

Virginia Museum of Fine Arts  
Draft Minutes of the External Affairs Committee Meeting  
Tuesday, September 13, 2022, 1:00pm  
Claiborne Robertson Room

There were present:

Ken Johnson, Chair  
Cindy Conner  
Janet Geldzahler  
Martha Glasser  
Michele Petersen  
Pamela Reynolds  
Pamela Royal  
Ashlin Wilbanks  
Lynette Allston, ex-officio

Absent:

Brian Ball  
Gil Bland  
Ken Dye  
Aubrey Layne  
Sara O'Keefe

By Invitation:

Kay Baker  
Caprice Bragg  
Joan Brock  
Jasmonn Coleman  
Stephanie Cooperstein  
Kristine Craig  
Rooz Dadabhoy  
Maya Erhardt  
Courtney Freeman  
Ann Goettman  
Tom Gutenberger  
Melinda Hardy  
Andrew Harris  
Jan Hatchette  
Ukay Jackson, Foundation Liaison  
Bill Keyes  
Cindy Marquez, Office of the Attorney General  
Katie Payne  
Mimi Ryland, Council President  
Anne Smith  
Suzy Szasz Palmer  
Michael Taylor  
Kimberly Wilson

I. CALL TO ORDER

Committee Chair Ken Johnson called the meeting to order at 1:01pm

II. APPROVAL OF MINUTES

**Motion:** Proposed by Ms. Michele Petersen and seconded by Ms. Martha Glasser to approve the minutes of the June 21, 2022 External Affairs Committee meeting as distributed. Motion carried.

III. GOVERNMENT RELATIONS UPDATE

Director of Government Relations Katie Payne reported that in late June Commonwealth of Virginia Governor Youngkin signed the FY23 budget, which included funding for the museum. Additionally, funding was also allocated to replace the Artmobile's aging semi-truck. Ms. Payne also described the budget process for the upcoming cycle.

IV. ADVANCEMENT AND MEMBERSHIP REPORT

Chief Development Officer and Deputy Director of Advancement Tom Gutenberger provided an overview of gifts and commitments in Fiscal Year (FY) 2022. At \$28 million, they are nearly double those of FY21. Total membership is rebounding from the pandemic with an increase of 6,065 members. Mr. Gutenberger reported that total gifts and commitments to the \$365 Million Campaign stand at \$250 million, or 68% of its goal. He noted that due to increasing inflation, it is likely that the campaign goals will be readjusted.

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.

VI. OTHER BUSINESS/ADJOURNMENT

There being no further business, a motion to adjourn the meeting was seconded and approved by the Committee at 1:58pm.

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