

Virginia Museum of Fine Arts
Meeting of the Membership, Development, and External Affairs Committee
Thursday, 30 March 2017, 10:30am
Theater Level Conference Room #1

There were present:

Kenneth Johnson, Sr., Chair
Karen C. Abramson
Martin J. Barrington
Cindy Conner
W. Birch Douglass III
Kenneth M. Dye
Margaret N. Gottwald
Michele Petersen
Pamela C. Reynolds
William A. Royall, Jr.
Michael J. Schewel, Ex-officio

By invitation:

Alex Nyerges, Director
Maggi Beckstoffer
Dr. Lee Anne Chesterfield
Claudia E. Keenan
Laura Keller
Alex McGrath
Cameron O'Brion
Hossein Sadid
Michael Taylor
Kelly Armstrong
David Bradley

Absent:

Tyler Bishop, Vice Chair
Sara O'Keefe

I. Call to order

Chair Ken Johnson called the meeting to order at 10:34am and welcomed the group.

II. Minutes approval

Motion: proposed by Mr. Douglass and seconded by Mr. Schewel that the minutes of the December 7, 2016 Resources & Visitor Experience Committee meeting be approved as distributed. Motion approved.

III. Committee charge & agenda rotation

Mr. Johnson reviewed proposed agenda topics for the next year, inviting feedback from the committee members.

IV. Communications

Interim Deputy Director for Marketing and Communications Maggi Beckstoffer provided an update on the division's recent accomplishments. The museum extended invitations for the national and local press to visit both *Jasper Johns and Edvard Munch: Love, Loss, and the Cycle of Life* and *The Rachel Lambert Mellon Collection of Jean Schlumberger*, resulting in articles in *Vogue*, *The Wall Street Journal*, *ArtNews*, *Town and Country*, *Departures*, and *ArtDaily*. She is also working with her team to market *Yves Saint Laurent: The Perfection of Style* to journalists. She reported that the new *VMFA After Hours* event sold out quickly, and 75% of the guests were new to the museum.

V. Advancement

Director of Development Jayne Shaw reported that the Foundation has raised \$3.2 million in unrestricted funds against a fiscal year goal of \$4.6 million and \$1.9 million in restricted funds against a fiscal year goal of \$1.8 million. She explained that the FY16 fundraising numbers include several sizeable one-time gifts, including the Mellon conservation grant and change capital gifts, so the numbers are quite different from FY16 to FY17. Ms. Shaw also updated the committee on exhibition fundraising. This year, the Foundation has raised \$902,000 for *Jasper Johns and Edvard Munch: Love, Loss, and the Cycle of Life* and \$111,000 for *The Rachel Lambert Mellon Collection of Jean Schlumberger*. The staff are currently fundraising for *Yves Saint Laurent: The Perfection of Style*, with \$843,000 raised so far.

Deputy Director for Advancement and Member Services Claudia Keenan reviewed upcoming initiatives to increase membership, including an offer for people to become a member for a day. The museum is also looking at partnering with universities and high schools who might be interested in paying for memberships for students, or real estate agents who might purchase a membership for clients. The overall membership goal by the end of FY18 is 38,000. She reported that the Council will be working with the Advancement staff to follow up with all new or renewing members, thanking each person for his or her gift. She explained that the staff is also developing a detailed government relations plan, to be presented at the June meetings.

VI. Other business/Adjournment

There being no further business, the meeting was adjourned at 11:38am.

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