

Virginia Museum of Fine Arts
Draft Minutes of the Campaign Committee Meeting
Tuesday, March 14, 2023, 3:00pm
Claiborne Robertson Room

There were present:

Monroe Harris, Co-Chair
Cindy Conner
Anne Edwards
Martha Glasser - *videoconference; personal*
Lynette Allston, Trustee President, ex-officio

Absent:

Joan Brock
Jil Harris
Hubert Phipps

By Invitation:

Alex Nyerges, Director and Chief Executive Officer
Jame Anderson, SmithGroup
Kay Baker
Candy Banks
Kathryn Blessing
Caprice Bragg
Sarah Burgess
Jasmonn Coleman
Stephanie Cooperstein
Kristine Craig
Betty Crutcher
Bonnie Devlin, Washburn & McGoldrick
Birch Douglass
Erin Elder
Courtney Freeman
Gretchen Friday
Tom Gutenberger
Andrew Harris
Jill Harris
Jan Hatchette
Nancy Huber
Peter Huber
Ukay Jackson
Bev Jennings
Jen Merritt
Cindy Marquez, Office of the Attorney General
Karen McGill
Colleen Milewski
Stacy Newport
Caroline Nichols
Jay Olander, VMFA Foundation President

Lizzie Oliver
Katie Payne
Celia Rafalko
Mary Shockey
Dayton Schroeter, SmithGroup
Joey Smith
Sherrill Smith
John Staelin, Co-Chair
Michael Taylor
Kimberly Wilson

I. WELCOME

Co-Chair John Staelin welcomed committee members and other guests to the meeting and thanked a number of supporters for recent gifts.

II. CALL TO ORDER AND MINUTES APPROVAL

Co-Chair Monroe Harris called the meeting to order at 3:03pm.

Motion: proposed by Dr. Harris and seconded by Ms. Cindy Conner to approve the minutes of the December 6, 2022 Campaign Committee meeting as distributed. Motion carried.

III. MUSEUM UPDATE

VMFA Director and Chief Executive Officer Alex Nyerges provided a museum update. He noted that the current exhibition *Storied Strings: The Guitar in American Art* will close on March 19, 2023 and encouraged anyone who had not seen it to attend before then. The exhibit will then travel to the Frist Art Museum in Nashville for a May 2023 opening. Mr. Nyerges then commented on the continued growth of VMFA's art collection in areas such as Chinese, American, and African, and the progress of pending campaign commitments.

IV. CAMPAIGN & ADVANCEMENT STAFFING UPDATE

VMFA Chief Development Officer and Deputy Director for Advancement Tom Gutenberger thanked everyone for all of their efforts thus far in the campaign. He provided an update on fiscal year fundraising through February 2023, noting that \$10.9 million has been raised, which surpasses the goal for the year. The campaign fundraising total to date is at 72% of the current \$365 million goal, or \$265 million. The public phase launch for the campaign is tentatively being planned for the spring of 2024. Mr. Gutenberger then provided an update on Advancement staffing and recent internal promotions.

V. CAMPAIGN CONSULTANT REPORT

Campaign Consultant Bonnie Devlin of Washburn & McGoldrick reported her observations on VMFA's progress for the campaign thus far and noted that the museum is on the right path for success. The museum is building volunteer advocacy and strengthening the

Advancement team structure, both of which are keys for success. She encouraged the committee to work with Advancement to continue to grow the donor base, particularly outside of the Richmond area, and to continue being strong advocates for the campaign as the public phase approaches.

VI. EXPANSION UPDATE

SmithGroup representatives Dayton Schroeter and Jame Anderson presented a review of preliminary expansion and renovation plans. They described proposed exterior designs and their focus on preserving and enhancing the sculpture garden as an important asset to the community.

VII. OTHER BUSINESS

Dr. Harris noted that the next Campaign Committee meeting will be in June 2023. He asked committee members to review the upcoming events noted on the handout and to attend or encourage others to attend. Regional campaign events will be planned as the public phase of the campaign nears. He encouraged those in attendance to pass along any ideas or suggestions to Advancement team members.

VII. ADJOURN

There being no further business, a motion to adjourn the meeting was seconded and approved by the committee at 3:56pm.

Recorded by: Karen McGill,
VMFA Executive Administrator