

Virginia Museum of Fine Arts
Draft Minutes of the External Affairs Committee Meeting
Tuesday, September 12, 2023, 12:30pm
Claiborne Robertson Room

There were present:

Brian Ball
Gil Bland
Joan Brock
Cindy Conner
Ken Dye
Janet Geldzahler
Martha Glasser
Ann Goettman
Sara O'Keefe
Michele Petersen
Pam Reynolds
Lynette Allston, ex-officio

Absent:

Pam Royal, Chair
Rooz Dadabhoy
Ken Johnson
Bill Keyes

By Invitation:

Alex Nyerges, Director and Chief Executive Officer
Kay Baker
Caprice Bragg
Jasmonn Coleman
Stephanie Cooperstein
Kristine Craig
Erin Elder
Courtney Freeman
Marcia Gilliam
Tom Gutenberger
Andrew Harris
Jan Hatchette
Ukay Jackson
Cindy Marquez, Office of the Attorney General
Colleen Milewski
Lizzie Oliver
Michael Taylor
Kimberly Wilson

I. CALL TO ORDER

On behalf of Committee Chair Pam Royal, Trustee President Lynette Allston called the meeting to order at 12:30pm.

II. MINUTES APPROVAL

Motion: Proposed by Ms. Allston and seconded by Mr. Ken Dye to approve the minutes of the June 14, 2023 External Affairs Committee meeting as distributed. Motion carried.

III. ADVANCEMENT AND MEMBERSHIP REPORT

Mr. Tom Gutenberger, Virginia Museum of Fine Arts (VMFA) Chief Development Officer and Deputy Director for Advancement, provided an update on fundraising and membership efforts, noting that total gifts and commitments for fiscal year 2023 (FY23) are at \$16.2 million (210% of goal). He reported that campaign fundraising continues to progress and that the Advancement team is now fully staffed.

IV. COMMUNICATIONS

Ms. Jan Hatchette, VMFA Chief Communications Officer and Deputy Director for Communications and Marketing, provided an overview of the media used to promote the *Benjamin Wigfall & Communications Village* and *Whitfield Lovell: Passages* exhibitions. She then shared communication plans for the upcoming *Willie Anne Wright: Artist & Alchemist* and *Dawoud Bey: Elegy* exhibitions. Ms. Hatchette concluded her report with communications plans for The Campaign for VMFA and VMFA The Capital Campaign.

V. GOVERNMENT RELATIONS UPDATE

Ms. Caprice Bragg, VMFA Chief Strategy Officer and Deputy Director of Strategic Planning, Government and Board Relations, provided an update on the Commonwealth of Virginia's FY24 budget. She noted that the budget, having been passed by the House and Senate, is being reviewed by Governor Glenn Youngkin. Ms. Bragg concluded by sharing the VMFA Government Relations Director position has been posted.

VI. OTHER BUSINESS/ADJOURNMENT

There being no further business, Ms. Allston called for a motion to adjourn the meeting. Mr. Dye made this motion, which was seconded by Ms. Jil Harris and approved by the committee at 1:08pm.

Recorded by: Kay Baker
Administrative Assistant