

Virginia Museum of Fine Arts
Draft Minutes of the External Affairs Committee Meeting
Tuesday, September 13, 2022, 1:00pm
Claiborne Robertson Room

There were present:

Ken Johnson, Chair
Cindy Conner
Janet Geldzahler
Martha Glasser
Michele Petersen
Pamela Reynolds
Pamela Royal
Ashlin Wilbanks
Lynette Allston, ex-officio

Absent:

Brian Ball
Gil Bland
Ken Dye
Aubrey Layne
Sara O'Keefe

By Invitation:

Kay Baker
Caprice Bragg
Joan Brock
Jasmonn Coleman
Stephanie Cooperstein
Kristine Craig
Rooz Dadabhoy
Maya Erhardt
Courtney Freeman
Ann Goettman
Tom Gutenberger
Melinda Hardy
Andrew Harris
Jan Hatchette
Ukay Jackson, Foundation Liaison
Bill Keyes
Cindy Marquez, Office of the Attorney General
Katie Payne
Mimi Ryland, Council President
Anne Smith
Suzy Szasz Palmer
Michael Taylor
Kimberly Wilson

I. CALL TO ORDER

Committee Chair Ken Johnson called the meeting to order at 1:01pm

II. APPROVAL OF MINUTES

Motion: Proposed by Ms. Michele Petersen and seconded by Ms. Martha Glasser to approve the minutes of the June 21, 2022 External Affairs Committee meeting as distributed. Motion carried.

III. GOVERNMENT RELATIONS UPDATE

Director of Government Relations Katie Payne reported that in late June Commonwealth of Virginia Governor Youngkin signed the FY23 budget, which included funding for the museum. Additionally, funding was also allocated to replace the Artmobile's aging semi-truck. Ms. Payne also described the budget process for the upcoming cycle.

IV. ADVANCEMENT AND MEMBERSHIP REPORT

Chief Development Officer and Deputy Director of Advancement Tom Gutenberger provided an overview of gifts and commitments in Fiscal Year (FY) 2022. At \$28 million, they are nearly double those of FY21. Total membership is rebounding from the pandemic with an increase of 6,065 members. Mr. Gutenberger reported that total gifts and commitments to the \$365 Million Campaign stand at \$254 million, or 69% of its goal. He noted that due to increasing inflation, it is likely that the campaign goals will be readjusted.

V. COMMUNICATIONS UPDATE

Jan Hatchette, Chief Communications Officer and Deputy Director for Marketing and Communications, reviewed media coverage for the exhibitions *Tsberin Sherpa: Spirits* and *Whistler to Cassatt: American Painters in France*. She highlighted the success of utilizing short videos across social media platforms to entice audiences. Next, Ms. Hatchette discussed the communications plan for *Storied Strings: The Guitar in American Art*, which will open at VMFA on October 8, 2022.

VI. OTHER BUSINESS/ADJOURNMENT

There being no further business, a motion to adjourn the meeting was seconded and approved by the Committee at 1:58pm.

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