

Virginia Museum of Fine Arts Foundation
Minutes of the Campaign Committee Meeting
Tuesday, May 4, 2021, 4:00pm
Norwood and Marguerite Davis Terrace

There were present:

Jill Harris, Co-Chair
Monroe Harris, Co-Chair
Elizabeth Locke, Co-Chair
John Staelin, Co-Chair
Jay Adams *electronic participation*
Kelly Armstrong *electronic participation*
Tiff Armstrong *electronic participation*
Joanne Blakemore *electronic participation*
Joan Brock *electronic participation*
Cindy Conner *electronic participation*
Birch Douglass
Anne Edwards
Mary Frediani *electronic participation*
Martha Glasser *electronic participation*
David Goode *electronic participation*
Susan Goode *electronic participation*
Jil Harris *electronic participation*
Ukay Jackson *electronic participation*
Charles Johnson *electronic participation*
Jim Klaus *electronic participation*
Celia Rafalko
Mike Schewel *electronic participation*
Don Shockey *electronic participation*
Mary Shockey *electronic participation*
Lilo Ukrop *electronic participation*
Deborah Valentine *electronic participation*
Florence Lee Wellons

Absent:

Meg Gottwald
Hiter Harris
Nancy Huber
Peter Huber
Bev Perdue Jennings
Aubrey Layne
Hubert Phipps
Pam Royall
Jennifer Sisk
Joey Smith
Sherrill Smith

By Invitation:

Kay Baker *electronic participation*
Candy Banks *electronic participation*
Sarah Burgess *electronic participation*
Stephen Bonadies
Caprice Bragg
Shanna Chandler *electronic participation*
Stephanie Cooperstein
Charlotte Couch
Kristine Craig *electronic participation*
Naomi Crown *electronic participation*
Bonnie Devlin *electronic participation*
Maya Erhardt
Kiki Frane *electronic participation*
Tom Gutenberger
Jan Hatchette *electronic participation*
Sarah Hendricks
Karen McGill *electronic participation*
Jennifer Merritt
Caroline Nichols *electronic participation*
Alex Nyerges
Katie Payne
Hossein Sadid *electronic participation*
Erin Sheets
Michael Taylor
Steffi West
Kimberly Wilson *electronic participation*

I. WELCOME

Co-Chair John Staelin welcomed everyone to the meeting both in-person and those joining virtually. He reflected on the campaign's success this year, then acknowledged the passing of Mr. Tom Farrell, a former Trustee and member of the Campaign Committee. Mr. Birch Douglass offered reflections on Mr. Farrell.

II. CALL TO ORDER

Dr. Monroe Harris called the meeting to order at 4:07pm.

III. MUSEUM UPDATE

Mr. Alex Nyerges, Director and CEO, provided a museum update. He commented that attendance is increasing as vaccinations increase. The Robins Sculpture Garden continues to be a gathering place for the neighborhood. Summer classes will be starting up both in-

person and virtually. He encouraged everyone to see the current exhibition, *Virginia Arcadia: The Natural Bridge in American Art*, and the soon-to-open *The Dirty South: Contemporary Art, Material Culture, and the Sonic Impulse*. He applauded Mr. Tom Gutenberger, Chief Development Officer and Deputy Director for Advancement, and his team for the success in fundraising for *The Dirty South*, both in terms of contributions and number of donors. And, although general memberships are down around 10%, he would have expected it to be more at this point. He noted that VMFA is one of the only art museums that is operating at a normal pre-Pandemic schedule.

IV. CAMPAIGN/ADVANCEMENT UPDATE

Mr. Gutenberger introduced Campaign Consultant Bonnie Devlin from Washburn & McGoldrick. Ms. Devlin spoke of three observations on philanthropy that her firm has witnessed of late: the transition out of the Pandemic, changes in institutional giving policies, particularly foundation giving, and philanthropy from women.

Before providing a campaign update, Mr. Gutenberger discussed the success of *The Dirty South* fundraising that Mr. Nyerges had referenced. He thanked Development Officer Charlotte Couch for managing the virtual sessions with volunteer hosts that proved so successful and will now be the model for fundraising for the upcoming exhibit, *Man Ray: The Paris Years*. Historically, the funds raised for *The Dirty South* are the highest of any VMFA-curated exhibition.

Mr. Gutenberger then reiterated the campaign schedule with the 3-year leadership phase ending in June of 2022, and the 4-year public phase launching in the fall of that year. Mr. Gutenberger then discussed the fundraising progress of the comprehensive campaign. As of March 31, overall fundraising has reached \$184 million, boosted by the \$125 million commitment from the Commonwealth of Virginia, and \$59 million in private support. The state support for the expansion is a 2:1 match, and there is urgency to secure additional private support to meet the match. Conversations continue with prospective donors. He then thanked donors and shared a list of campaign commitments naming spaces, positions, and endowments for the campaign. He reviewed the leadership phase goal of \$275 million before launching publicly - \$125 million in state funding and \$150 million in private funding, so there is much work to be done. Birch Douglass requested information for Committee members to have regarding other current campaigns in the region.

V. BUILDING COMMITTEE UPDATE

Dr. Michael Taylor, Chief Curator and Deputy Director for Art and Education, provided an update on the Building Committee's expansion plan efforts. He reviewed the list of Building Committee members and the schedule for the architect selection. A decision is expected at the June Board of Trustees meetings. The project is anticipated to be completed by June 2025. Mr. Jim Klaus asked how the renderings that are currently being used to show the expansion will compare to the new drawings, and Dr. Taylor indicated that the architects look forward to sharing their expanded versions of the drawings, but the footprint will be essentially the same as far as the locations of the spaces.

VI. NEXT STEPS

Dr. Harris referred Committee members to the campaign cultivation events list in their materials and encouraged everyone to attend and bring a friend and to continue to look for prospects to bring to the museum. He noted that all committee members will be approached about their campaign gift soon, if they have not already.

VII. ADJOURNMENT

Dr. Harris adjourned the meeting at 4:52 pm.

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