

Executive Committee Meeting Minutes
The Claiborne Robertson Room
Wednesday, 16 June 2010, 2:00 pm

There were present:

Pamela Reynolds, Chairman
Thurston R. Moore, Vice-Chairman
Mrs. Suzanne T. Mastracco, Vice-Chairman
Martin J. Barrington
Dr. Herbert A. Claiborne, Jr.
W. Birch Douglass III

By Invitation:

Alex Nyerges, Director
Ms. Carol Amato
Stephen D. Bonadies
David B. Bradley
Ms. Suzanne Broyles
Dr. Lee Anne Chesterfield
Herbert A. Claiborne III
Robin Nicholson
Ms. Nancy H. Parsons
Ms. Alexis Vaughn

Absent:

John R. Curtis, Jr.
Ms. Susan S. Goode
Ms. Frances Lewis
John A. Luke, Jr.
Richard G. Tilghman, Vice-Chairman

I. Report of the Chairman – Pamela Reynolds

Chairman, Pamela Reynolds, called the meeting to order at 2:06 pm, and welcomed everyone. She said we will go into closed session at today's meeting to discuss an exciting issue.

II. Report of the Director – Alex Nyerges

Alex Nyerges called on Alexis Vaughn who has been tracking our performance in various areas. Ms. Vaughn distributed charts illustrating our progress to date and stated that attendance is tracking very well according to our projections of 450,000 visitors on-site per year. The Shop and both restaurants are meeting or slightly exceeding expectations. Tiffany attendance is at about 55% of expectations and tracking at a very sustained consistent level and Tiffany revenue is correspondingly low.

Ms. Vaughn explained that since general attendance and earned income are meeting or exceeding expectations, our immediate challenge is how to drive Tiffany traffic. We already have plans to redistribute portions of the Tiffany budget from DC to our more immediate region. Pam Reynolds said the thrilling part is the diversity of the visitors. It was noted that the draw of the new building might be keeping some visitors from visiting the Tiffany exhibition. We hope to find a way to entice 40% of the visitors who enter the Museum to view the Tiffany exhibition; right now we are capturing only 30%. Alex Nyerges noted that it is usually the last two weeks or so of a special exhibition's run when about 30% of the total visitors attend.

On a positive note, Ms. Vaughn mentioned that we just received a call from the Jefferson Hotel, with whom we developed a Tiffany package, requesting another 200 tickets for the show. They describe the packages as "selling like hotcakes" which is a very good sign.

The Director reported that the American Association of Museums (AAM) reaccreditation team of Alan Fern and Dan Monroe were here June 14 and 15 and found only three things to report. The first item requested was our back up plan in case we do not meet the revenue projected in our business plan; however our projected figures are very conservative so we are not concerned. They mentioned analyzing our prospect base for the upcoming \$200 million capital campaign and we had already planned for that. And the third issue was curatorial malaise. To resolve this we have just appointed a new Chief Curator, Sylvia Yount who works under our new Chief Art and Education Officer, Robin Nicholson. Mr. Nyerges said with these two people working with the curators we have corrected any issues. Overall we did well on our review and they were pleased with housekeeping, the galleries, buildings and grounds, and the exhibitions. Mrs. Reynolds added that they were impressed with the way both boards function together. The report from AAM should come in about six months.

At 2:20 pm the meeting went into closed session.

Motion: proposed by Mrs. Reynolds, and seconded by Mrs. Mastracco that the meeting go into closed session under Section 2.2-3711 (A), (3) of the Freedom of Information Act to discuss a real estate matter which is not public. Motion carried.

At 2:44 pm, by motion proposed, seconded and carried, the meeting resumed in open session.

Motion: proposed by Mrs. Reynolds and seconded by Mr. Douglass that the Committee certify that the closed session just held was conducted in compliance with Virginia State law, as set forth in the Certification Resolution distributed. Motion carried.

A roll call vote was taken, the results of which are outlined in the Certification Resolution.

Motion: proposed by Mr. Douglass and seconded by Mr. Barrington that the Executive Committee supports the VMFA Foundation Executive Committee in its motion passed at its meeting on June 11, 2010. Motion carried.

No other business was brought before the Committee and the meeting adjourned at 2:46 pm.

Recorded: _____ Date: _____
Suzanne Broyles, Secretary

Approved:  Date: _____
Pamela Reynolds, Chairman

Approved: _____ Date: _____
Alex Nyerges, Director

MOTION: Mrs. Reynolds MEETING: Executive Committee
SECOND: Mrs. Mastracco DATE: 16 June 2010

CERTIFICATION OF CLOSED MEETING

WHEREAS, the Executive Committee has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act; and **WHEREAS**, Section 2.2-3712 of the Code of Virginia requires a certification by this Committee that such closed meeting was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED that the Executive Committee hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Executive Committee.

VOTE

AYES: Reynolds/Moore/Mastracco/Barrington/Claiborne, Jr./Douglass

NAYS: None

[For each nay vote, the substance of the departure from the requirements of the Act should be described.]

ABSENT DURING VOTE: None

ABSENT DURING MEETING: Tilghman/Curtis/Goode/Lewis/Luke

Suzanne Broyles
Secretary of the Museum