Virginia Museum of Fine Arts

Minutes of the External Affairs Committee Meeting

Wednesday, 26 September 2018, 10:00am

Theater Level Conference Room #1

There were present:

Kenneth Johnson, Chair

Karen C. Abramson

Martin J. Barrington

Cindy Conner

Kenneth M. Dye

Martha Glasser

Margaret N. Gottwald

Ukay Jackson

Michele Petersen

William A. Royall, Jr.

Absent:

Tyler Bishop, Vice Chair

Ankit Desai

Sara O'Keefe

Pamela C. Reynolds

By invitation:

Alexander Nyerges, Director

Stephen Bonadies

Kristine Craig

Maya Erhardt

Jody Green

Jan Hatchette

Sarah Hendricks

Tom Gutenberger

Laura Keller

Cynthia Norwood

Katie Payne

Hossein Sadid

Jayne Shaw

Mary Scott Swansom

Michael Taylor

Kimberly Wilson

1. CALL TO ORDER

Chair Ken Johnson called the meeting to order at 10:06am and welcomed the group.

**Motion:** proposed by Ms. Conner and seconded by Mr. Barrington to approve the minutes of the June 14, 2018 meeting of the External Affairs Committee as distributed. Motion approved.

1. ADVANCEMENT REPORT

Ms. Shaw updated the committee on FY19 fundraising. As of August 31st, the Foundation has raised $771,000 in restricted funds against a goal of $3.4 million, $683,000 in unrestricted funds against a goal of $6.2 million, and $1.45 million total against a goal of $9.6 million. The department aims to raise $1.3 million in support for exhibitions. She remarked that several bequests were realized in FY18, the result of long-term stewardship.

Ms. Shaw explained outlined FY19 fundraising priorities: *Masks of Congo*, *Awaken: A Tibetan Buddhist Journey Toward Enlightenment,* *Edward Hopper and the American Hotel*, the Artmobile, distance learning, and the conservation lab.

1. MEMBERSHIP STRUCTURE UPDATE

Director of Membership Kristine Craig reviewed the proposed changes to the membership structure, specifically some small cost increases and a slightly more simplified program of member lectures. The changes will increase member access to programs but decrease the number of programs required of the staff. There was a discussion of membership discounts for teachers. In response to a question from Mr. Barrington, Ms. Craig said that her goal is 10% growth year over year, with a 5-year goal of having 50,000 members. Mr. Barrington and Mr. Royall requested a membership scorecard at each quarterly meeting.

**Motion:** proposed by Mr. Barrington and seconded by Mr. Royall to recommend the proposed changes to the membership structure for approval by the Full Board. Motion approved.

1. GOVERNMENT RELATIONS REPORT

Director of Government Relations Katie Payne reported that Governor Ralph Northam will cut the ribbon at the VMFA on the Road launch on October 30th. The truck is scheduled to make stops at the General Assembly, the Perimeter Center, and in each legislative district. She reviewed the budget amendment requests for FY20, which include two large capital projects, repairs to the building envelope, and updates to life and safety systems.

1. MARKETING & COMMUNICATIONS REPORT

Deputy Director for Communications Jan Hatchette updated the committee on marketing for exhibitions. *Napoleon: Power & Splendor* had total attendance of 61,725 against a goal of 55,000. The exhibition reached 6.5 million people via media impressions. There were 46 pieces of news coverage for the exhibition with a total value of $60,000 in earned media. The exhibition had 40.6 million impressions total via billboards, print, digital, television, and radio. Ms. Hatchette also reported that she has filled the vacant positions in her division and has a full team for the first time since she arrived at the museum. She presented the organizational chart to the committee.

1. OTHER BUSINESS/ADJOURNMENT

There being no further business, the meeting was adjourned at 11:05am.

Recorded by: Laura Keller

Assistant to the Secretary of the Foundation