

Date: _____ Approved: _____

THE VIRGINIA MUSEUM OF FINE ARTS
Minutes of the Art and Audience Committee Meeting
Held, pursuant to due notice, in The Museum Lobby
Wednesday, 16 February 2011, 11:15 am

Presiding: Thomas F. Farrell II, Co-Chair
Secretary: Ms. Suzanne Broyles

There were present:

Thomas F. Farrell II, Co-Chair
Karen C. Abramson
Mrs. Whitt W. Clement
Dr. Elizabeth Ann Fisher
Ms. Susan S. Goode
Dr. Elizabeth F. Harris
Keith R. Kissee
Ms. Barbara-lyn B. Morris
Mrs. Stanley F. Pauley
Ms. Mary F. White
Thurston R. Moore, Ex-Officio
Mrs. Suzanne T. Mastracco, Ex-Officio

By Invitation:

Alex Nyerges, Director
Ms. Suzanne Broyles
Ms. Joan W. Murphy
Robin Nicholson
Ms. Alexis Vaughn

Absent:

James W. McGlothlin, Co-Chair
G. Moffett Cochran
John R. Curtis, Jr.
Ms. Nancy H. Gottwald
Dr. Alvin J. Schexnider
Dr. Lindley T. Smith

I. CALL TO ORDER

The Co-chairman, Thomas F. Farrell II, called the meeting to order at 11:15 am in the Museum lobby and welcomed newly appointed committee member Keith R. Kissee who was present and announced that John R. Curtis, Jr. and Nancy H. Gottwald have also been appointed but could not be with us today. All three are VMFA Foundation Directors.

II. MINUTES

Motion: proposed by Mr. Farrell and seconded by Ms. Goode that the minutes of the last meeting of the Art and Audience Committee held on the 8th of December 2010 be approved as distributed on the 31st of January 2011. Motion carried.

III. VISITOR EXPERIENCE

Robin Nicholson took the Committee on a Visitor Experience walk-through of the new Picasso exhibition set to open this Saturday. He started at the Visitor's Services desk where guests will purchase their timed tickets and walked through the atrium. He noted that group tours will enter through the education entrance.

Mr. Nicholson said that labeling is at a minimum in the exhibition so a gallery guide has been prepared and an audio guide is available for a \$5 fee. He led the Committee through the exhibition and all were very pleased with what they saw. The exhibition ends in a small Picasso exhibition shop where visitors may purchase cards, stationery and a variety of Picasso themed gifts and books.

IV. OTHER BUSINESS/ADJOURNMENT

The Committee was thrilled with the large exhibition and members said they looked forward to visiting again. No further business was brought before the Committee, and the Chairman adjourned the meeting at 12:00 pm.

Suzanne Broyles
Secretary of the Museum