

Virginia Museum of Fine Arts
Draft Minutes of the External Affairs Committee Meeting
Wednesday, December 7, 2022, 10:00am
Claiborne Robertson Room

There were present:

Pam Royal, Vice Chair
Brian Ball
Cindy Conner, *via videoconference (personal)*
Janet Geldzahler
Martha Glasser
Sara O'Keefe, *via videoconference (personal)*
Michele Petersen
Pam Reynolds

Absent:

Ken Johnson, Chair
Gil Bland
Ken Dye
Aubrey Layne

By Invitation:

Alex Nyerges, Director and Chief Executive Officer
Lynette Allston
Kay Baker
Candy Banks
Caprice Bragg
Jasmonn Coleman
Stephanie Cooperstein
Kristine Craig
Betty Crutcher
Erin Elder
Courtney Freeman
Ann Goettman
Tom Gutenberger
Andrew Harris
Jan Hatchette
Ukay Jackson, Foundation Liaison
Marianne Littel
Cindy Marquez, Office of the Attorney General
Colleen Milewski
Jay Olander, VMFA Foundation Board President
Katie Payne
Mimi Ryland, Council President
Anne Smith
Suzy Szasz Palmer
Michael Taylor

I. WELCOME AND CALL TO ORDER

President Lynette Allston welcomed Committee members to the meeting. Introducing Vice Chair, Dr. Pam Royal who called the meeting to order at 10:03am.

II. MINUTES APPROVAL

Motion: Proposed by Dr. Royal and seconded by Ms. Janet Geldzahler that the minutes of the September 13, 2022 External Affairs Committee be approved as distributed. Motion carried.

III. GOVERNMENT RELATIONS UPDATE

Katie Payne, Director of Government Relations, shared a general update including an upcoming meeting of the Department of Planning and Budget. She also summarized VMFA's budget requests and mentioned the upcoming January legislative session. Ms. Payne reported on VMFA's Art Loan Program, and noted works on display at the Executive Mansion.

IV. ADVANCEMENT & MEMBERSHIP REPORT

Tom Gutenberger, Chief Development Officer and Deputy Director for Advancement, provided a Fundraising and Membership update. He offered thanks to all who have raised funds in 2022, reporting that as of October 2022, \$5.2 million had been raised (\$1.3 million over the previous year). Mr. Gutenberger reported membership at 33,779 households. He concluded his report by stating that the Campaign current total is \$256 million, 70% of current \$365 million goal.

V. COMMUNICATIONS

Jan Hatchette, Chief Communications Officer and Deputy Director for Marketing and Communications, reviewed media coverage for the exhibition *Storied Strings: The Art of the American Guitar*, and reported that visitation is progressing against a 50,000 visitor goal. She reported that video content has been one of the most successful marketing mediums. Ms. Hatchette also discussed the communications plan for *Isaac Julien: Lessons of the Hour—Frederick Douglass*. She concluded her report with a general communications update, highlighting *New York Times* and *Los Angeles Times* reviews from the last year. VMFA has seen continued growth in platforms like Facebook, Instagram and YouTube.

VI. OTHER BUSINESS/ADJOURNMENT

There being no further business, a motion to adjourn the meeting was seconded and approved by the committee at 10:40am.

Recorded by: Colleen Milewski,
Administrative and Project Coordinator to the Director's Office