

Virginia Museum of Fine Arts
Minutes of the External Affairs Committee Meeting
Thursday, 15 June 2017, 10:30 am
Theater Level Conference Room #1

There were present:

Kenneth Johnson, Sr., Chair
Karen C. Abramson
Cindy Conner
W. Birch Douglass III
Ankit Desai
Martha Glasser
Margaret N. Gottwald
Sara O'Keefe
Satya Rangarajan
Pamela C. Reynolds
William A. Royall, Jr.
Michael J. Schewel, Ex-Officio

Absent:

Tyler Bishop, Vice Chair
Martin J. Barrington
Kenneth M. Dye
Michele Petersen

By invitation

Alexander Nyerges, Director
Stephen Bonadies
David Bradley
Dr. Lee Anne Chesterfield
Jan Hatchette
Laura Keller
Alex McGrath
Hossein Sadid
Jayne Shaw
Michael Taylor

I. CALL TO ORDER

At 10:33am, Chair Ken Johnson called the meeting to order and welcomed the new Trustees, Ankit Desai and Martha Glasser.

Motion: proposed by Mr. Douglass and seconded by Ms. Conner to approve the March 30, 2017 minutes of the External Affairs Committee as distributed. Motion approved.

II. COMMUNICATIONS

Deputy Director for Communications Jan Hatchette provided a report on new marketing initiatives for *Yves Saint Laurent: The Perfection of Style*. The museum is running television and radio commercials, increasing social media and e-mail marketing, and using street teams to reach more people. Ms. Hatchette asked the committee members to e-mail her with any marketing ideas for the exhibition. She also updated the committee on recent hires and vacancies in her division

III. ADVANCEMENT REPORT

Director of Development Jayne Shaw gave a report on VMFA Foundation fundraising year-to-date. As of May 30th, the development staff has raised \$7.9 million toward its fiscal year goal of \$8.1 million for unrestricted giving. She noted that there has been a significant increase to annual giving from last year. She explained that the museum has received important contributions for strategic planning initiatives and exhibitions recently, specifically a grant from the Richard S. Reynolds Foundation for Terracotta Warriors marketing, a National Endowment for the Humanities grant for the Draper archives, and a \$100,000 Windsor Foundation grant for the conservation of the Tiffany windows.

She reported that the department has increased focus on planned giving, stewarding relationships with donors and hosting seminars on planned giving. Recently, the estate of Janet Burhans donated \$216,000 to establish an endowment for education.

IV. GOVERNMENT RELATIONS REPORT

Director of Government Relations David Bradley provided an overview on the state budgeting process. He emphasized the importance of being included in the draft budget from the McAuliffe administration. He explained that the museum would first meet with our budget analyst at the Department of Planning and Budget, then speak with the Secretary of Education and the Chief of Staff.

V. OTHER BUSINESS/ADJOURNMENT

There being no further business, the meeting was adjourned at 11:33am.

Recorded by: Laura Keller
 Assistant to the Secretary of the Foundation