

Date: _____ Approved: _____

THE VIRGINIA MUSEUM OF FINE ARTS
Minutes of the Art and Audience Committee Meeting
Held, pursuant to due notice, Theater Level Conference Suite Room #1
Wednesday, 20 March 2013, 12:00 pm

Presiding: Susan S. Goode, Acting Chair
Secretary: Ms. Suzanne Broyles

There were present:

Susan S. Goode, Acting Chair
Karen C. Abramson
Mrs. Whitt W. Clement
Margaret N. Gottwald
Ms. Margaret N, Gottwald
Frederica P. Gray
Terrell Luck Harrigan
Dr. Elizabeth F. Harris
Keith R. Kissee
Marlene A. Malek
Charlotte M. Minor
Mrs. Deborah H. Quillen
Satya Rangarajan
Charles H. Seilheimer, Jr.
Dr. Lindley T. Smith
Thurston R. Moore, Ex-Officio
Mrs. Suzanne T. Mastracco, Ex-Officio

By Invitation:

Alex Nyerges, Director
Jeffrey Allison
Stephen D. Bonadies
Ms. Suzanne Broyles
James C. Cherry
Dr. Lee Anne Chesterfield
W. Birch Douglass III
Ms. Linda Lipscomb
Robin Nicholson
William A. Royall, Jr.

Absent:

Thomas F. Farrell II, Co-Chair
James W. McGlothlin, Co-Chair
Mary Anne Carlson
G. Moffett Cochran
Michael M. Connors
Richard B. Gilliam

I. **Call to Order**

Acting Chair, Susan S. Goode, called the meeting to order at 12:15 pm and welcomed the group.

II. **Minutes**

Motion: proposed and seconded that the minutes of the last meeting of the Art and Audience Committee held on the 13th of December 2012 be approved as distributed on the 7th of March 2013. Motion carried.

III. **Background and History of Statewide Partnerships – Jeffery Allison**

Robin Nicholson, Deputy Director for Art and Education, reminded the committee that last February 2012 he gave a preliminary presentation on reorganizing the museum's statewide structure. Mr. Nicholson introduced Jeffrey Allison, Manager of Statewide Partnerships, and our statewide expert, who gave a PowerPoint outline of the background and changes in our statewide partnerships program. Mr. Allison noted that we started with the TEAMS program in 1961 which offered crated exhibitions and media resources for a \$25 annual fee. Thirty-two of these chapters, with or without buildings, planted the seeds of VMFA around the state and one chapter even helped start the Bristol Art League which is now the William King Museum in Abingdon. In 1994 the Artmobile that had traveled across the state with parts of our collection for many years was discontinued. From 1991 through the present we saw an increase in the number of museum level arts organizations throughout Virginia. In 1998 we had three types of partners: Education Partners, Community Partners and Museum Partners and partnerships were opened up to any non-profit organization in Virginia. Currently there are 200 VMFA Partners and the annual fee is still \$25. From 2011 through 2012, 500,000 people were served by our statewide outreach.

We offer artist workshops, speakers on the arts, performances, teacher workshops, exhibitions, media resources, technical assistance, and annual fellowships and Mr. Allison showed slides of these programs. This year VMFA awarded 28 Fellowships, selected by independent jurors, out of a record number of 771 applications. Since its creation in 1940, the Fellowship program has awarded nearly \$5 million to over 1,200 professional artists and students from Virginia.

IV. **Existing Structure/Proposed New Structure and Benefits – Robin Nicholson**

We are proposing changes in the structure based on site visits over the last year and organizations' input about their needs. Robin Nicholson said we would offer Level 1 to each of the 2,700 schools around the state and the first year there will be no fee for all four categories. We will launch the new structure on July 1, 2013 giving one year of complimentary access and potentially go to a fee structured program after that. The main difference in this new structure is that we'll offer a bigger online package and will send no medium security exhibitions to non-museum level institutions. Our partners will be able to organize their own exhibitions and we will serve as the clearing house or hub for them to circulate the exhibitions they've created to other partners. They will benefit by sharing shipping and other charges and VMFA will also create some exhibitions. In one year we will evaluate this new structure which will roll out with an e-mail blast to teachers in schools. Bill Royall cautioned us to be sure the technology runs smoothly on the launch, and said there should be no password, and it should be free and open.

Level One - Available to all K-12 public and private and home School organizations

- Access to partner website pages including Virginia Standards of Learning resources and images from permanent collection, PowerPoint presentations, lesson plans, streaming content

Level Two - Available to non-profit community based organizations, libraries, retirement communities, K-12 schools, home school organizations, hospitals, historic sites, and churches

- Artist Workshops (partner Discount)
- Speakers on the Arts (Partner Discount)
- Educator Workshops (Partner Discounts)
- Level One Benefits

Level Three - Available to non-profit community based organizations such as art centers, galleries, and level 2 organizations

- VMFA Library resources
- access to VMFA Fellowship winners listing for potential exhibitions
- Opportunities to share exhibitions from other partner institutions
- Access to full range of technical assistance
- Subscription to myVMFA
- All level one and two benefits

Level Four – Available only to Museum level organizations that have met VMFA-compliant environmental and security controls

- Access to VMFA permanent Collection including opportunities to curate from the collection as well as to accept VMFA traveling permanent collection exhibitions
- All level one-three benefits

V. **Demonstration of New Online Resource – Jeffrey Allison**

Mr. Allison showed slides of many of the online resources that will be available to our partners. We have a revised website for partners to download, use in classrooms, and conduct gallery hunts when they come here or in their classrooms. We will offer “make and takes” (for instance an Ibis mask), and share streaming and digital content with the newest information. We also offer the Museum Assessment Program (AAM)

- Organizational
- Collections Stewardship
- Community Engagement

and the Conservation Assessment Program (Heritage Preservation)

- Collection
- Historic Structure

and Surplus Property.

Mr. Allison explained that we have digitized all our interviews with artists done over the last 50 years, for instance a Chuck Close lecture. We also currently have a technical assistance program offering staff consultations to Partner organizations in the following areas:

- Administration
- Collections Management and Resources
- Community Relations
- Conservation
- Communications and Marketing
- Development
- Exhibition Planning
- Education and Outreach
- Publications

Motion: proposed by Mr. Seilheimer and seconded by Dr. Smith that the Art and Audience Committee recommend to the Full Board of Trustees approval of the formal implementation of the new partnership structure in FY14. Motion carried.

VI. **Other Business/Adjournment**

There being no further business, the meeting was adjourned at 12:50 pm by Acting Chair, Susan S. Goode.

Suzanne Broyles
Secretary of the Museum