

Executive Committee Meeting Minutes
The Claiborne Robertson Room
Tuesday, 27 November 2012, 1:00 pm

There were present:

Thurston R. Moore, Chairman
Mrs. Suzanne T. Mastracco, Vice-Chairman
James W. McGlothlin, by phone

By Invitation:

Alex Nyerges, Director	Ms. Anne Kenny-Urban
Stephen Bonadies	Ms. Linda Lipscomb
Ms. Suzanne Broyles	Robin Nicholson
Dr. Lee Anne Chesterfield	Cameron O’Brion
Benjamin W. Rawles III	Ms. Fern Spencer

Absent:

Martin J. Barrington
Thomas F. Farrell II
John A. Luke, Jr.

I. Report of the Chairman – Thurston R. Moore

Chairman, Thurston Moore, called the meeting to order at 12:00 pm, and welcomed the group.

II. Minutes – Thurston R. Moore

Motion: proposed by Mr. Moore and seconded by Mrs. Mastracco that the minutes of the June 27, 2012 Executive Committee meeting be approved as distributed on the 14th of September 2012. Motion carried.

III. Report of the Director – Alex Nyerges

Alex Nyerges reported that statewide we are making progress and he will have a broader review at the December 13, 2012 Trustee full board meeting.

Robin Nicholson reported that the Peninsula Fine Art Center celebrated their fifty year anniversary with an exhibition that will go to the Taubman museum afterward. VMFA held its second annual partner exchange one-day workshop covering issues of mutual interest to all. Sixty people representing 35 different partners attended the workshop. It was a good mix and it went well. Mr. Nicholson stated that the partners were very enthusiastic in terms of the changes to the partnership structure and very happy overall. He noted that most outreach efforts take place in the field offering assistance in various areas such as technology. Mr. Nicholson said that some partners lean heavily on our assistance while others do not. The new tier structure for partners will roll out next fiscal year.

Mr. Nyerges announced that at the December 13 Trustee full board meeting he and the Division Heads will give a Strategic Planning Update as a follow up to the Trustee retreat with action items, plans, timetables, etc.

Linda Lipscomb, Deputy Director for Advancement, gave the Advancement Report showing updated fundraising and Mr. Nyerges said fundraising was going exceptionally well. Ms. Lipscomb provided FYTD13 results by source of funds and revenue by designation as of November 16, 2012 saying we are on track toward the goals in all categories and even a little bit ahead in some. Ms. Lipscomb noted that we need to add new individuals in to the planned giving program. She explained that Steve Toth is making contacts and planning marketing communications and a seminar. Ms. Lipscomb commented that the new membership desk is very active and reported 33,000 members as of today. She then gave a progress report of the 2013 strategic plan initiatives indicating that two meetings of the Advancement committee have been held, key new hires are in place, Outbound software was implemented and the Membership Restructure was rolled out September 1, and the new membership desk was installed in the Atrium October 19. Ms. Lipscomb said they have had good response from the new focus programs. The Director noted that the community is still present and the numbers attending the programs have increased. The Friends of African and African American Art will have their first program in January. It was suggested that we reach out and follow up with those who have attended the new programs to get their response.

Fern Spencer, Chief Financial Officer, reported that the Governor requested that each agency come up with 4% in savings strategies for FY14. VMFA's strategies were museum wide and included: replacing the shop window dresser vendor with in-house staff, replacing the FTE capital projects manager with a P-14 consultant, reducing membership mailings, eliminating the Deputy Director of Sales & Marketing Position and substituting a contract consultant for the FTE Chief Technology Officer. At this point the Governor has these strategies under review and we do not know which he will choose.

Ms. Spencer reported that the Foundation Board approved 3% bonuses for wage employees so that they will receive the same bonus as the Museum staff state employees. She provided the financials for the quarter ending October 31, 2012 and 2011 saying updated statements will be provided to the December 13 Fiscal Oversight Committee. Ms. Anne Kenny-Urban gave a post Thanksgiving Chihuly update in attendance, revenue and per capita. She noted that attendance is trending at 130% of forecast so the attendance total can be revised to approximately 150,000. Attendance, ticket sales, shop sales and membership sales were very good over the Thanksgiving holiday and Amuse was at capacity. On Black Friday members were given a 20 percent discount on shop sales. To increase membership, it was suggested that we sell memberships outside of the Museum at different events such as fashion shows. President Thurston Moore thanked Ms. Kenny-Urban for her report and said that at the December 13 meetings we will dive deeper into the financial aspects.

At 1:55 pm the meeting went into closed session.

Motion: proposed by Mr. Moore, and seconded by Mrs. Mastracco that the meeting go into closed session under Section 2.2-3711 (A), (1) and (3) of the

Freedom of Information Act to discuss a personnel matter which is not public; and to discuss real estate matters which are not public. Motion carried.

At 2:50 pm, by motion proposed, seconded and carried, the meeting resumed in open session.

Motion: proposed by Mr. Moore and seconded by Mrs. Mastracco 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:	Mrs. Mastracco	DATE:	27 November 2012

FIRST 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/Mastracco/McGlothlin
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: Barrington/Farrell/Luke

IV. Meeting Adjourned

No other business was brought before the Committee and the meeting adjourned at 2:53 pm.

Recorded: _____ Date: _____
Suzanne Broyles, Secretary

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

Approved: _____ Date: _____
Alex Nyerges, Director