

Virginia Museum of Fine Arts
Minutes of the Campaign Committee Meeting
Wednesday, September 14, 2022, 2:00pm
Claiborne Robertson Room

There were present:

Monroe Harris, Co-Chair
Cindy Conner
Anne Edwards
David Goode, *via videoconference; health*
Jil Harris, *via videoconference; personal (scheduling)*
Hubert Phipps

Absent:

Joan Brock
Martha Glasser
Aubrey Layne

By Invitation:

Alex Nyerges, Director and Chief Executive Officer
Kay Baker
Caprice Bragg
Jasmonn Coleman
Stephanie Cooperstein
Charlotte Couch
Kristine Craig
Bonnie Devlin, Washburn and McGoldrick
Birch Douglass
Maya Erhardt
Mary Frediani
Courtney Freeman
Ann Goettman
Susan Goode
Tom Gutenberger
Melinda Hardy
Andrew Harris
Jill Harris
Jan Hatchette
Nancy Huber
Peter Huber
Ukay Jackson
Bill Keyes
Jim Klaus
Elizabeth Locke
Karen McGill
Jennifer Merritt
Stacey Newport
Caroline Nichols
Cindy Norwood, Office of the Attorney General

Jay Olander, VMFA Foundation President
Katie Payne
Celia Rafalko
Michael Schewel
Don Shockey
Mary Shockey
Sherrill Smith
John Staeling
Michael Taylor
Lilo Ukrop
Steffi West
Kimberly Wilson

I. WELCOME AND CALL TO ORDER

Co-Chair Monroe Harris called the meeting to order at 2:00pm and welcomed everyone to the meeting. Dr. Harris thanked everyone for another great campaign fundraising year and outlined the meeting agenda.

II. MINUTES APPROVAL

Motion: Proposed by Dr. Harris and seconded by Mr. Birch Douglass to approve the minutes of the March 15, 2022 Campaign Committee meeting as distributed. Motion carried.

III. MUSEUM UPDATE

Director and Chief Executive Officer Alex Nyerges reported that museum attendance is returning to pre-pandemic levels, citing nearly half a million museum visitors in FY22 as well as 76,000 Art Mobile visitors in the last 90 days. He noted that the museum and Foundation budgets remain balanced.

Mr. Nyerges reported an anticipated escalation from the original expansion budget based on current inflation. He observed that costs fluctuated during the 2010 expansion and that applicable lessons learned during that project will be applied to the current expansion. Once selected, the construction manager-at-risk validate the costs and create a construction schedule. Mr. Nyerges emphasized that no changes will be made to the scope of the project except as absolutely necessary.

IV. CAMPAIGN/ADVANCEMENT UPDATE

Chief Development Officer and Deputy Director for Advancement Tom Gutenberger reported that at the end of FY22 fundraising came in at \$28 million, double of previous fiscal year. After dropping during the pandemic, membership has bounced back to 36,000. Mr. Gutenberger echoed Mr. Nyerges stating that the inflation in construction cost will likely increase the \$365 million campaign goal. Due to the inflationary environment the public launch of the campaign will be postponed to October 2023. He assured the Committee that the pace of fundraising and cultivation will continue.

V. CAMPAIGN CONSULTANT REPORT

Campaign Consultant Bonnie Devlin of Washburn and McGoldrick reiterated that VMFA campaign progress remains on track. She discussed donor giving patterns during periods of uncertainty and noted that donors continue to give; just to fewer organizations. Ms. Devlin encouraged the Committee to use this time to continue to cultivate new relationships, promote the museum, and act as ambassadors.

VI. BUILDING COMMITTEE UPDATE

Dr. Michael Taylor, Chief Curator and Deputy Director for Art and Education, provided an update on the expansion project including: the construction manager-at-risk selection process, the design phase of the project, and community outreach efforts.

VII. ADJOURNMENT/ OTHER BUSINESS

Co-Chair John Staelin reiterated the value of additional time for further fundraising and cultivation.

There being no further business, a motion to adjourn the meeting was seconded and approved by the Committee at 2:47pm.

Recorded by: Colleen Milewski
Administrative and Project Coordinator to the Director's Office