

Date: \_\_\_\_\_ Approved: \_\_\_\_\_

THE VIRGINIA MUSEUM OF FINE ARTS  
Minutes of the Resource Development Committee Meeting  
Held, pursuant to due notice, in The Pauley Center Second Floor Meeting Room  
Wednesday, 17 February 2010, 2:15 pm

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

There were present:

W. Birch Douglass III, Chair  
Karen C. Abramson  
Mrs. Whitt W. Clement  
Cynthia Kerr Fralin  
Dr. Elizabeth F. Harris  
Ivan P. Jecklin  
Nancy B. Lund  
Mrs. Barbara-lyn B. Morris  
William A. Royall, Jr.  
Michael J. Schewel  
Mary F. White  
Pamela Reynolds, Ex-Officio  
Thurston R. Moore, Ex-Officio  
Mrs. Suzanne T. Mastracco, Ex-Officio

By Invitation:

Alex Nyerges, Director  
Ms. Suzanne Broyles  
Ms. Katie Merritt  
Ms. Jenna Mosman  
Ms. Joan W. Murphy  
Robin Nicholson  
Ms. Nancy H. Parsons  
Ms. Alexis Vaughn  
Ms. Della Watkins

Absent:

John B. Adams, Jr.  
Alfonso L. Carney, Jr.  
Steven A. Markel  
Benjamin W. Rawles III  
Ranjit K. Sen  
Richard G. Tilghman, Ex-Officio

## I. CALL TO ORDER

W. Birch Douglass III, Chair, called the meeting to order at 2:15 pm and welcomed the group.

## II. MINUTES

**Motion:** proposed and seconded that the minutes of the Resource Development Committee meeting held on the 17<sup>th</sup> of November 2009 be approved as distributed on the 26<sup>th</sup> of January 2010. Motion carried.

## III. REVIEW RESULTS OF MEMBERS SURVEY

Birch Douglass reviewed the results of the member survey listing those who agreed to work on Educational Programs, Museum Publications, Special Exhibitions, or the 75<sup>th</sup> Anniversary. He encouraged those who had not signed up, to do so. Mr. Douglass asked Robin Nicholson, Alexis Vaughn, Nancy Parsons, and Della Watkins to outline what is expected of members so they can get started.

## IV. UPDATE ON DEVELOPMENT/FUNDRAISING CAMPAIGN

Nancy Parsons reported on three Development areas: Top Ten Campaign, Annual Fund, and Membership. Ms. Parsons said the Top Ten Campaign Goal is \$60 million by June 30, 2012 (\$35 million for the building and \$25 million for endowment.) She announced that we had set a campaign goal of \$20 million to be raised by June 30, 2010 and to date the campaign has raised \$20 million—four months early! The Committee responded with a round of applause and Ms. Parsons thanked those present who made this possible. She hopes to reach \$30 million by this summer. She announced four standout gifts: \$1.25 million from Dominion Resources, \$1 million from MeadWestvaco, \$3.1 million bequest from Frank Raysor including a collection of 10,000 prints, paintings, and art books for the library, and \$500,000 from Birch and Ginny Douglass. The members were pleased to hear this exciting news.

Nancy Parsons then spoke about the VMFA Annual Fund whose goal is to raise \$1.5 million and have 100% participation by Directors and Trustees. She said we are nearing the half way point and asked those present to make their pledge. Ms. Parsons introduced Katie Merritt, new Manager of the Annual Fund.

Membership is currently at 7,800 and the goal is 15,000 by June 30, 2010. The last few weeks has brought us hundreds of new memberships due to the Lukens Corporation Direct Mail Campaign. Ms. Parsons introduced Jenna Mosman, Director of Membership, who has been working with Lukens Corporation on our direct mailing. Nancy Parsons reviewed the new membership rate structure which was designed to encourage people to increase their giving and eventually move to the higher levels of giving. Members discussed benefits for each level of giving and it was thought that intangible benefits would be best, for example, priority parking or restaurant reservations. These would have no cost for the Museum and might lead to greater participation at higher giving levels. After some discussion the following motion was presented.

**Motion:** proposed by Mr. Douglass and seconded by Mrs. Morris that the Resource Development Committee recommend to the Full Board of Trustees approval of the new membership rate structure as presented. The motion carried unanimously.

Ms. Parsons announced that Elizabeth Lowsley-Williams is now managing Foundation as well as Corporate fundraising. Her new title is Manager of Corporate and Foundation Relations. Chasity Miller is now working with me on Major Gifts from individuals. Chasity will also continue her excellent work with Donor Stewardship. Chasity's new title is Major Gifts Officer and Manager of Stewardship.

## V. EXHIBITIONS/75TH

Robin Nicholson reviewed the plans for 75 masterpieces of the collection to travel to our partners throughout Virginia in 2011 for a Statewide Celebration of our 75<sup>th</sup> Anniversary. The three exhibitions will share our collection throughout the state and highlight how the museum's collections – the property of the citizens of Virginia – have all been acquired either through gifts or the use of privately-funded endowments.

The exhibition titles are *Warhol, Whistler, and Others*, *Goya, Dali, and Others*, and *VanGogh, Lichtenstein, and Others*. Venues for these exhibitions will be partners with high security sites. Mr. Nicholson explained that unlike the *Look Here!* series of exhibitions, these will involve a greater degree of collaboration between VMFA and the partner venues. VMFA will generate and deliver the exhibitions and labels, and the partners will do the rest, such as the marketing and education for the exhibition. This will form a template for future collaborations. Mr. Nicholson also presented a current collaboration with Hollins University to develop a show of photography drawn from the VMFA collections. Meg Clement suggested offering the local legislators a chance to be a part of the announcement of the opening functions of these exhibitions so they become more aware of our statewide presence.

## VI. EDUCATION

Della Watkins gave a PowerPoint presentation on the challenges of funding the educational programs included in our recently approved Strategic Plan. She presented her list of Top 10 Funding Needs for Educational Programs for FY 2010-2011 and asked the Committee for help in finding ways to fund the following.

\$110,000	<i>Art on the Spot</i> , Richmond and Statewide
22,000	<i>Young @ Art</i> Preschool Outreach and Campus Programs and Educational Resource Room materials
42,000	Six Family Days (ages 2-12 with parents)
20,000	Gallery Programs (includes adult and family weekends)
20,000	Young Professionals Programs (social media, etc.)
65,000	Adult Art History, Lecture Series, Speakers, & Film Programs
35,000	Teacher Institutes, Richmond (graduate level) and Mini Institutes Statewide
40,000	Senior Outreach and <i>Artlinks</i> (Alzheimer Program)
15,000	<i>Art in Action</i> K-5 <sup>th</sup> grades, tour and studio class program
15,000	<u>Docent Training, Recruitment, and Recognition</u>
\$384,000	Total Needed

Ms. Watkins explained that every year the staff must write many grant proposals to fund the planned programs. Each year the time and effort put in to writing the proposals has increased but the yield from the grants has remained the same. It was thought that an endowment of approximately \$8 million would be needed to cover the programs long term. Ms. Watkins remarked that without funding next year we will be offering a more limited program menu such as tours in the galleries and programs that are funded or produce their own revenue.

VII. 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 3:27 pm.

Suzanne Broyles  
Secretary of the Museum