

Virginia Museum of Fine Arts
Draft Minutes of the External Affairs Committee Meeting
Tuesday, June 21, 2022, 2:00pm
Claiborne Robertson Room

There were present:

Ken Johnson, Chair
Sara O’Keefe, Vice Chair *via videoconference; personal (scheduling)*
Carol Ann Bischoff
Cindy Conner *via videoconference; personal (travel)*
Ken Dye *via videoconference; personal (scheduling)*
Janet Geldzahler
Martha Glasser
Michele Petersen
Pamela Reynolds
Charlie Whitaker

Absent:

Gil Bland
Marland Buckner
Meg Gottwald
Pamela Royal
Ashlin Wilbanks

By Invitation:

Kay Baker
Brian Ball
Caprice Bragg
Jim Cheng
Jasmonn Coleman
Stephanie Cooperstein
Betty Crutcher
Maya Erhardt
Courtney Freeman
Tom Gutenberger
Jil Harris
Jan Hatchette
Ukay Jackson, Foundation Liaison
Cindy Marquez, Office of the Attorney General
Katie Payne
Mimi Ryland, Council President
Suzy Szasz Palmer
Kimberly Wilson

I. CALL TO ORDER

Chair Ken Johnson called the meeting to order at 2:01pm

II. APPROVAL OF MINUTES

Motion: Proposed by Mr. Johnson and seconded by Ms. Janet Geldzahler to approve the minutes of the December 1, 2021 and March 15, 2022 External Affairs Committee meetings as distributed. Motion carried.

III. GOVERNMENT RELATIONS UPDATE

Director of Government Relations Katie Payne reported that the Virginia General Assembly ended its special session and that Governor Youngkin has signed the budget, which includes 11 of his 34 proposed amendments. Ms. Payne confirmed that all of the Virginia Museum of Fine Arts' (VMFA) budget requests are fully funded in the signed budget, including a maintenance reserve fund increase and funds to replace the museum's Artmobile. She added that the next budget cycle will begin in August 2022.

IV. ADVANCEMENT AND MEMBERSHIP REPORT

Chief Development Officer and Deputy Director of Advancement Tom Gutenberger provided an overview of *Storied Strings: The Guitar in American Art's* fundraising plan, which is at 33% of its \$500,000 goal. He reported that total gifts and commitments, at \$25 million, have exceeded Fiscal Year (FY) 2022's goal. Total membership is rebounding from the pandemic with 35,230 member households as of May 30, 2022. Mr. Gutenberger reported that total gifts and commitments to the \$365 Million Campaign stand at \$241 million, or 66% of its goal. Of these funds, \$116 million is from private support, with the Commonwealth of Virginia at \$125 million in its 2:1 match.

V. COMMUNICATIONS UPDATE

Jan Hatchette, Chief Communications Officer and Deputy Director for Marketing and Communications, reviewed media coverage for the exhibitions *Tsberin Sherpa: Spirits* and *Whistler to Cassatt: American Painters in France*. She highlighted the success of utilizing short videos across social media platforms to entice audiences.

Next, Ms. Hatchette discussed the communications plan for *Storied Strings: The Guitar in American Art*, which will open at VMFA on October 8, 2022. She highlighted plans to host Busker pop-ups and guitar competitions to expand the exhibition's audience.

VI. OTHER BUSINESS/ADJOURNMENT

There being no further business, a motion to adjourn the meeting was seconded and approved by the Committee at 2:46pm.

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