

Virginia Museum of Fine Arts
Draft Minutes of the External Affairs Committee Meeting
Tuesday, March 19, 2024, 1:30pm
Claiborne Robertson Room

There were present:

Ken Dye, Chair
Brian Ball
Cindy Conner, *Virtual (personal)*
Janet Geldzahler
Martha Glasser, *Virtual (personal)*
Ann Goettman, *Virtual (personal)*
Bill Keyes
Sara O'Keefe, *Virtual (personal)*
Pam Reynolds
Pam Royal
Lynette Allston, Trustee President, ex-officio

Absent:

Gil Bland
Rooz Dadabhoy
Ken Johnson
Michele Petersen

By Invitation:

Alex Nyerges, Director and Chief Executive Officer
Kay Baker
Candy Banks
Nan Boyd, Council President
Loren Brueggen
Sarah Burgess
David Cary
Jasmonn Coleman
Stephanie Cooperstein
Kristine Craig
Erin Elder
Emily Franklin
Marcia Gilliam
Tom Gutenberger, Liaison
Andrew Harris
Jan Hatchette, Liaison
Ukay Jackson, Foundation Liaison
Adam Kane, Office of the Attorney General
Jay Olander, Foundation President
Lizzie Oliver
Christina Shin
Michael Taylor
Kimberly Wilson

I. CALL TO ORDER

Chair Ken Dye called the meeting to order at 1:32pm.

II. MINUTES APPROVAL

Motion: Proposed by Dr. Pam Royal and seconded by Ms. Pam Reynolds to approve the minutes of the December 5, 2023 External Affairs Committee meeting as distributed. Motion carried.

III. ADVANCEMENT AND MEMBERSHIP REPORT

Mr. Tom Gutenberger, Virginia Museum of Fine Arts Chief Development Officer and Deputy Director for Advancement, provided an update on fiscal year 2024 (FY24) fundraising and membership numbers as of February 29, 2024, noting total gifts and commitments at \$16,048,653, campaign at \$290,749,596, and membership at 30,000 (up 500 from the previous month). He concluded with a review of the campaign fundraising progress, noting that operating is at \$61,734,960, endowment at \$58,193,582, and capital projects at \$170,821,054.

IV. GOVERNMENT RELATIONS UPDATE

Mr. Dye welcome Mr. David Cary, VMFA's new Director of Government Relations. Mr. Cary introduced himself, sharing his background and former work experience at the Virginia Governor's Mansion. He reported that the General Assembly approved the FY25 budget, which is currently under final review by Governor Glenn Youngkin. Mr. Cary provided an overview of recent government relations activities at VMFA, which included the Virginia General Assembly reception, a FLORIS tearoom visit and museum tour for Mrs. Suzanne Youngkin, First Lady of Virginia, and guests, and a curator-led tour of *Dawoud Bey: Elegy* for Governor Youngkin and Deputy Secretary of Education Emily Gullickson. He ended with an update on the Government Art Loan Program, noting several of VMFA's works of art are currently on display on the twelfth floor of the new General Assembly Building.

V. COMMUNICATIONS

Ms. Jan Hatchette, VMFA Chief Communications Officer and Deputy Director for Communications and Marketing, provided an overview of the successful marketing and communication strategies used for *Dawoud Bey: Elegy*, which included owned digital and social media, paid and earned media, bookstore partnerships and audience development. She then discussed communication and marketing plans for the upcoming *Samurai Armor from the Collection of Ann and Gabriel Barbier-Mueller* exhibition.

VI. OTHER BUSINESS/ADJOURNMENT

There being no further business, a motion to adjourn the meeting was made, seconded, and approved by the committee at 2:14pm.

Recorded by: Kay Baker
Administrative Assistant