

Date: _____ Approved: _____

THE VIRGINIA MUSEUM OF FINE ARTS
Minutes of the Resource Development Committee Meeting
Held, pursuant to due notice, in The Founders Conference Room
Wednesday, 26 May 2010, 1:45 pm

Presiding: W. Birch Douglass III, Chair
Secretary: Ms. Suzanne Broyles

There were present:

W. Birch Douglass III, Chair
Mrs. Whitt W. Clement
Cynthia Kerr Fralin
Nancy B. Lund
Steven A. Markel
Mrs. Barbara-lyn B. Morris
William A. Royall, Jr.
Michael J. Schewel
Mary F. White
Pamela Reynolds, Ex-Officio

By Invitation:

Alex Nyerges, Director
Ms. Carol Amato
Ms. Suzanne Broyles
Ms. Joan W. Murphy
Robin Nicholson
Ms. Nancy H. Parsons
Ms. Jayne Shaw
Ms. Alexis Vaughn

Absent:

Karen C. Abramson
John B. Adams, Jr.
Alfonso L. Carney, Jr.
Dr. Elizabeth F. Harris
Ivan P. Jecklin
Benjamin W. Rawles III
Ranjit K. Sen
Thurston R. Moore, Ex-Officio
Mrs. Suzanne T. Mastracco, Ex-Officio
Richard G. Tilghman, Ex-Officio

I. CALL TO ORDER

W. Birch Douglass III, Chair, called the meeting to order at 1:45 pm and welcomed the group.

II. MINUTES

Motion: proposed and seconded that the minutes of the Resource Development Committee meeting held on the 17th of February 2010 be approved with the following change on page 2, the eighth line down change “including” to “in addition to” in the minutes as distributed on the 17th of March 2010. Motion carried.

III. STAFF REORGANIZATION

Nancy Parsons introduced Jayne Shaw, Associate Director of Development, who just joined us two weeks ago. Jayne was previously Vice-President for Development at VCU School of the Arts. Ms. Parsons remarked that Jayne also has senior level development experience at Hollins and Washington and Lee. Alex Nyerges noted that the only part of the staff reorganization germane to this committee is that Robin Nicholson is the new Chief for Art and Education. Mr. Nyerges pointed out that he now has only five division heads reporting to him which is down from nine.

IV. EXHIBITIONS

Robin Nicholson reported on a major exhibition opportunity coming up which will be announced later on in the year. He indicated that this would place Richmond on the map and would be the most important exhibition in the Museum’s history. It is also a plus that this will be the sole east coast venue, out of three US cities, and will be held in our 75th anniversary year. The exhibition is from a national museum which is renovating and is part of an international tour of nine venues with 66 major paintings. He mentioned that the entire special exhibition gallery will be needed for this spectacular, 12,000 square foot exhibition. Mr. Nicholson stated that we have a six to eight month window to develop the publicity for this exhibition which has been very popular around the world. A twelve week run from February 19th through May 15, 2011 is planned.

Nancy Parsons asked for suggestions for potential sponsors for this exhibition. The group felt that membership would increase quite a bit with this once in a lifetime opportunity that will impact Richmond and the whole state. It was announced that \$2 million was the figure needed for sponsorship for this exhibition.

Ms. Parsons commented that she was proud of the \$21 million figure raised by the Top Ten Campaign to date. She said that next year’s goal is \$35 million which inches our way to that \$60 million total goal. Nancy Parsons then spoke about the VMFA Annual Fund which is in its last 30 days. \$1.1 million was raised to date and the goal is to raise \$1.5 million by June and have 100% participation by Directors and Trustees. She noted that Trustee participation is at 60% at this point.

Membership which was at 7,000 in September is now at 13,400 and the goal is 15,000 by June 30, 2010. Ms. Parsons announced that on a sad note Elizabeth Lowsley-Williams has decided to leave the Museum after ten years of excellent service and a search for her replacement has begun.

V. WEBSITE

Alexis Vaughn reminded the Committee that Altria's generosity gave us a new dynamic website which is more visually oriented than our previous site. She showed a PowerPoint presentation showing that the new site has changing banners and reinforces the popular theme of "It's Your Art." Ms. Vaughn explained that people really relate to that phrase. Facility rentals are more obvious on this new website and it is more focused on special exhibitions. Ms. Vaughn noted that 2,000 images are loaded on the site now and users can get close ups of pieces and see details. The new shop is open on the website which encourages sales with wedding registries and on-line purchasing.

Ms. Vaughn stated that this was a quick snapshot of the new website and she welcomes feedback from the Committee members. She said that the site is in a constant state of updating and in the future we expect to have a message board and calendar improvements.

VI. OTHER BUSINESS/ADJOURNMENT

Mr. Douglass thanked the staff members for their reports. No further business was brought before the Committee, and the Chair adjourned the meeting at 2:45 pm.

Suzanne Broyles
Secretary of the Museum