

Virginia Museum of Fine Arts Foundation  
Minutes of the Campaign Committee Meeting  
Tuesday, January 21, 2020 12:00pm  
Claiborne Robertson Room

There were present:

Jill Harris, Co-Chair  
Monroe Harris, Co-Chair  
Elizabeth Locke, Co-Chair  
John Staelin, Co-Chair  
Kelly Armstrong  
Tiff Armstrong  
Joanne Blakemore  
Cindy Conner  
Birch Douglass  
Anne Edwards  
Mary Frediani  
Meg Gottwald  
Hiter Harris  
Jil Harris  
Peter Huber  
Bev Perdue Jennings  
Charles Johnson  
Jim Klaus  
Hubert Phipps  
Celia Rafalko  
Sherrill Smith  
Lilo Ukrop  
Deborah Valentine  
Florence Lee Wellons

Absent:

Nancy Huber  
Aubrey Layne  
Jennifer Sisk  
Joey Smith

By Invitation:

Caprice Bragg  
Shanna Chandler  
Charlotte Couch  
Kristine Craig  
Naomi Crown  
Bonnie Devlin  
Maya Erhardt  
Tom Gutenberger  
Jan Hatchette

Karen McGill  
Jennifer Merritt  
Caroline Nichols  
Alex Nyerges  
Deborah Price  
Hossein Sadid  
Jayne Shaw  
Erin Sheets  
Mary Scott Swanson  
Michael Taylor  
Steffi West  
Kimberly Wilson

#### I. CALL TO ORDER

Co-Chair Dr. Monroe Harris, Jr. called the inaugural meeting of the Campaign Committee to order at 12:02pm. He thanked everyone for participating in this important Committee for the museum and asked everyone in attendance to introduce themselves.

#### II. CAMPAIGN VISION

Director Alex Nyerges presented the vision for this campaign, detailing the priorities including capital improvements, annual operations, and endowments for exhibitions, conservation, statewide and education. Mr. Nyerges described the components of the \$365 million goal and how we are positioned to successfully meet it.

#### III. CAMPAIGN OVERVIEW

Campaign Consultant Bonnie Devlin of Washburn & McGoldrick provided a recap of the feasibility study that produced the results needed to secure Board approval for the campaign in June 2019. Ms. Devlin also discussed the elements of a successful campaign and the impact made and needed by campaign volunteers.

#### IV. CAMPAIGN MATERIALS

Deputy Director for Advancement Tom Gutenberger referred attendees to the Campaign Committee handouts distributed to all members. A notebook was provided to keep Committee materials handy for future meetings. Mr. Gutenberger discussed the Committee structure and introduced VMFA Advancement staff members that would serve as liaisons to each sub-committee. These liaisons will be in regular contact with Committee members to determine next steps and roles as needed moving forward. Drafts of campaign promotional materials that are being produced were distributed as well. These will be used to complement campaign conversations with prospects, and when finalized, will be provided to Committee members as well.

V. NEXT STEPS

Co-Chair John Staelin reiterated the next steps to include liaison follow-up, monthly progress reports and future meeting dates to come. He provided a testimonial about his involvement with VMFA and this campaign. He opened the floor for questions.

VI. Q & A

Discussion followed about the impact of construction, the current competitive environment of local or museum campaigns, and ways in which Committee members can help introduce new prospects to VMFA and the campaign.

VII. ADJOURN

Mr. Harris called for a closed session. The meeting was adjourned at 2:02pm.

Recorded by: Karen McGill  
Executive Administrator to the Deputy Director for Advancement