

Executive Committee Meeting Minutes
The Claiborne Robertson Room
Monday, 17 October 2011, 12:00 pm

There were present:

Thurston R. Moore, Chairman
Martin J. Barrington
Thomas F. Farrell II
John A. Luke, Jr.

By Invitation:

Alex Nyerges, Director	Ms. Linda Lipscomb
Stephen Bonadies	Ms. Joan W. Murphy
Ms. Suzanne Broyles	Robin Nicholson
Dr. Monroe E. Harris, Jr.	Ms. Fern Spencer

Absent:

Mrs. Suzanne T. Mastracco, Vice-Chairman
James W. McGlothlin

I. Report of the Chairman – Thurston R. Moore

Chairman, Thurston Moore, called the meeting to order at 12:04 pm, and welcomed the group. He told them the good news that Governor McDonnell has appointed Michael Connors and Charles Seilheimer to the VMFA board. He noted that we now have a strong and reconstituted Board of Trustees.

II. Minutes – Thurston R. Moore

Motion: proposed by Mr. Moore and seconded by Mr. Luke that the minutes of the June 3, June 9 and June 23, 2011 Executive Committee meetings be approved as distributed on the 2nd and 3rd of August 2011. Motion carried.

III. Report of the Director – Alex Nyerges

Alex Nyerges reported that we have a busy statewide week with a dinner at the Lynchburg home of Trustee Betty Harris tonight, an event at the University of Mary Washington on Thursday, and a reception at the Alexandria home of Trustee Karen Abramson on Friday. He said these events will strengthen our statewide ties and thanked the Trustee hosts. He mentioned that he will meet new Trustee, Michael Connors for lunch in Washington, D.C. on Friday to work on our number one strategic plan priority, Northern Virginia.

Mr. Moore added that Alex Nyerges hosted FRAME, the French Regional and American Museum Exchange, here at VMFA last week and the members were very impressed with our building and our collection. Mr. Nyerges noted that FRAME members didn't realize that we were the 9th largest comprehensive museum in the nation. They marveled at the quality of our installation and the scope of our collection.

At 12:13 pm the meeting went into closed session.

Motion: proposed by Mr. Moore, and seconded by Mr. Farrell that the meeting go into closed session under Section 2.2-3711 (A), (3) and (6) of the Freedom of Information Act to discuss real estate matters which are not public; and to discuss the investment of public funds where competition or bargaining is involved, where if made public initially, the financial interest of the Museum would be adversely affected. Motion carried.

At 12:16 pm, by motion proposed, seconded and carried, the meeting resumed in open session.

Motion: proposed by Mr. Moore and seconded by Mr. Barrington that the Committee certify that the closed session just held was conducted in compliance with Virginia State law, as set forth in the Certification Resolution distributed. Motion carried.

A roll call vote was taken, the results of which are outlined in the Certification Resolution.

MOTION:	Mr. Moore	MEETING:	Executive Committee
SECOND:	Mr. Barrington	DATE:	17 October 2011

CERTIFICATION OF CLOSED MEETING

WHEREAS, the Executive Committee has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act; and **WHEREAS**, Section 2.2-3712 of the Code of Virginia requires a certification by this Committee that such closed meeting was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED that the Executive Committee hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Executive Committee.

VOTE

AYES: Moore/Barrington/Farrell/Luke

NAYS: None

[For each nay vote, the substance of the departure from the requirements of the Act should be described.]

ABSENT DURING VOTE: None

ABSENT DURING MEETING: Mastracco/McGlothlin

IV. Report of Development – Linda Lipscomb, Deputy Director for Advancement

Linda Lipscomb, Deputy Director for Advancement, announced that we have just hired a new Membership Manager, Tom Zydel who graduated from the University of Richmond and spent five years at the Metropolitan Museum of Art. She noted that our total number of members as of September 30 was 38,350 and our focus will now be retention of current and lapsed members within the last twelve months. Other areas of focus will be to develop strategies and initiatives for sustainable annual funding to support increased operating budgets. Focus includes leadership giving (\$1,000 and up), a statewide development strategy; corporate support with emphasis upon exhibition sponsorship; and underperforming grants and foundations. Ms. Lipscomb then distributed and reviewed a report of the Membership and Development Revenues of the FY12 Operating Budget.

Thurston Moore indicated that an increase in planned giving is needed and Ms. Lipscomb agreed with the need to deploy gift officers and increase stewardship in this area. She plans to meet with donors and former trustees and directors statewide to discuss our strategic plan. President Moore remarked that we are delighted to have Ms. Lipscomb on board. The Director announced that we are changing the way we approach Development and we need Linda Lipscomb with her experience and mindset to get us into the top ten in Development.

V. Governor's Directive – Savings Strategies Submission – Fern Spencer

Fern Spencer provided draft comparative statements of revenue, expenditures, and changes in fund balance – budget and actual for the quarter ending September 30, 2011 and 2010. Ms. Spencer also reviewed the attendance and revenue results for exhibitions. She said that the Museum's greatest challenge with forecasting at present is to calculate the likely per capita and noted that we did not make our attendance or revenue goals for *Fabergé*. The exhibition did increase membership, however. The committee felt that we need more data to develop better forecasting. The Director said we need to scale back expectations for *Egypt* and *Maharaja* and still use reasonable but achievable numbers. He mentioned that among other upcoming exhibitions, *Chibuly* in October of 2012 will be a fantastic, quality and popular show.

Ms. Spencer informed the group that the Governor has mandated savings strategies submissions of 2%, 4% and 6%. She reviewed the draft proposed savings strategies for FY13 and FY14 distributed to the Committee. Other options to consider would be reductions to essential services, statewide services, or reducing hours. Reducing the number of exhibitions would include savings in P-14s used across the Museum.

No other business was brought before the Committee and the meeting adjourned at 12:55 pm.

Recorded: _____ Date: _____
Suzanne Broyles, Secretary

Approved: _____ Date: _____
Thurston R. Moore, Chairman

Approved: _____ Date: _____
Alex Nyerges, Director