

Date: _____

Approved: _____

Virginia Museum of Fine Arts
Minutes of the Operations Committee Meeting
Founder's Conference Room
Thursday, 17 June 2014, 8:30 am

There were present:

John H. Hager, Co-Chair
Susan S. Goode
Jil Womack Harris
Charles Levine
Steven A. Markel
Michael J. Schewel
William A. Royall, Jr., Ex-Officio

By Invitation:

Stephen D. Bonadies
Erin Brooks
Laura Keller
Dr. Paul S. Monroe
Stanley J. Olander, Jr.
Cameron O'Brion
Frederic Pleasants

Absent:

Thomas F. Farrell II, Co-Chair
James C. Cherry
Michael M. Connors
Richard B. Gilliam
Marlene A. Malek
Satya Rangarajan
William D. Sessoms

I. Call to Order

Co-Chair John Hager called the meeting to order at 8:34 am and welcomed those in attendance.

II. Minutes

Motion: proposed by Mr. Markel and seconded by Mr. Levine that the minutes of the March 20, 2014 meeting be approved as distributed. Motion approved.

III. Technology and Infrastructure

Mr. Bonadies, Deputy Director for Collections and Facilities Management, announced that the museum has made great progress toward improving its digital infrastructure in FY14. These improvements include completing the datamart, digital asset management, and new website. The museum has also developed a museum app which will launch this summer. The datamart connects the databases for members, donors, and transactions to improve reporting and knowledge of customer base. There was discussion of training the staff to use the new system.

The museum has also improved digital asset management, using The Museum System and Piction. This will store images, audio, video, documents, and object information, then automatically update the website when the information has been approved by the staff.

Mr. Bonadies introduced Erin Brooks, the Senior Account Director and Web Strategist for RTS Labs. Ms. Brooks reviewed information gleaned from website traffic before and after the new website launched. The redesign has been extremely successful in drawing website visitors to the collections page, one of the main goals in this initiative. The deputy director explained that the museum has taken a similar approach to the app for mobile devices. The app will direct visitors toward the permanent collection with the objective to engage them with the objects themselves. Visitors will be able to stream content in the galleries and create tours. Mr. Schewel thanked Ms. Brooks for her fantastic work on this project.

Objectives for FY15 outlined by Mr. Bonadies include enhancing revenue opportunities with improved e-commerce and expanding object data by uploading archival materials and creating new content. Mr. Royall suggested utilizing interns to create new object content.

IV. Closed Session

At 9:14 am the meeting went into closed session.

Motion: proposed by Mr. Hager, and seconded by Mr. Schewel that the meeting go into closed session under Section 2.2-3711 (A), (7) and (19) of the Freedom of Information Act to discuss consultation on litigation and for discussion of plans related to the security of a government facility. Motion carried.

At 9:41 am, by motion proposed, seconded and carried, the meeting resumed in open session.

Motion: proposed by Mr. Hager and seconded by Mr. Schewel 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: proposed by Mr. Hager and seconded by Mr. Schewel that the incident notification procedure document be approved as distributed. Motion carried.

V. Robinson House

Mr. Bonadies summarized a conversation with Richmond Regional Tourism, in which the group agreed that a front door location within the expanded Robinson House would be preferable. They predict that this location will outperform their other tourist centers. There was discussion of the budget and next steps for the partnership with Richmond Region Tourism.

No other business was brought before the Committee and the meeting adjourned at 9:49 am.

MOTION: Mr. Hager
 SECOND: Mr. Schewel

MEETING: Operations Committee
 DATE: 17 June 2014

CERTIFICATION OF CLOSED MEETING

WHEREAS, the Operations 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 Operations 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 Operations Committee.

VOTE

AYES: Hager/Goode/J. Harris/Levine/Markel/Schewel/Royall

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: Farrell/Cherry/Connors/Gilliam/Malek/Rangarajan/
 Sessoms

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