

Strategic Plan Task Force Minutes
Theater Level Conference Room #2
Friday, 14 June 2013, 3:00 pm

There were present:

Martin J. Barrington, Chair
Michael M. Connors
Satya Rangarajan
Benjamin W. Rawles III
William A. Royall, Jr., Ex-officio
Thurston R. Moore, Ex-officio

By Invitation:

Alex Nyerges, Director
Ms. Suzanne Broyles
Dr. Lee Anne Chesterfield
Ms. Katie Fessler
Ms. Stephanie Hamlett

Absent:

Ms. Deborah H. Quillen

I. Call to Order – Marty Barrington, Chair

Chairman Marty Barrington called the meeting to order at 3:09 pm, welcomed the group and thanked them for agreeing to work on the 2016-2020 VMFA Strategic Plan.

II. Role and Structure of Task Force – Marty Barrington

Mr. Barrington reviewed the documents provided to the Task Force prior to the meeting: the Roles and Responsibilities of the Task Force, the Task Force Work Plan, and the Task Force Timeline. He invited discussion from the Task Force members and asked that they identify any needed changes or additions to the documents. Hearing none, the group agreed to adopt these as the working guidelines for the Strategic Plan Process.

III. Work Tools – Alex Nyerges, Director

Alex Nyerges reported on potential solutions for online document sharing by the Task Force. The staff has researched available options and will make a decision, based on the agreed principles of the strategic planning process. They plan to implement the new tool by the end of August. Counsel Stephanie Hamlett offered guidance on Freedom of Information Act requirements relative to the sharing of documents.

IV. **Summary of Consultant Selection Process – Alex Nyerges**

Alex Nyerges summarized the screening process by which he narrowed the field of consultants for consideration by the Task Force:

- He canvassed AAMD colleagues to gather recommendations for strategic planning firms. This included conversations with:
 - Museum of Fine Arts, Boston
 - St. Louis Art Museum
 - Peabody Essex Museum (Salem)
 - Cleveland Museum of Art
 - High Museum of Art (Atlanta)
 - Minneapolis Museum of Art
- The discussions with AAMD colleagues resulted in a short list of firms that clearly have experience with institutions of similar size and structure as VMFA.
- The Director then conducted telephone screenings with several firms to ascertain interest, availability, and fit. All phone screenings were conducted using guidelines from an early strategic planning project brief, dated March 2013. To each prospective firm the Director described the Museum's expectations for the process: that it is driven by the VMFA Board, staff and other key stakeholders; and that it yield a clear written plan that is both achievable and aspirational.
- Based on these screening discussions the Director advanced two firms for full consideration by the Task Force.

Members of the Task Force requested that a clear scope of services be circulated to the group for approval and shared with the consultants prior to the review process.

V. **Agenda and Date for Next Meeting**

Alex Nyerges confirmed that the next meeting is scheduled for Wednesday, July 10th from 2:00 – 5:00 pm, for purposes of consultant interviews and selection. The agenda will include the following: Counsel will present guidelines on information sharing and meeting requirements; the Task Force will interview two candidate consultant firms and develop a consultant recommendation. All present agreed to attend on July 10th. Deborah Quillen will not be able to meet on July 10th.

VI. **Other Business/Adjournment**

The Task Force decided it will meet quarterly, immediately following the Full Board meetings. Action items from this meeting:

- circulating the following documents to the Task Force
 - Scope Document
 - the 2010 Strategic Plan
 - the FY14 Strategic Plan Dashboard.

There being no further business, the meeting was adjourned by Chair Martin J. Barrington at 3:55 pm.

Suzanne Broyles
Secretary of the Museum