

Virginia Museum of Fine Arts  
Draft Minutes of the External Affairs Committee Meeting  
Wednesday, September 25, 2024, 9:45am  
Claiborne Robertson Room

There were present:

Ken Dye, Chair  
Gil Bland  
Janet Geldzahler  
Ann Goettman  
Bill Keyes  
Sara O'Keefe, *virtual (personal)*  
Christina Shin  
Lynette Allston, Trustee President, Ex-officio

Absent:

Brian Ball  
Cindy Conner  
Rooz Dadabhoy  
Pam Royal

By Invitation:

Dayal Baxani  
Nan Boyd, Council President  
David Cary  
Anna Christine, AREA 17  
Jasmonn Coleman  
Hannah Conway, AREA 17  
Stephanie Cooperstein  
Erin Elder  
Tom Gutenberger, Liaison  
Andrew Harris  
Jan Hatchette, Liaison  
Ukay Jackson, Foundation Liaison  
Mark Jarecke, AREA 17  
Mike Lee, AREA 17  
Sally Marvin  
Whitney Murphy  
Lizzie Oliver  
Marie Royce  
Anne Smith  
Michael Taylor  
Bo Wade, AREA 17  
James Williams, AREA 17  
Kimberly Wilson

I. CALL TO ORDER

Chair Ken Dye called the meeting to order at 9:46am.

## II. MINUTES APPROVAL

**Motion:** Proposed by Mr. Ken Dye and seconded by Ms. Christina Shin to approve the minutes of the June 11, 2024 External Affairs Committee meeting as distributed.  
Motion carried.

## III. COMMUNICATIONS

Ms. Jan Hatchette, Virginia Museum of Fine Arts (VMFA) Chief Communications Officer and Deputy Director for Communications and Marketing, introduced representatives from AREA 17, a global brand, experience, and technology company contracted to redesign the museum's website, which is more than ten years old. The group led the committee through a work session during which attendees provided feedback about what they would like to see in a new website design and what makes the VMFA stand out within the field of museums.

## IV. OTHER BUSINESS/ADJOURNMENT

There being no further business, a motion to adjourn the meeting was made, seconded, and approved by the committee at 11:02am.

Recorded by: Stephanie Cooperstein  
Executive Administrator