

Virginia Museum of Fine Arts  
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