

Virginia Museum of Fine Arts
Draft Minutes of the External Affairs Committee Meeting
Wednesday, March 15, 2023, 11:15am
Reynolds Lecture Hall

There were present:

Pam Royal, Vice Chair
Brian Ball
Cindy Conner
Ken Dye
Janet Geldzahler
Martha Glasser *videoconference; personal*
Sara O'Keefe
Michele Petersen
Ashlin Wilbanks *videoconference; health*
Lynette Allston, Trustee President, ex officio

Absent:

Ken Johnson, Chair
Gilbert Bland
Pam Reynolds

By Invitation:

Alex Nyerges, Director and Chief Executive Officer
Kay Baker
Candy Banks
Nan Boyd, Council President-Elect
Caprice Bragg
Sarah Burgess
Jasmonn Coleman
Kristine Craig
Erin Elder
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
Colleen Milewski
Jay Olander, VMFA Foundation Board President
Lizzie Oliver
Katie Payne
Mimi Ryland, Council President
Anne Smith
Suzy Szasz Palmer

Michael Taylor
Kimberly Wilson

I. WELCOME AND CALL TO ORDER

Vice Chair Pam Royal called the meeting to order at 11:20am.

II. MINUTES APPROVAL

Motion: Proposed by Dr. Royal and seconded by Mr. Ken Dye that the minutes of the December 7, 2022 External Affairs Committee be approved as distributed. Motion carried.

III. GOVERNMENT RELATIONS UPDATE

Ms. Katie Payne, VMFA Director of Government Relations, reported that the General Assembly's Session adjourned February 25, 2023 without agreement on a full budget. Ms. Payne noted that as this is an "off-budget" year, and that the biennial budget passed last year will remain in effect if no new budget is passed. She added that the legislature will have a one-day Reconvene Session on April 12, 2023 for the Governor's signature, amendments and/or veto of bills passed during Session.

IV. ADVANCEMENT & MEMBERSHIP REPORT

Mr. Tom Gutenberger, VMFA Chief Development Officer and Deputy Director for Advancement, provided a Fundraising and Membership update. He reported that fiscal year 2023 (FY23) gifts and commitments are at \$10.9 million (141% of goal) and exhibition fundraising is at \$1.2 million (119% of goal). Membership stands at 33,369 households. Additionally, the campaign current total is \$265 million, which is 72% of the current \$365 million goal. Due to anticipated cost escalation in construction costs, it is expected that the campaign goal will increase. Mr. Gutenberger concluded his report with a staffing update.

V. COMMUNICATIONS

Ms. Jan Hatchette, VMFA Chief Communications Officer and Deputy Director for Marketing and Communications, reviewed media coverage for *Storied Strings: The Art of the American Guitar* and *Isaac Julien: Lessons of the Hour—Frederick Douglass* exhibitions. She reported on owned, earned and paid media (emails, website, social media, video content, printed and advertising), which continues to generate results. Also, Ms. Hatchette described partnerships that promoted audience development and community engagement. Ms. Hatchette then shared Communication's strategies for the museum's upcoming exhibitions, *Benjamin Wigfall and Communications Village* and *Whitfield Lovell: Passages*. She concluded her report with a staffing update on the Communication Division.

VI. OTHER BUSINESS/ADJOURNMENT

There being no further business, a motion to adjourn the meeting was seconded and approved by the committee at 12:00pm.

Recorded by: Kay Baker,
VMFA Administrative Assistant and Receptionist, Office of the Director