

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  
Friday, 14 June 2013, 12:00 pm

Presiding: Thomas F. Farrell II, Co-Chair  
Secretary: Ms. Suzanne Broyles

There were present:

Thomas F. Farrell II, Co-Chair  
Karen C. Abramson  
Mary Anne Carlson  
Margaret Irby Clement  
Richard B. Gilliam  
Ms. Susan S. Goode  
Satya Rangarajan  
Charles H. Seilheimer, Jr.  
Thurston R. Moore, Ex-Officio  
Mrs. Suzanne T. Mastracco, Ex-Officio

By Invitation:

Alex Nyerges, Director  
Stephen D. Bonadies  
Ms. Suzanne Broyles  
Dr. Lee Anne Chesterfield  
W. Birch Douglass III  
Ms. Celeste Fetta  
Ms. Stephanie Hamlett  
Ms. Linda Lipscomb  
Darrian P. Mack  
Robin Nicholson  
William A. Royall, Jr.

Absent:

James W. McGlothlin, Co-Chair  
G. Moffett Cochran  
Michael M. Connors  
Ms. Margaret N. Gottwald  
Terrell Luck Harrigan  
Dr. Elizabeth F. Harris  
Marlene A. Malek  
Mrs. Deborah H. Quillen  
Dr. Lindley T. Smith

## I. **Call to Order**

Co-Chair, Thomas F. Farrell II, called the meeting to order at 12:10 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 20th of March 2013 be approved as distributed on the 22nd of May 2013. Motion carried.

## III. **Audience Development – Darrian Mack**

Robin Nicholson said today we will continue discussing the Audience Development issue and how we measure success. Mr. Nicholson asked two colleagues from his department to address the committee.

He introduced Darrian Mack, new Director of Audience Development who will help us put more of an emphasis on outreach, development, and audiences now and in the future. Mr. Mack gave a prez presentation on audience development initiatives. He stated that audience development is a high level data-gathering-intensive process designed to coordinate resources and develop plans to reach new audiences and sustain current audiences. Mr. Mack explained that the institutional alignment team is the core group tasked with developing a programming strategy for the end of FY 2014 that will guide projects into FY 2015. He noted that African American, Latino, and Youth (ages 18-35) are the priority audiences to be analyzed in the upcoming fiscal years. Audience development is working to create universal standards and tools to measure program success beyond attendance numbers. Programs are more than events, but anything that connects the audiences to the mission of the museum. He went on to mention that designing the programming framework for the Project for Public Spaces is a central project for audience development.

## IV. **Higher Education – Celeste Fetta**

Celeste Fetta, Adult Programs Manager & Acting Chief Educator, gave a review of VMFA's current higher education programs and collaborations that now attract a wider demographic than ever before. Ms. Fetta explained that we cultivate youth because they are our future audience and donors and their numbers are growing. Last fall approximately 540,000 students were registered at community colleges, colleges and universities in the Metro Richmond area. Some of the VMFA programs for students in effect now include:

- Tours with docents or professors
- VCU classes held in the galleries
- College Advisory Council – giving youth the opportunity to tell us what they need
- College Night – an open house with refreshments shows them that VMFA is relevant to their lives and helps them feel comfortable here
- Statewide Lectures, Workshops and Exhibitions
- Fellowship Awards for undergrads, graduates, and professors

Ms. Fetta went on to mention VMFA's Higher Education Goals for Fiscal Year 2014:

- Deepen our relationships with VUU, William and Mary, and George Mason University.
- Target program and exhibition promotion to student members
- Analyze the current objectives for College Night
- Survey the students on their needs and interests for resources on the VMFA Educational Resource Website

V. **Other Business/Adjournment**

Mr. Nicholson thanked Ms. Fetta for her informative presentation and her insight. He noted that after three years of operating the new expanded museum, during Fiscal Year 2014 we will stop to analyze our strong programming and reevaluate our audiences' needs which will give us the big picture of audience development.

There being no further business, the meeting was adjourned at 12:45 pm by Chair, Thomas F. Farrell II.

Suzanne Broyles  
Secretary of the Museum