Virginia Museum of Fine Arts

Minutes of the External Affairs Committee Meeting

Wednesday, 27 March 2019, 10:15am

Theater Level Conference Room #1 & Publicly Posted Conference

There were present:

Kenneth Johnson, Chair

Karen C. Abramson

Martin J. Barrington

Cindy Conner

Kenneth M. Dye

Janet Geldzahler

David Goode

Margaret N. Gottwald

Ukay Jackson

Michele Petersen

Pamela C. Reynolds

Monroe E. Harris, Jr., Ex-officio

By invitation

Alex Nyerges, Director

Carol Ann Bischoff

Gilbert Bland

Caprice Bragg

Joan Brock

Edie Cabaniss

Kristine Craig

Jan Hatchette

Jeffrey Humber

Tom Gutenberger

Laura Keller

Cynthia Norwood

Suzy Szasz Palmer

Katie Payne

Hossein Sadid

Jayne Shaw

Michael Taylor

Kimberly Wilson

Charlie Whitaker

Absent:

Tyler Bishop, Vice Chair

Ankit Desai

Sara O'Keefe

William A. Royall, Jr.

1. CALL TO ORDER

Chair Ken Johnson called the meeting to order at 10:17am and welcomed the committee members. He introduced the new Trustees: Carol Ann Bischoff, Gilbert Bland, Joan Brock, Jeffrey Humber, Suzy Szasz Palmer, and Charlie Whitaker.

**Motion**: proposed by Mr. Barrington and seconded by Ms. Abramson to approve the minutes of the December 12, 2018 meeting of the External Affairs Committee as distributed. Motion approved.

1. MARKETING & COMMUNICATIONS REPORT

Deputy Director for Communications Jan Hatchette provided an overview of marketing for *Congo Masks: Masterpieces from Central Africa*, which had a total of 44,066 visitors. The exhibition was featured in the *Richmond Times-Dispatch*, *Virginia Living* magazine, on NBC 12 *About Town*, and CBS 6 *This Morning*, among others. She shared designs for print collateral and digital ads. Billboards, digital ads, print, TV, and radio delivered a total of 30.3 million impressions for the exhibition. Ms. Hatchette provided an overview of the e-mail and social media campaigns for *Congo Masks*. There was a discussion of how exhibition attendance is projected. Ms. Hatchette compared advertising spend per visitor for *Terracotta Army*, *Napoleon: Power and Splendor*, and *Congo Masks*.

Next, Ms. Hatchette discussed marketing for *Hollar’s Encyclopedic Eye: Prints from the Frank Raysor Collection*. Projected attendance is 40,000, and at the halfway point, the exhibition has reached 20,000 visitors. She shared that *The Wall Street Journal* will publish an article on the exhibition in the coming week. She showed an advertisement shared on social media that has delivered 280,000 impressions. The staff has also partnered with Studio Two Three’s mobile studio to promote the exhibition through printmaking demonstrations.

Then, Ms. Hatchette reviewed the marketing strategy for *Awaken: A Tibetan Buddhist Journey Toward Enlightenment*. The overall strategy is to promote the experiential nature of the exhibition, inviting the audience on a personal journey. The museum is using the exhibition to connect with the yoga and wellness communities in Richmond and other communities.

Lastly, Ms. Hatchette announced that the museum has recently been featured in national publications for acquiring Asher B. Durand’s *Progress*, and *The New York Times Magazine* recently covered the upcoming exhibition of micromosaics, *A Return to the Grand Tour: Micromosaic Jewels from the Collection of Elizabeth Locke*.

1. ADVANCEMENT REPORT

Deputy Director for Advancement and Membership Tom Gutenberger updated the committee on recent donor events related to VMFA on the Road. The museum is inviting donors and government representatives to celebrate residencies in Berryville, Charlottesville, and other cities across the state. The Foundation has raised $1 million for VMFA on the Road against a goal of $1.5 million. More than half of the donations are from outside of Richmond. Mr. Gutenberger also reported that the museum will host the annual Executive Summit on May 7th. Goals for the event are to steward current corporate supporters, identify new corporate prospects, and lay groundwork for future support. The event will include a stakeholder report, emphasizing the VMFA’s economic impact and its reach through marketing and on-site attendance. He shared that his department has set a goal of adding 12 new Commonwealth Society members by the end of the fiscal year, asking the committee members to reach out to him if they would like to help in any way.

1. OTHER BUSINESS/ADJOURNMENT

**Motion:** proposed by Mr. Johnson and seconded by Mr. Barrington to adjourn the meeting at 11:13am. Motion approved.

Recorded by: Laura Keller

Assistant to the Secretary of the Foundation