

Date: \_\_\_\_\_ Approved: \_\_\_\_\_

Virginia Museum of Fine Arts  
Minutes of the Strategic Planning Task Force Meeting  
Wednesday, 15 October 2014, 2:00pm  
Theater Level Conference Room #1

There were present:

Martin J. Barrington, Chair  
Kelly B. Armstrong  
Michael M. Connors  
Satya Rangarajan  
Benjamin W. Rawles III  
William A. Royall, Jr., President

Also attending:

Alex Nyerges, Director  
Kate Burgin  
Lee Anne Chesterfield  
Anne Engel  
Katie Fessler  
Celeste Fetta  
Mark Johnson  
Claudia Keenan  
Laura Keller  
Susan Nelson

Absent:

Susan S. Goode

I. CALL TO ORDER

At 2:10pm, Committee Chair Marty Barrington called the meeting to order. He informed the committee that the approval of the meeting minutes from June will be postponed until the December Task Force meeting.

II. PRESENTATION OF EMERGING STRATEGIC PLAN

Summarizing the internal and external assessment research, Susan Nelson reported 5 core findings:

- a. The story of the Museum's recent past is one of successful transformation.
- b. Following this transformation, the Museum achieved a difficult feat: strong penetration of its core audience in the local Richmond market. The next frontiers for on-site audience development are three fold:
  - i. Expand geographic reach to greater Richmond.
  - ii. Attract new audiences/ increase penetration in under-represented audiences.

- iii. Align the Museum's platforms to its audience development goals for visitors across the arts engagement spectrum.
- c. The VMFA is a leader in community engagement in the Commonwealth. There are opportunities for the Museum to further expand access and reach, demonstrate its value to the Commonwealth, and yield philanthropic supporters from its statewide efforts.
- d. The Museum's reputation has not grown proportionately to its excellent collection and transformation, beyond its direct audience and community.
- e. Despite the outward appearance of a historic institution, it is at a young stage in its organizational development.

### III. OTHER BUSINESS/ADJOURNMENT

There being no further business, the meeting adjourned at 5:04pm.

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