

Virginia Museum of Fine Arts
Draft Minutes of the External Affairs Committee Meeting
Wednesday, June 18 2025, 10:00am
Claiborne Robertson Room

There were present:

Ken Dye, Chair,
Brian Ball
Janet Geldzahler
Ann Goettman
Sara O'Keefe
Pam Royal

Absent:

Brian Ball
Gil Bland
Cindy Conner
Rooz Dadabhoy
Marcia Gilliam
Bill Keyes
Christina Shin
Michel Zajur

By Invitation:

Kay Baker
Dayal Baxani
Sarah Burgess
David Cary
Jasmonn Coleman
Stephanie Cooperstein
Kristine Craig
Tom Gutenberger
Andrew Harris
Jan Hatchette
Ukay Jackson, Foundation Liaison
Roxana Jordan
Lizzie Oliver
Marie Royce
Anne Smith
Michael Taylor
MaryMoss Walker

I. CALL TO ORDER

Chair Ken Dye called the meeting to order at 10:00am.

II. MINUTES APPROVAL

Motion: Proposed by Janet Geldzahler and seconded by Pam Royal to approve the minutes of the March 18, 2025 External Affairs Committee meeting as distributed. Motion carried.

III. GOVERNMENT RELATIONS

David Cary, Director of Government Relations, reported that both 2025 regular session Virginia Museum of Fine Arts budget amendments were fully funded for a total of \$5.3 million – \$5.03 million in new capital funding to install a fire protection system and a one-time \$248,909 operating budget increase to redevelop digital education and collection resources. He shared that the Governor Youngkin approved a 1.5% bonus and 3% bonus for state employees and is starting to prepare for the outgoing budget. Cary encouraged those in attendance to visit *The Art Experience* at the Governor’s Mansion, which features some of the museum’s artwork on display and additional works in the General Assembly Building and State Capitol.

IV. ADVANCEMENT AND MEMBERSHIP REPORT

Tom Gutenberger, Chief Development Officer and Deputy Director for Advancement, thanked Trustee Pam Royal and her husband C.N. Jenkins for recently hosting a successful fundraising reception for the upcoming exhibition, *Giants: Art from the Dean Collection of Swizz Beats and Alicia Keys*. He reported that as of May 31, 2025, fiscal year 2025 (FY25) total gifts and commitments are over \$32,423,134, exhibition fundraising is at \$1,539,196, the annual fund at \$463,689, and membership is up 2,700 households to 33,885 households. Gutenberger concluded with an update on campaign fundraising, sharing that as of May 21, 2025, its total of \$375,180,430 is on track to meet its \$471,000,000 goal.

V. COMMUNICATIONS

Jan Hatchette, Deputy Director for Communications and Marketing and Chief Communications Officer reported that marketing and communication efforts for the *Frida: Beyond the Myth* exhibition have exceeded expectations, resulting in high attendance and engagement numbers. She shared examples of the various types of media used to promote the museum and the exhibition, noting their above-average engagement rates and an increased number of followers. Hatchette completed her report with an announcement that plans are underway to launch VMFA’s new website in August 2025.

VI. OTHER BUSINESS/ADJOURNMENT

There being no further business, a motion to adjourn the meeting was proposed, seconded, and approved by the board at 10:34am.

Recorded by: Kay Baker
Project Coordinator, Office of the Director