

Virginia Museum of Fine Arts  
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