

Virginia Museum of Fine Arts
Draft Minutes of the Campaign Committee Meeting
Tuesday, March 18, 2025 10:00am
Claiborne Robertson Room

There were present:

Lynette Allston, Trustee President, Ex-Officio
Cindy Conner
Jil Harris

Absent:

Anne Noland Edwards

By Invitation:

Alex Nyerges, Director and Chief Executive Officer
Dayal Baxani
Caprice Bragg
Sarah Burgess
Jasmonn Coleman
Stephanie Cooperstein
Kristine Craig
Bonnie Devlin, Washburn & McGoldrick
Birch Douglass
Mary Frediani
Noah Gentele
Tom Gutenberger
Andrew Harris
Jan Hatchette
Marie Hawthorne
Ukay Jackson
Sally Marvin
Karen McGill
Jen Merritt
Caroline Nichols
Lizzie Oliver
Celia Rafalko
Joey Smith
John Staelin, Co-Chair
Michael Taylor
Deborah Valentine
May Wells

I. CALL TO ORDER

President Lynette Allston called the meeting to order at 10:01am.

II. MINUTES APPROVAL

Motion: Proposed by Allston and seconded by Jil Harris to approve the minutes of the December 3, 2024 Campaign Committee meeting as distributed. Motion carried.

III. WELCOME

Co-Chair John Staelin thanked everyone for joining the meeting. He expressed appreciation for recent gifts to the expansion, Cheek Theater renovation, and exhibition sponsorship, and then reviewed the meeting agenda.

IV. EXPANSION AND RENOVATION UPDATE

Director and Chief Executive Officer Alex Nyerges reported on the expansion and renovation progress. Since the last meeting, the Art and Architectural Review Board has approved the building plans. The Division of Engineering and Buildings is currently reviewing the preliminary drawings. Once approved, working drawings would be created before being submitted for bidding. Additionally, a value engineering process involving the architects, construction manager-at-risk, and museum staff is close to completion. Groundbreaking is tentatively scheduled for fall 2025.

V. CAMPAIGN UPDATE

Chief Development Officer and Deputy Director for Advancement Tom Gutenberger reported that the campaign fundraising total reached \$372 million as of February 28, nearly 80% to the working goal of \$471 million. Gutenberger described recent regional and stewardship events including a successful event in Charlottesville that attracted over 160 attendees to hear Dr. Sarah Powers discuss *Frida Kahlo: Beyond the Myth* opening at VMFA in April.

VI. CAMPAIGN CONSULTANT REPORT

Campaign Consultant Bonnie Devlin, Managing Principal and Co-owner of Washburn & McGoldrick, reflected on the campaign's success to-date and described ways that technology can be used during the public phase of the campaign. Devlin commented on current trends in philanthropy, and the potential implications of economic uncertainty.

VII. EXHIBITION SCHEDULE UPDATE

Artistic Director and Chief Curator Michael Taylor presented the museum's exhibition strategy and the upcoming special exhibition schedule.

VIII. OTHER BUSINESS

Co-chair Staelin invited suggestions for future Campaign Committee meetings. Details regarding future campaign meetings will be shared once finalized.

IX. ADJOURN

There being no further business, a motion to adjourn was made, seconded and approved by the committee at 10:59am.

Recorded by Karen McGill
Director of Advancement Administration