

Virginia Museum of Fine Arts  
Approved Minutes of the External Affairs Committee  
Meeting Wednesday, June 14, 2023, 9:30am  
Claiborne Robertson Room

There were present:

Pamela Royal, Chair  
Brian Ball  
Ken Dye  
Janet Geldzahler  
Martha Glasser  
Ken Johnson  
Sara O'Keefe  
Michele Petersen  
Pam Reynolds  
Lynette Allston, Trustee President, ex-officio

Absent:

Cindy Conner  
Gilbert Bland  
Ashlin Wilbanks

By Invitation:

Alex Nyerges, Director and Chief Executive Officer  
Kay Baker  
Candy Banks  
Nan Boyd, VMFA Council President  
Caprice Bragg  
Sarah Burgess  
Jasmonn Coleman  
Kristine Craig  
Erin Elder  
Courtney Freeman  
Marcia Gilliam  
Ann Goettman  
Rachel Graf, Intern Office of the Attorney General  
Tom Gutenberger  
Melinda Hardy  
Andrew Harris  
Jan Hatchette  
Marianne Littel  
Cindy Marquez, Office of the Attorney General  
Lizzie Oliver  
Anne Smith  
Michael Taylor

I. CALL TO ORDER

Chair Dr. Pamela Royal called the meeting to order at 9:31am.

II. MINUTES APPROVAL

**Motion:** Proposed by Dr. Royal and seconded by Mr. Brian Ball that the minutes of the March 15, 2023 External Affairs Committee be approved as distributed. Motion carried.

III. ADVANCEMENT AND MEMBERSHIP REPORT

Mr. Tom Gutenberger, VMFA Chief Development Officer and Deputy Director for Advancement, provided a fundraising and membership update. He reported that FY23 gifts and commitments are at \$13.7 million and exhibition fundraising is at \$1.3 million (130% of goal). Membership stands at 31,955 households. The campaign total is currently \$268 million, or 73%, of the current \$365 million goal. Due to anticipated cost construction costs, it is expected that the campaign goal will increase.

IV. COMMUNICATIONS

Ms. Jan Hatchette, VMFA Chief Communications Officer and Deputy Director for Marketing and Communications, reviewed media coverage for the *Isaac Julien: Lessons of the Hour—Frederick Douglass, Benjamin Wigfall and Communications Village, and Whitfield Lovell: Passages* exhibitions. She reported on owned, earned and paid media (emails, website, social media, video content, printed and advertising), which continues to generate results. Ms. Hatchette also described the use of videography to promote audience development and community engagement. She then shared Communication’s strategies for the museum’s upcoming exhibition, *Willie Anne Wright: Artist and Alchemist*. Ms. Hatchette concluded with a video highlighting the conservation of a 2,300-year-old vase across all owned media channels, including the museum’s website, email, social media, and VMFA magazine, along with a press release.

V. GOVERNMENT RELATIONS UPDATE

Ms. Caprice Bragg, VMFA Chief Strategy Officer and Deputy Director of Strategic Planning, Government and Board Relations, reported that the Director of Government Relations position is currently vacant because Ms. Katie Payne resigned. She applauded Ms. Payne and will provide updates in the interim. She noted that VMFA does not have any requests this budget cycle.

VI. OTHER BUSINESS/ADJOURNMENT

There being no further business, a motion to adjourn the meeting was seconded and approved by the committee at 10:00am.

Recorded by: Stephanie Cooperstein  
Executive Administrator