

Virginia Museum of Fine Arts
Draft Minutes of the External Affairs Committee Meeting
Wednesday, December 1, 2021, 2:00pm
Conference Room 1

There were present:

Ken Johnson, Chair
Cindy Conner
Janet Geldzahler *via videoconference; personal (travel)*
Martha Glasser *via videoconference; personal (travel)*
Meg Gottwald
Michele Petersen
Pamela Reynolds
Pamela Royal
Charlie Whitaker
Ashlin Wilbanks

Absent:

Sara O’Keefe, Vice Chair
Carol Ann Bischoff
Gil Bland
Marland Buckner
Ken Dye

By Invitation:

Alex Nyerges, Director and Chief Executive Officer
Kay Baker
Candy Banks
Caprice Bragg
Lee Ceperich
Jasmonn Coleman
Stephanie Cooperstein
Tom Gutenberger
Jan Hatchette
Ukay Jackson, Foundation Liaison
Cindy Norwood, Office of the Attorney General
Katie Payne
Mimi Ryland, Council President
Hossein Sadid
Michael Taylor
Kimberly Wilson

I. CALL TO ORDER

Chair Ken Johnson called the meeting to order at 2:00pm.

II. APPROVAL OF MINUTES

Motion: Proposed by Mr. Charlie Whitaker and seconded by Ms. Pamela Reynolds to approve the minutes of the September 15, 2021 External Affairs Committee meeting as distributed. Motion carried.

III. GOVERNMENT RELATIONS UPDATE

Director of Government Relations Katie Payne shared that Governor-Elect Glenn Youngkin's administration will take office in January 2022. She noted that the upcoming legislative session will include a biennium budget, and highlighted the consideration process. Ms. Payne reported that on November 16, 2021 the House Appropriations Committee held its annual retreat reception and dinner at VMFA.

IV. COMMUNICATIONS UPDATE

Jan Hatchette, Chief Communications Officer and Deputy Director for Marketing and Communications, reviewed coverage for the exhibitions *Ansel Adams: Compositions in Nature* and *Man Ray: The Paris Years*. She shared that VMFA's first-ever photography challenge, which overlaps with the two shows, has already garnered more than 500 submissions, and that a recent double-page spread in the *Washington Post* praised *Man Ray: The Paris Years*.

Ms. Hatchette next discussed the communications plan for *Tsberin Sherpa: Spirits*, which will open at VMFA on February 19, 2022. She highlighted leveraging the popularity of designer Junya Watanabe, who featured Sherpa's work in their spring-summer 2022 women's collection. Ms. Hatchette concluded her report by announcing that the museum has reached the milestone of 70,000 followers on Instagram.

V. ADVANCEMENT AND MEMBERSHIP REPORT

Chief Development Officer and Deputy Director of Advancement Tom Gutenberger reported that total gifts and commitments stand at \$3.8 million, which is 50% of the goal for FY22. Total membership is rebounding from the pandemic with 31,509 member households as of October 31, 2021. Mr. Gutenberger shared examples of recent institutional giving successes, such as Cabell Foundation's support towards renovations of Cheek Theater.

He added that total gifts and commitments to the \$365 Million Campaign stand at \$194.5 million, or 53% of its goal. Of these funds, \$69.5 million is from private support, with support from the Commonwealth of Virginia at \$125 million in a 2:1 match. Mr. Gutenberger concluded his report with a list of upcoming cultivation events hosted by the Advancement Division.

VI. OTHER BUSINESS/ADJOURNMENT

There being no other business, Mr. Johnson adjourned the meeting at 2:50pm.

Recorded by: Stephanie Cooperstein
Executive Administrator to the Chief Strategy Officer and
Deputy Director for Strategic Planning, Government and Board Relations