

Virginia Museum of Fine Arts
Minutes of the External Affairs Committee Meeting
Tuesday, June 15, 2021, 11:00am
Claiborne Robertson Room

There were present:

Ken Johnson, Chair
Carol Ann Bischoff
Gil Bland *via videoconference; personal due to previous commitment*
Cindy Conner *via videoconference; personal due to travel*
Janet Geldzahler *via videoconference; personal due to work*
Martha Glasser *via videoconference; personal due to travel*
Meg Gottwald *via videoconference; personal due to travel*
Monroe Harris, Trustee President, Ex-officio

Absent:

Marland Buckner
Ankit Desai
Ken Dye
Sara O'Keefe
Michele Petersen
Pamela Reynolds
Pamela Royal
Charlie Whitaker

By Invitation:

Alex Nyerges, Director and Chief Executive Officer
Kay Baker
Candy Banks
Stephen Bonadies
Caprice Bragg
Cammy Carleton, Council President
Jasmonn Coleman
Stephanie Cooperstein
Kristine Craig
Maya Erhardt
Tom Gutenberger
Jan Hatchette
Sarah Hendricks
Ukay Jackson, Foundation Liaison
Jim Klaus, Foundation Co-President
Karen McGill
Cindy Norwood, Office of the Attorney General
Katie Payne
Mimi Ryland, Incoming Council President
Hossein Sadid
Michael Taylor
Kimberly Wilson

I. CALL TO ORDER

Chair Ken Johnson called the meeting to order at 11:05am.

II. COMMUNICATIONS UPDATE

Ms. Jan Hatchette, Deputy Director for Communications, shared a communication update. She began by reviewing attendance for *Virginia Arcadia: The Natural Bridge in American Art*, noting that attendance has exceeded the goal of 30,000. Ms. Hatchette then reviewed earned and owned media, and activation for the Natural Bridge exhibition. She also reviewed the communications plan for *The Dirty South: Contemporary Art, Material Culture, and the Sonic Impulse* exhibition, which includes advertising on all mediums including television, print, radio and social media among others. Digital displays will include four images from the exhibition. Additionally, audience development outreach and events were also discussed, some of which include partnerships across the region.

Ms. Hatchette provided a preview of communications ideas for *Man Ray: The Paris Years*, an exhibition that will run from October 30, 2020 – February 21, 2022. After discussing the target audiences, Ms. Hatchette offered insights into an approach that is designed to be accessible, relatable and compelling in order to draw audiences into a different time and place. She described various potential partnerships, audience engagement ideas, and the possibility of creating a Paris Street Market scene at VMFA.

III. ADVANCEMENT AND MEMBERSHIP REPORT

Chief Development Officer and Deputy Director of Advancement Tom Gutenberger reported that total gifts and commitments stand at \$12.4 million (against a \$7.4 million goal) as of May 31, 2021. Contributions in all categories are up and fundraising for *The Dirty South* exceeded goal with \$1,093,420 in gifts. Notwithstanding this success however, total membership is down approximately 6% due to declines in the general and Circle membership categories. Mr. Gutenberger explained that there is a correlation to exhibition attendance, which was significantly lower in FY21 due to the Pandemic.

Total gifts and commitments to the \$365 Million Campaign stand at \$186 million or 51% of its goal. Of these funds, \$61 million is from private support, which has had a 48% increase since the beginning of the fiscal year. Support from the Commonwealth of Virginia is \$125 million in a 2:1 match. Lastly, Mr. Gutenberger introduced Mr. Jasmonn Coleman, the newly-appointed Assistant Deputy Director of Development.

IV. GOVERNMENT RELATIONS UPDATE

Ms. Janet Geldzahler reported out on a newly-formed Sub-Committee comprised of herself, Ms. Carol Ann Bischoff, Ms. Pamela Reynolds, Dr. Pamela Royal, and Mr. Charlie Whitaker,

that was formed to review the draft Land Acknowledgment. She shared an overview of the Sub-Committee's recent meeting and indicated that the group recommended that the External Affairs Committee vote on bringing the language to the full Board of Trustees for final approval. There was support for the recommendation.

V. OTHER BUSINESS/ADJOURNMENT

There being no other business, Mr. Johnson adjourned the meeting at 11:36am.

Recorded by: Caprice H. Bragg
Deputy Director for Strategic Planning, Government & Board Relations