

Virginia Museum of Fine Arts
Draft Minutes of the External Affairs Committee Meeting
Tuesday, June 11, 2024, 1:45pm
Founder's Conference Room (Lower Level)

There were present:

Ken Dye, Chair
Brian Ball
Cindy Conner
Janet Geldzahler, *Virtual (personal)*
Martha Glasser
Ann Goettman
Ken Johnson
Bill Keyes
Sara O'Keefe, *Virtual (personal)*
Pam Royal
Lynette Allston, Trustee President, ex-officio

Absent:

Gil Bland
Rooz Dadabhoy
Michele Petersen
Pam Reynolds

By Invitation:

Alex Nyerges, Director and Chief Executive Officer
Candy Banks
Dayal Baxani
Nan Boyd, Council President
Sarah Burgess
David Cary
Jasmonn Coleman
Stephanie Cooperstein
Kristine Craig
Betty Crutcher
Erin Elder
Emily Franklin
Marcia Gilliam
Tom Gutenberger, Liaison
Andrew Harris
Jan Hatchette, Liaison
Ukay Jackson, Foundation Liaison
Marianne Littel
Whitney Murphy
Lizzie Oliver
Amanda Qreitem
Christina Shin
Michael Taylor

Kimberly Wilson

I. CALL TO ORDER

Chair Ken Dye called the meeting to order at 1:48pm.

II. MINUTES APPROVAL

Motion: Proposed by Mr. Dye and seconded by Dr. Bill Keyes to approve the minutes of the March 19, 2024 External Affairs Committee meeting as distributed. Motion carried.

III. ADVANCEMENT AND MEMBERSHIP REPORT

Mr. Tom Gutenberger, Virginia Museum of Fine Arts Chief Development Officer and Deputy Director for Advancement, provided an update on fiscal year 2024 (FY24) fundraising and membership numbers as of April 30, 2024, noting total gifts and commitments at \$17,953,985, campaign at \$292,629,364, and membership at 30,734. He concluded noting highlights such as receipt of the \$1 million match from the Mary Morton Parsons Foundation for renovations of the Cheek Theater and receipt of \$350,000 from the National Endowment for the Humanities to support the Raysor Center.

IV. GOVERNMENT RELATIONS UPDATE

Mr. David Cary, VMFA's Director of Government Relations, reported that the FY25 budget was passed following both a reconvene session and a special session of the General Assembly. He discussed the positive impact on maintenance reserve funding. Mr. Cary provided an overview of recent government relations activities at VMFA, which included Assembly leadership at the opening of *Samurai Armor from the Collection of Ann and Gabriel Barbier-Mueller* and hosting the annual meeting of Richmond's General Assembly Delegation and the Richmond City Council. He ended with an update on the Government Art Loan Program, noting several works of art from VMFA's permanent collection are currently on display on the twelfth floor of the new General Assembly Building.

V. COMMUNICATIONS

Ms. Jan Hatchette, VMFA Chief Communications Officer and Deputy Director for Communications and Marketing, provided an overview of the successful marketing and communication strategies used for *Samurai Armor from the Collection of Ann and Gabriel Barbier-Mueller*, which included owned digital and social media, paid and earned media, hotel and restaurant partnerships and audience development. She then discussed plans for a redesign of the VMFA website with AREA 17, a global brand, experience, and technology company.

VI. OTHER BUSINESS/ADJOURNMENT

There being no further business, a motion to adjourn the meeting was made, seconded, and approved by the committee at 2:39pm.

Recorded by: Stephanie Cooperstein
Executive Administrator