Virginia Museum of Fine Arts

Draft Meeting of the External Affairs Committee Minutes

Thursday, September 26, 2019, 10:00am

Princeton Club of New York – Prospect/Triangle Rooms

There were present:

Ken Johnson, Chair

Sara O’Keefe, Vice Chair, *via teleconference*

Karen Abramson

Anne Battle, Foundation Liaison

Carol Ann Bischoff

Cindy Conner, *via teleconference*

Ken Dye, *via teleconference*

Janet Geldzahler, *via teleconference*

Martha Glasser

Ukay Jackson, Foundation Liaison, *via teleconference*

Michele Petersen

Pam Reynolds, *via teleconference*

Charlie Whitaker, *via teleconference*

Monroe Harris, Jr, Ex-officio

Jim Klaus, Foundation Co-President, Ex-officio

Lilo Ukrop, Foundation Co-President, Ex-officio

Absent:

Tyler Bishop

Gil Bland

Marland Buckner

Ankit Desai

Meg Gottwald

Pam Royal

Bill Royall, Jr.

By invitation:

Alex Nyerges, Director

Tom Gutenberger, Staff Liaison

Jan Hatchette, Staff Liaison

Caprice Bragg

Edie Cabaniss, Trustee

Maya Erhardt

Cynthia Norwood, Office of the Attorney General

Cammy Carleton, Council President

Katie Payne, *via teleconference*

Paula Saylor-Robinson

Michael Taylor

1. CALL TO ORDER

Chair Ken Johnson called the meeting to order at 10:04am.

1. MINUTES APPROVAL

**Motion:**           proposed by Karen Abramson and seconded by Carol Ann Bischoff to approve the minutes of the June 19, 2019 External Affairs meeting as distributed. Motion approved.

1. COMMUNICATIONS UPDATE

Deputy Director for Communications Jan Hatchette reported that attendance for the *Awaken* exhibition exceeded its goal of 45,000 visitors and that *Cosmologies* is on track to surpass its goal of 50,000 people. Data indicates that the *Edward Hopper and the American Hotel* exhibition will attract 80,000 visitors. Ms. Hatchette noted that the museum’s marketing plan and the utilization of social media platforms will be instrumental to the exhibitions’ success. Ms. Hatchette next announced that the museum’s exhibition, *Working Together: Louis Draper and the Kamoinge Workshop*, will be traveling to The Whitney and Getty Museums after opening at the VMFA, and that the *Sunken Cities* exhibition has a projected attendance of 225,000. Discussion ensued on ways the museum is reaching diverse audiences through exhibitions, programs and strategic planning.

Ms. Hatchette then provided an update on the unveiling of Kehinde Wiley’s *Rumors of War* sculpture, noting the extensive media coverage received. She next led a discussion on the sculpture’s impact on the museum, the community and narratives it will generate. Ms. Hatchette concluded the conversation, noting that the unveiling will be streamed live online.

1. GOVERNMENT RELATIONS UPDATE

Director of Government Relations Katie Payne shared a legislative update. She presented a summary of the museum’s operating and capital requests that have been submitted to the Commonwealth of Virginia for consideration. Mrs. Payne encouraged board members to lend their support by contacting their representatives and attending the January 21, 2020 Legislative Reception.

1. ADVANCEMENT & MEMBERSHIP REPORT

Deputy Director of Advancement Tom Gutenberger reported on the Young Professionals Task Force’s recommendations for cultivating the museum’s next generation of donors, volunteers and leaders. He then shared information about proposed new recognition societies.

1. OTHER BUSINESS/ADJOURNMENT

There being no further business, the meeting was adjourned at 11:35am.

Recorded By: Maya Erhardt

Senior Manager of Donor Relations