Virginia Museum of Fine Arts
Minutes of the Campaign Committee Meeting
Tuesday, December 6, 2022, 4:45pm
Claiborne Robertson Room

There were present:
    Monroe Harris, Co-Chair
    Joan Brock
    Cindy Conner, *via videoconference (personal)*
    Anne Edwards
    Martha Glasser
    Jil Harris

Absent:
    Aubrey Layne
    Hubert Phipps

By Invitation:
    Alex Nyerges, Director and Chief Executive Officer
    Lynette Allston, VMFA Board of Trustees President
    Kay Baker
    Candy Banks
    Kathryn Blessing
    Caprice Bragg
    Sarah Burgess
    Jasmonn Coleman
    Stephanie Cooperstein
    Charlotte Couch
    Kristine Craig
    Bonnie Devlin, Washburn & McGoldrick
    Birch Douglass
    Erin Elder
    Mary Frediani
    Courtney Freeman
    Gretchen Friday
    David Goode
    Susan Goode
    Tom Gutenberger
    Andrew Harris
    Jan Hatchette
    Nancy Huber
    Peter Huber
    Ukay Jackson
    Bev Jennings
    Jim Klaus
    Elizabeth Locke, Co-Chair
    Jen Merritt
    Cindy Marquez, Office of the Attorney General

Karen McGill
Stacy Newport
Caroline Nichols
Jay Olander, VMFA Foundation Board President
Celia Rafalko
John Staelin, Co-Chair
Steffi West

I.   WELCOME AND CALL TO ORDER

Co-Chair Monroe Harris called the meeting to order at 4:47pm and welcomed everyone. He thanked the Committee and staff for their help with the campaign and reviewed the agenda for the meeting.

II.   MINUTES APPROVAL

Motion: Proposed by Dr. Harris and seconded by Jil Harris to approve the minutes of the September 14, 2022 Campaign Committee meeting as distributed. Motion carried.

III.   MUSEUM UPDATE

Director and Chief Executive Officer Alex Nyerges provided a museum update. He highlighted the success of fundraising in FY22 which resulted in $28M in funds raised, nearly double the previous year. Attendance is almost back to pre-pandemic levels, and revenues from special events, food service, and the shop are up. Expansion planning is advancing as well.

IV.   CAMPAIGN/ADVANCEMENT UPDATE

Chief Development Officer and Deputy Director for Advancement Tom Gutenberger thanked everyone for all of their efforts thus far in the campaign, and provided an update on fundraising for FY23. Through October 2022, $5.2 million dollars has been raised, up over $1.3 million from last year. Membership is at 33,779 households, ahead of this time last year, but slightly below the high in June. He thanked Mary Frediani for her efforts on the Membership Sub-Committee of the Foundation Board's Advancement Committee, and others for their help. The campaign fundraising total stands at $256 million or 70% of the current $365 million goal, a goal that is being re-evaluated due to the increasing costs of the expansion.

V.   CAMPAIGN CONSULTANT REPORT

Campaign Consultant Bonnie Devlin of Washburn & McGoldrick discussed a project she presented to the Budget and Compensation Committee of the Foundation Board regarding fundraising staffing and compensation. She discussed the current competitive environment for front line fundraisers and described recommendations that she made to that committee that included adding additional fundraisers to meet an anticipated increase in the campaign goal, as well as strategies for staff retention.

VI.   EXPANSION UPDATE

Chief Curator and Deputy Director for Art and Education Michael Taylor reviewed the current plans for the renovation and expansion project including the selection of the construction manager at risk, Gilbane Building Company, which will result in a finalized project budget and timeline in 2023.

VII.   OTHER BUSINESS

Co-Chair John Staelin reminded Committee members to continue bringing guests to the museum for events and tours. He thanked Ukay Jackson for hosting a recent event to welcome the Curator of African Art, Endy Ezeluomba and Joan Brock for recently endowing the Director of Education position. He reminded everyone that the reception to celebrate the opening of *Isaac Julien: Lessons of the Hour – Frederick Douglass* would follow the meeting.

VIII.   ADJOURN

There being no further business, a motion to adjourn the meeting was seconded and approved by the committee at 5:30pm.

Recorded by: Karen McGill,
                Executive Administrator