

Virginia Museum of Fine Arts  
Minutes of the External Affairs Committee Meeting  
Tuesday, March 15, 2022, 10:00am  
Claiborne Robertson Room

There were present:

Sara O’Keefe, Vice Chair *via videoconference; personal (travel)*  
Carol Ann Bischoff *via videoconference; health*  
Cindy Conner  
Martha Glasser *via videoconference; personal (travel)*  
Meg Gottwald  
Pamela Royal  
Charlie Whitaker

Absent:

Ken Johnson, Chair  
Gil Bland  
Marland Buckner  
Ken Dye  
Janet Geldzahler  
Michele Petersen  
Pamela Reynolds  
Ashlin Wilbanks

By Invitation:

Kay Baker  
Brian Ball  
Candy Banks  
Caprice Bragg  
Lee Ceperich  
Jasmonn Coleman  
Stephanie Cooperstein  
Kristine Craig  
Maya Erhardt  
Tom Gutenberger  
Jan Hatchette  
Ukay Jackson, Foundation Liaison  
Cindy Norwood, Office of the Attorney General  
Katie Payne  
Mimi Ryland, Council President  
Hossein Sadid  
Suzy Szazs Palmer  
Michael Taylor  
Kimberly Wilson

I. CALL TO ORDER

Dr. Pamela Royal called the meeting to order at 10:00am on behalf of Chair Ken Johnson.

### III. GOVERNMENT RELATIONS UPDATE

Director of Government Relations Katie Payne shared that the General Assembly ended its session without passing a budget and will reconvene for a special session. She confirmed that currently all of VMFA's requests are included in the proposed budget, as well as an increase to the maintenance reserve fund and monies to replace the Artmobile's truck.

### IV. COMMUNICATIONS UPDATE

Jan Hatchette, Chief Communications Officer and Deputy Director for Marketing and Communications, reviewed coverage for the exhibitions *Man Ray: The Paris Years* and *Tsberin Sherpa: Spirits*. She shared that VMFA's first-ever photography challenge, which was associated with the Man Ray exhibition, garnered more than 500 submissions, and additionally, that a double-page review in the *Washington Post* praised *Man Ray: The Paris Years*.

Next, Ms. Hatchette discussed the communications plan for *Whistler to Cassatt: American Painters in France*, which will open at VMFA on April 16, 2022. She highlighted plans to host En Plein Aire events to encourage attendance. Ms. Hatchette concluded her report by updating the Committee on the museum's website, which has been unavailable since December. A basic temporary, transition based site was constructed while VMFA staff, the Virginia Information Technology Agency, and a third party are working to make updates to the main site, which has been moved to a new server.

### V. ADVANCEMENT AND MEMBERSHIP REPORT

Chief Development Officer and Deputy Director of Advancement Tom Gutenberger reported that total gifts and commitments stand at \$22 million, exceeding the goal for FY22. Total membership is rebounding from the pandemic with 34,036 member households as of February 28, 2022.

He added that total gifts and commitments to the \$365 Million Campaign stand at \$237 million, or 65% of its goal. Of these funds, \$112 million is from private support, with support from the Commonwealth of Virginia at \$125 million in a 2:1 match. Mr. Gutenberger concluded his report with a list of upcoming cultivation events hosted by the Advancement Division.

### VI. OTHER BUSINESS/ADJOURNMENT

There being no further business, a motion to adjourn the meeting was seconded and approved by the Committee at 10:45am.

Recorded by: Stephanie Cooperstein  
Executive Administrator to the Chief Strategy Officer and  
Deputy Director for Strategic Planning, Government and Board Relations