

Virginia Museum of Fine Arts
Minutes of the Campaign Committee Meeting
Tuesday, March 15, 2022, 4:00pm
Marble Hall

There were present:

Jill Harris, Co-Chair
Monroe Harris, Co-Chair
Jay Adams
Joanne Blakemore, *via videoconference*
Joan Brock, *via videoconference*
Cindy Conner
Birch Douglass, *via videoconference*
Anne Edwards
Mary Frediani
Martha Glasser, *via videoconference*
David Goode, *via videoconference*
Meg Gottwald
Jil Harris
Nancy Huber, *via videoconference*
Ukay Jackson
Bev Perdue Jennings
Jim Klaus
Frances Lewis
Fran McGlothlin
Jim McGlothlin
Celia Rafalko
Michael Schewel
Joey Smith
Sherrill Smith
Deborah Valentine
Florence Lee Wellons

Absent:

John Staelin, Co-Chair
Elizabeth Locke, Co-Chair
Kelly Armstrong
Tiff Armstrong
Hiter Harris
Peter Huber
Charlie Johnson
Aubrey Layne
Hubert Phipps
Pam Royall
Don Shockey
Mary Shockey
Jennifer Sisk
Lilo Ukrop

By Invitation:

Alex Nyerges, Director and Chief Executive Officer
Jame Anderson, SmithGroup
Belilta Asfaw, SmithGroup
Brian Ball
Kay Baker
Sarah Beasley
Chris Buford
Sarah Burgess
Caprice Bragg
Shanna Chandler
Jasmonn Coleman
Stephanie Cooperstein
Charlotte Couch
Kristine Craig
Bonnie Devlin, Washburn and McGoldrick
Erin Elder
Maya Erhardt
Kiki Frane
Gretchen Friday
Tom Gutenberger
Jan Hatchette
Karen McGill
Jennifer Merritt
Caroline Nichols
Cindy Norwood, Office of the Attorney General
Jay Olander, VMFA Foundation President
Katie Payne
Susan Pettyjohn, Washburn and McGoldrick
Hossein Sadid
Dayton Schroeter, SmithGroup
Michael Taylor
Steffi West
Kimberly Wilson

I. WELCOME AND CALL TO ORDER

Co-Chair Monroe Harris called the meeting to order at 4:10pm and welcomed everyone to the meeting both in-person and those joining virtually.

II. MINUTES APPROVAL

Motion: Proposed by Dr. Harris and seconded by Ms. Cindy Conner to approve the minutes of the January 20, 2021; May 4, 2021; and September 21, 2021 Campaign Committee meetings as distributed. Motion carried.

III. CAMPAIGN/ADVANCEMENT UPDATE

Chief Development Officer and Deputy Director for Advancement Tom Gutenberger reported 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. Support from the Commonwealth of Virginia is \$125 million in a 2:1 match. Mr. Gutenberger 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.

IV. CAMPAIGN CONSULTANT REPORT

Mr. Gutenberger introduced Bonnie Devlin, Campaign Consultant with Washburn and McGoldrick. She reflected on the campaign progress to date. Ms. Devlin noted that the fundraising for the campaign is making great progress and on target to announce the goal of \$365 million for the public phase launch. She suggested that Committee members who have not already, should try to make their campaign gift before the public phase begins.

V. BUILDING COMMITTEE UPDATE

Dr. Michael Taylor, Chief Curator and Deputy Director for Art and Education, provided an overview of the needs that staff voiced in discussion with architects for the new expansion and the exact square footage that has been estimated to address those needs. He also announced that the museum assembled a Community Engagement Task Force to appropriately gather feedback from stakeholders outside of VMFA. Dr. Taylor concluded his report by describing the next steps in the project.

VI. ADJOURNMENT/ OTHER BUSINESS

There being no further business, a motion to adjourn the meeting was seconded and approved by the Committee at 4:21pm.

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