

Date: _____

Approved: _____

Virginia Museum of Fine Arts
DRAFT – Minutes of the Resources and Visitor Experience Committee
Tuesday, 30 September 2014, 8:30 am
Theater Level Conference Room #1

There were present:

William A. Royall, Jr., President
Anne L. Battle
Tyler Bishop
Mary Anne Carlson
W. Birch Douglass III
Cynthia Kerr Fralin
Margaret N. Gottwald
Dr. Monroe E. Harris, Jr.
Thurston R. Moore
Pamela C. Reynolds
Mary Gray Shockey
Shantaram Talegaonkar

By Invitation:

Alex Nyerges, Director
Austin Anderson
Dr. Lee Anne Chesterfield
Claudia Keenan
Rebecca Morrison
Jayne Shaw
Brigette Thomas
Patricia Van Tuyle
Tom Zydel

Absent:

Karen C. Abramson
Margaret Irby Clement
Terrell Luck Harrigan
Dr. Elizabeth Forsyth Harris
Barbara Noble Howard
H. Eugene Lockhart
Dr. Claude G. Perkins
Charles H. Seilheimer Jr.
Dr. Lindley T. Smith

I. CALL TO ORDER

Thurston Moore called the meeting to order at 8:37am and welcomed the members of the committee. He then turned the meeting over to Claudia Keenan, Executive Director of the Foundation and Deputy Director for Resources and Visitor Experience.

II. DIVISION OVERVIEW

Ms. Keenan discussed an upcoming research project, ticket price elasticity and price sensitivity, Darrian Mack's departure from his role as Director of Audience Development, and recruitment for a videographer and web strategist. She also mentioned the Forbidden City marketing initiatives and the approaching Hasui exhibition.

III. REPORTS

a. Advancement Update:

Jayne Shaw, Director of Development, thanked everyone on the committee last year's financial success, largely due to the generosity of board members. She addressed the crowd-funding campaign, *Art Share*, and the opening dinner for Forbidden City on October 14.

b. Forbidden City projections/info:

Ms. Shaw provided budget and membership figures. In response to Mr. Royall, Ms. Keenan clarified financial reporting practices.

c. Customer Service initiatives:

Brigette Thomas, Manager of Visitor Services, and Tom Zydel, Manager of Membership, presented the museum's new customer service plan, consisting of both new initiatives and adjustments to preexisting policies. The foremost goal is to serve the visitor. They emphasized that this is a holistic project for the museum and applicable beyond front-line staff.

IV. MINUTES

Motion: proposed by Thurston Moore, and seconded by William Birch Douglass, III to approve the minutes of the June 17, 2014 Resources & Visitor Experience Committee as distributed. Motion carried.

V. OTHER BUSINESS/ADJOURNMENT

There being no further business, the meeting was adjourned at 9:36 am by Thurston Moore.