

Virginia Museum of Fine Arts Foundation
Minutes of the Campaign Committee Meeting
Wednesday, January 20, 2021, 4:00pm
Video Conference

There were present:

Jill Harris, Co-Chair
Monroe Harris, Co-Chair
Elizabeth Locke, Co-Chair
John Staelin, Co-Chair
Jay Adams
Kelly Armstrong
Joan Brock
Cindy Conner
Birch Douglass
Anne Edwards
Tom Farrell
Mary Frediani
Martha Glasser
David Goode
Susan Goode
Meg Gottwald
Hiter Harris
Jil Harris
Nancy Huber
Peter Huber
Jim Klaus
Aubrey Layne
Celia Rafalko
Pam Royall
Mike Schewel
Mary Shockey
Jennifer Sisk
Sherrill Smith
Lilo Ukrop
Florence Lee Wellons

Absent:

Tiff Armstrong
Joanne Blakemore
Bev Perdue Jennings
Charles Johnson
Frances Lewis
Fran McGlothlin
Jim McGlothlin
Hubert Phipps
Don Shockey
Joey Smith

Deborah Valentine

By Invitation:

Alex Nyerges, Director and Chief Executive Officer
Kay Baker
Candy Banks
Sarah Burgess
Stephen Bonadies
Caprice Bragg
Shanna Chandler
Stephanie Cooperstein
Charlotte Couch
Kristine Craig
Naomi Crown
Bonnie Devlin, Washburn & McGoldrick
Eileen Donahue, Washburn & McGoldrick
Maya Erhardt
Kiki Frane
Tom Gutenberger
Jan Hatchette
Sarah Hendricks
Karen McGill
Jennifer Merritt
Caroline Nichols
Cynthia Norwood, Office of the Attorney General
Katie Payne
Deborah Price
Hossein Sadid
Jayne Shaw
Erin Sheets
Mary Scott Swanson
Michael Taylor
Steffi West
Kimberly Wilson

I. WELCOME

Co-Chair Dr. Jill Bussey Harris welcomed the Campaign Committee members to the meeting and thanked them for joining. She then turned the meeting over to Co-Chair Dr. Monroe Harris, Board of Trustees President.

II. CALL TO ORDER

Dr. Harris called the meeting to order at 4:01pm. He reviewed the agenda for the meeting and then introduced a video for the upcoming exhibition, *The Dirty South: Contemporary Art, Material Culture, and the Sonic Impulse*, curated by Ms. Valerie Cassel Oliver, the Sydney and Frances Lewis Family Curator of Modern and Contemporary Art. He encouraged anyone interested in supporting the exhibit to contact Mr. Tom Gutenberger, Chief Development Officer and Deputy Director for Advancement.

III. PUBLIC COMMENT PERIOD

Dr. Harris reported there were no requests for public comment.

IV. MINUTES APPROVAL

Motion: proposed by Ms. Joan Brock and seconded by Mr. David Goode to approve the minutes of the January 21, 2020 and September 29, 2020 meetings.

Motion
carried.

V. MUSEUM UPDATE

Mr. Alex Nyerges, Director and CEO, provided a museum update. He shared an update on the *Treasures of Ancient Egypt: Sunken Cities* exhibition, that closed on January 18, 2021. Although attendance figures were lower than originally planned due to the Pandemic, he was happy to report that many time slots for the final weeks were sold out.

Mr. Nyerges reported that Governor Ralph Northam has tapped VMFA to lead the efforts to reimagine Monument Avenue. If the budget is approved by the General Assembly, the initiative will officially begin on July 1, 2021. Dr. Michael Taylor, Chief Curator and Deputy Director for Art and Education, will lead the effort for VMFA, with additional staff to be hired.

Mr. Nyerges announced that the 2025 Strategic Plan was unanimously approved by both boards this month, and thanked Dr. Andy Lewis, Chair of the Strategic Planning Committee, and Ms. Caprice Bragg, Chief Strategy Officer and Deputy Director for Strategic Planning, Government, and Board Relations, who led the efforts to this successful conclusion. This plan, in conjunction with the Campaign, will transform the museum.

Mr. Nyerges concluded his remarks with gratitude for the museum's largest contributor, the Commonwealth of Virginia, for the \$125 million funding for the museum's expansion. This is a 2:1 match, with the Commonwealth providing two public dollars for every one dollar in private donations. He thanked everyone that has contributed so far, and those that are contemplating a contribution.

VI. CAMPAIGN/ADVANCEMENT UPDATE

Mr. Gutenberger described the fundraising plan for *The Dirty South* exhibit, noting that traditional in-person efforts have been adapted to the virtual environment due to the Pandemic. Several early supporters are hosting virtual sessions for guests that will include a video presentation and remarks by Ms. Cassel Oliver, the Sydney and Frances Lewis Family Curator of Modern and Contemporary Art.

Mr. Gutenberger then turned to a review of the current Campaign progress. The original plan, informed by the feasibility study, called for a two to three year leadership, or silent, phase of the Campaign. He reiterated the Campaign priorities and progress. With the

generous support of early contributors and the Commonwealth, 50% of the \$365 million goal has been reached.

VII. BUILDING COMMITTEE UPDATE

Dr. Taylor provided an update on the Building Committee's expansion plan efforts. In response to a Request for Proposals, 30 proposals were received by architectural firms. It is anticipated that an architectural and engineering firm will be selected by the end of April.

VIII. CAMPAIGN CONSULTANT PRESENTATION

Ms. Bonnie Devlin, Campaign Consultant, and Ms. Eileen Donahue, both of Washburn & McGoldrick, provided a presentation on the planned giving aspect of the Campaign. They discussed the importance of planned gifts and the strategies for success. They thanked Mr. Birch Douglass and Ms. Celia Rafalko for leading the Planned Giving Sub-Committee. Mr. Douglass shared a perspective on his planned gift to VMFA. Ms. Rafalko noted how gifts can be amplified using these tools, and how Committee members can be ambassadors for these efforts.

IX. NEXT STEPS

Co-Chair Mr. John Staelin closed the meeting by noting that staff liaisons will be in touch with Committee members. The next meeting will likely be scheduled in April or May. He also thanked Ms. Jayne Shaw, Director of Development, who will retire at the end of January.

X. ADJOURN

Dr. Harris adjourned the meeting at 4:56pm.

Recorded by: Karen McGill
Executive Administrator to the Chief Development Officer and Deputy Director for
Advancement