

Virginia Museum of Fine Arts  
Minutes of the External Affairs Committee Meeting  
Wednesday, December 7, 2022, 10:00am  
Claiborne Robertson Room

There were present:

Pam Royal, Vice Chair  
Brian Ball  
Cindy Conner, *via videoconference (personal)*  
Janet Geldzahler  
Martha Glasser  
Sara O'Keefe, *via videoconference (personal)*  
Michele Petersen  
Pam Reynolds

Absent:

Ken Johnson, Chair  
Gil Bland  
Ken Dye  
Aubrey Layne

By Invitation:

Alex Nyerges, Director and Chief Executive Officer  
Lynette Allston  
Kay Baker  
Candy Banks  
Caprice Bragg  
Jasmonn Coleman  
Stephanie Cooperstein  
Kristine Craig  
Betty Crutcher  
Erin Elder  
Courtney Freeman  
Ann Goettman  
Tom Gutenberger  
Andrew Harris  
Jan Hatchette  
Ukay Jackson, Foundation Liaison  
Marianne Littel  
Cindy Marquez, Office of the Attorney General  
Colleen Milewski  
Jay Olander, VMFA Foundation Board President  
Katie Payne  
Mimi Ryland, Council President  
Anne Smith  
Suzy Szasz Palmer  
Michael Taylor

I. WELCOME AND CALL TO ORDER

President Lynette Allston welcomed Committee members to the meeting. Introducing Vice Chair, Dr. Pam Royal who called the meeting to order at 10:03am.

## II. MINUTES APPROVAL

**Motion:** Proposed by Dr. Royal and seconded by Ms. Janet Geldzahler that the minutes of the September 13, 2022 External Affairs Committee be approved as distributed. Motion carried.

## III. GOVERNMENT RELATIONS UPDATE

Katie Payne, Director of Government Relations, shared a general update including an upcoming meeting of the Department of Planning and Budget. She also summarized VMFA's budget requests and mentioned the upcoming January legislative session. Ms. Payne reported on VMFA's Art Loan Program, and noted works on display at the Executive Mansion.

## IV. ADVANCEMENT & MEMBERSHIP REPORT

Tom Gutenberger, Chief Development Officer and Deputy Director for Advancement, provided a Fundraising and Membership update. He offered thanks to all who have raised funds in 2022, reporting that as of October 2022, \$5.2 million had been raised (\$1.3 million over the previous year). Mr. Gutenberger reported membership at 33,779 households. He concluded his report by stating that the Campaign current total is \$256 million, 70% of current \$365 million goal.

## V. COMMUNICATIONS

Jan Hatchette, Chief Communications Officer and Deputy Director for Marketing and Communications, reviewed media coverage for the exhibition *Storied Strings: The Art of the American Guitar*, and reported that visitation is progressing against a 50,000 visitor goal. She reported that video content has been one of the most successful marketing mediums. Ms. Hatchette also discussed the communications plan for *Isaac Julien: Lessons of the Hour—Frederick Douglass*. She concluded her report with a general communications update, highlighting *New York Times* and *Los Angeles Times* reviews from the last year. VMFA has seen continued growth in platforms like Facebook, Instagram and YouTube.

## VI. OTHER BUSINESS/ADJOURNMENT

There being no further business, a motion to adjourn the meeting was seconded and approved by the committee at 10:40am.

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