

Virginia Museum of Fine Arts
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, *virtual*
Jasmonn Coleman
Hannah Conway, AREA 17, *virtual*
Stephanie Cooperstein
Erin Elder
Tom Gutenberger, Liaison
Andrew Harris
Jan Hatchette, Liaison
Ukay Jackson, Foundation Liaison
Mark Jarecke, AREA 17, *virtual*
Mike Lee, AREA 17, *virtual*
Sally Marvin
Whitney Murphy, *virtual*
Lizzie Oliver
Marie Royce
Anne Smith
Michael Taylor
Bo Wade, AREA 17, *virtual*
James Williams, AREA 17, *virtual*
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 engaged 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