

Virginia Museum of Fine Arts
Minutes of the Board Strategic Planning Committee Meeting
Tuesday, February 18, 2025, 10:30am
Conference Room 1 (Lower Level)

There were present:

Marcia Gilliam, Chair
Michel Zajur
Lynette Allston, Trustee President, *virtual (residence)*
Charlotte McGee, Foundation President, Ex-officio

Absent:

NA

By Invitation:

Alex Nyerges, Director and Chief Executive Officer
Caprice Bragg
Damian Klute
Jon Lavis, TDC
Susan Nelson, TDC

I. CALL TO ORDER

Committee Chair Marcia Gilliam called the meeting to order at 10:30am.

II. REVIEW OF PREREAD MATERIAL

Chair Gilliam welcomed the committee and invited introductions around the room. Susan Nelson of TDC then transitioned into a discussion about the proposed roles of the Strategic Planning Committee, Staff Planning Committee, governing boards and TDC for this process. She observed that the Strategic Planning Committee, which is one of two deliberative bodies focused on the planning process, will review the strategic planning direction discussed by staff, discuss the implications, and update the boards on progress. Nelson described the interplay between the committee's discussion and debate throughout the process, TDC's research and analysis, and key meetings. Committee members asked various questions about the process and timeline.

III. DISCUSSION

Susan Nelson shared the Staff Planning Committee's hypothesis about the purpose of the new plan and facilitated a discussion of the proposed goals for the strategic planning process. The committee discussed the importance of including the vision and relevance of the transformative 2028 expansion in the new strategic plan. Committee members concurred with the Staff Planning Committee that the plan include an articulation of the function of the expanded and renovated space, community engagement and relevance, sustainable funding models and adequate staffing to support an expanded building.

This led to a discussion about proposed market research information that could inform the development of the next strategic plan.

IV. OTHER BUSINESS/ADJOURNMENT

There being no further business, a motion to adjourn the meeting was seconded and approved by the committee at 11:55am.

Recorded by: Caprice Bragg,
Executive Deputy Director and Chief Administrative Officer