy for the Picasso marketing campaign. They announced that the Martin Agency is working with us to help us broaden our geographic scope, use more social media as marketing tools, and connect with younger visitors by leveraging technology to engage the Gen Y/Millennial audience. For the non-traditional aspects of the campaign we will use QR codes (two dimensional codes readable by mobile phones with a camera, and smart phones) in our advertising to connect with the technically savvy. The codes will be used as an element of the art itself in the advertisement; and the augmented reality (AR) tactic of embedding a virtual image in a smart phone activated AR banner will be used.

The second prong of the plan involves traditional creative treatments, such as a vertical half page print layout, TV and radio spots, and street banners to reach all audiences. A media and buzz event is in the works for Washington DC in January and a DC metro station blitz is planned for April 2011. Our geographic targets are Richmond, Northern Virginia, statewide, the mid-Atlantic region and the nation. We also have Anne Edgar helping to promote the East Coast exclusivity of VMFA with the unpaid media press in New York. Mr. Tarren said we have formed partnerships with the Richmond Convention and Visitor's Bureau, Amtrak, nine hotels, and the Virginia Tourism Corporation. Our collaboration with our sponsor, Altria, will include their internal

communications such as newsletters, video screens, e-mails, and lobby posters. The committee members asked questions and discussed ideas such as making appearances on local TV talk shows.

VI. EDUCATION

Jessica Bauserman, Teen and Preschool Program Coordinator, gave a PowerPoint presentation to update the Committee on teen happenings at VMFA. She explained that our teen programs are for ages 11-18 and those in 6th through 12th grade. Ms. Bauserman went on to describe the M. LiT program saying this is the new after-school Museum Leaders in Training program for teens to learn, explore, advise, and discover. This twelve month program offers hands on workshops, insightful lectures, and engaging discussions. Four Art and Exhibition Programs are offered for teens, Teen Talent, Teen Zine, Teen Stylin', and the Scholastic Art Awards. Teen Talent is an evening of art making, music, monologue, dance, theater or film, and prizes are available. The Teen Zine gathers teen art and writing to create a magazine. The Teen Stylin', fall event workshop series, culminates in a fashion show of wearable art with artful inspiration. Awards are given in several categories and each design winner receives a two-night trip to New York City and a congratulatory dinner. Ms. Bauserman explained that the Scholastic Art Awards Program is the nation's largest, longest-running, and most prestigious recognition program for creative teenagers in the visual arts. She said that up to 200,000 teens submit applications for scholarships each year. Students submit their best pieces for review by panels of art professionals, and compete for recognition, scholarships, and exhibition opportunities. The Museum owns several examples of modern and contemporary art representative of artists that received recognition in their teens. Ms. Bauserman concluded by showing slides of candid shots of teens participating in the many popular programs offered at VMFA. She reminded the group that teens matter to VMFA as they are our future artists, patrons, museum leaders, and funders

VII. OTHER BUSINESS/ADJOURNMENT

No further business was brought before the Committee, and the Chairman adjourned the meeting at 3:40 pm.

Suzanne Broyles
Secretary of the Museum