

Virginia Museum of Fine Arts
Minutes of the Campaign Committee Meeting
Tuesday, June 11, 2024, 10:00am
Claiborne Robertson Room

There were present:

Lynette Allston, Trustee President, Ex-officio
Cindy Conner
Anne Noland Edwards

Absent:

Martha Glasser
Jil Harris

By Invitation:

Alex Nyerges, Director and Chief Executive Officer
Kelly Armstrong
Kay Baker
Candy Banks
Dayal Baxani
Carol Ann Bischoff
Kathryn Blessing
Caprice Bragg
Sarah Burgess
David Cary
Jasmonn Coleman
Stephanie Cooperstein
Kristine Craig
Bonnie Devlin, Washburn & McGoldrick
Birch Douglass
Erin Elder
Courtney Freeman
Tom Gutenberger
Andrew Harris
Jill Bussey Harris, Co-Chair
Monroe Harris, Co-Chair
Jan Hatchette
Marie Hawthorne
Nancy Huber
Peter Huber
Ukay Jackson
Sarah Kennel
Elizabeth Locke
Deb Love, Office of the Attorney General
Jen Merritt
Karen McGill
Whitney Murphy

Lizzie Oliver
Celia Rafalko
Christina Shin
John Staelin, Co-Chair
Michael Taylor
Florence Lee Wellons

I. CALL TO ORDER AND MINUTES APPROVAL

President Lynette Allston called the meeting to order at 10:03am.

Motion: Proposed by Ms. Allston and seconded by Ms. Anne Noland Edwards to approve the minutes of the March 19, 2024 Campaign Committee meeting as distributed.
Motion carried.

II. WELCOME

Co-Chair John Staelin welcomed Committee members and other guests to the meeting. He reviewed the agenda, noting that a new campaign goal will be presented for approval due to rising construction costs for the expansion. If approved by this Committee, it will be presented to the Board of Trustees and Foundation Board of Directors, respectively, for approval.

III. CAMPAIGN AND EXPANSION UPDATE

VMFA Director and Chief Executive Officer Alex Nyerges reported that the current campaign is the largest in the museum's history. The original goal of \$365 million requires adjustment due to anticipated increased construction costs for the expansion and renovation project. He noted that as of April 30, the campaign has raised nearly \$339 million including additional support from the Commonwealth. There have been 165 gifts of \$100,000 or more, with 37 gifts of \$1 million or more including numerous gifts to name spaces, positions, or endowments with more than \$200 million remaining in naming opportunities. Incorporating the increase in the capital goal, Mr. Nyerges reported that the new goal to be voted on would be \$471 million with a new fundraising end date of June 30, 2028. The endowment goal (\$105 million) did not change, and the operating goal increased to reflect the additional time added to the campaign. Mr. Nyerges outlined the remaining funds to be raised and the path with which the goal can be reached.

VMFA Chief Development Officer and Deputy Director for Advancement Tom Gutenberger announced the recent successful conclusion of a 2:1 challenge grant from the Mary Morton Parsons Foundation for the renovation of the Leslie Cheek Theater. More than \$2 million was raised within the one year as required, resulting in a \$1 million match. The overall total raised for the Cheek Theater renovation project is \$5.3 million. Renovations are underway, scheduled to be complete in the fall of this year and will be the first project to physically represent the overall expansion and renovation project.

Committee member Kelly Armstrong noted that Richmond Ballet performances will begin in Cheek Theater in March of 2025 and encouraged committee members to attend September performances at the current location until then.

Ms. Allston asked if a Trustee would like to make a motion to recommend the new campaign goal as presented.

Motion: Proposed by Ms. Edwards and seconded by Ms. Cindy Conner to recommend \$471 million as the new goal for VMFA's comprehensive campaign that will conclude on June 30, 2028. Motion carried.

IV. CAMPAIGN CONSULTANT REPORT

Campaign Consultant Bonnie Devlin, Managing Principal and Co-owner of Washburn & McGoldrick, reflected on the campaign progress to date as well as the path forward to success. She shared a breakdown of the number of gifts needed by gift level to raise the remaining capital portion of the new goal. She concluded by sharing ideas on how Committee members can help bring the campaign to a successful end.

V. RAYSOR CENTER PRESENTATION

Dr. Sarah Kennel, VMFA's Aaron Siskind Curator of Photography and Director of the Raysor Center, reported that the museum's foundation is the recipient of a nearly \$350,000 grant from the National Endowment for the Humanities for the digitization, cataloging, rehusing, and creation of online access to 7,655 works on paper from the Frank Raysor collection. Dr. Kennel described the significant impact of Frank Raysor's legacy and the expanded Raysor Center planned in the expansion and renovation project. The Raysor Center will be adjacent to the photography galleries and will include a public study room, state of the art conservation lab, matting/framing studio, and cool/cold storage.

VI. OTHER BUSINESS

Co-Chair Dr. Monroe Harris thanked all the presenters, staff, board members, and all that are on this campaign journey for their enthusiasm. He encouraged everyone to review the naming opportunities handout and to be on the lookout for invitations and other information about the campaign. Co-Chair John Staelin reminded members to continue to share names of prospects with the Advancement team. President Allston noted that it is appropriate that the first meeting of the day is about the future.

VII. ADJOURN

There being no further business, a motion to adjourn was made, seconded, and approved by the committee at 10:54am.

Recorded by Karen McGill,
Director of Advancement Administration