

Virginia Museum of Fine Arts  
Minutes of the External Affairs Committee Meeting  
Wednesday, 13 September 2017, 10:00am  
The Olde Farm, Bristol, VA

Additional posted meeting locations:  
601 Pennsylvania Ave, NW  
Washington, DC 20004

7 E. 2nd Street  
Richmond, Virginia 23224

There were present:

Ken Johnson, via conference  
Karen C. Abramson  
Martha Glasser  
Steven Markel  
Sara O'Keefe  
Michele Petersen  
William A. Royall, Jr.

By invitation

Stephen Bonadies  
Dr. Lee Anne Chesterfield  
Jan Hatchette  
Laura Keller  
Cameron O'Brion  
Jayne Shaw  
Kimberly Wilson

Absent:

Kenneth Johnson, Sr., Chair  
Tyler Bishop, Vice Chair  
Martin J. Barrington  
Cindy Conner  
Ankit Desai  
Kenneth Dye  
Margaret N. Gottwald  
Michael J. Schewel, Ex-Officio

I. CALL TO ORDER

At 10:26am, Chair Ken Johnson called the meeting to order.

## II. MINUTES APPROVAL

**Motion:** proposed by Ms. Abramson and seconded by Mr. Johnson that the minutes of the June 15, 2017 meeting of the External Affairs Committee be approved as distributed.  
Motion approved.

## III. ADVANCEMENT REPORT

Director of Development Jayne Shaw provided an update on the museum's current fundraising priorities, including exhibitions, statewide, conservation, and unrestricted giving. She encouraged the Trustees to purchase tickets for the Winter Antiques Show in New York City, which will feature an exhibition of artwork from VMFA's permanent collection.

## IV. COMMUNICATIONS REPORT

Deputy Director for Marketing and Communication Jan Hatchette gave a report on her division's marketing initiatives for *Yves Saint Laurent: The Perfection of Style*. The committee applauded Ms. Hatchette for diligently working to advertise the exhibition from the moment she began in her position at the museum in April. The show was featured in *The Washington Post*, *Vogue*, and *Elle*. She also reviewed marketing for *Terracotta Army*, opening in November. There was a discussion of marketing and branding the show to maximize attendance.

## V. OTHER BUSINESS/ADJOURNMENT

There being no further business, the meeting was adjourned at 11:16pm.

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