

Virginia Museum of Fine Arts  
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