

Virginia Museum of Fine Arts
Draft Minutes of the Campaign Committee Meeting
Tuesday, December 3, 2024, 11:15am
Claiborne Robinson Room

There were present:

Lynette Allston, Trustee President, Ex-officio
Cindy Conner
Jil Harris

Absent:

Anne Noland Edwards

By Invitation:

Alex Nyerges, Director and Chief Executive Officer
Brian Ball
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
Ken Dye
Erin Elder
Mary Frediani
Tom Gutenberger
Andrew Harris
Monroe Harris, Co-Chair
Jan Hatchette
Marie Hawthorne
Ukay Jackson
Jim Klaus
Elizabeth Locke, Co-Chair
Karen McGill
Jen Merritt
Caroline Nichols
Lizzie Oliver
Celia Rafalko
Marie Royce
Mike Schewel
Anne Smith
Sherrill Smith
John Staelin, Co-Chair

Michael Taylor
Deborah Valentine
Florence Lee Wellons
May Wells
Michel Zajur

I. CALL TO ORDER

President Lynette Allston called the meeting to order at 11:17am.

II. MINUTES APPROVAL

Motion: Proposed by Allston and seconded by Cindy Conner to approve the minutes of the June 11, 2024 and the September 24, 2024 Campaign Committee meetings as distributed. Motion carried.

III. WELCOME

Co-Chair Dr. Monroe Harris welcomed committee members and other guests to the meeting, reviewed the agenda and recapped responses to group discussions at the last meeting.

IV. EXPANSION AND RENOVATION UPDATE

Virginia Museum of Fine Arts (VMFA) Director and Chief Executive Officer Alex Nyerges reported on the expansion and renovation project progress. The Leslie Cheek Theater renovation is nearing completion as work continues on the back-of-house improvements.

The expansion project is progressing well with preliminary drawings under review by the Division of Engineering and Buildings. The Art and Architectural Review Board is meeting for a second review of the plans on December 6, 2024. The Virginia Department of General Services will have the final approval.

V. CAMPAIGN UPDATE

Chief Development Officer and Deputy Director for Advancement Tom Gutenberger reported that more than \$3 million has been raised in two months since the last Campaign Committee meeting report. As of October 31, 2024, the campaign fundraising total was \$361 million, 77% to the working goal of \$471 million. Gutenberger provided a timeline for the development of campaign communications projects leading up to the public launch of the campaign in the fall, including brochures, video, and website, and provided examples of upcoming campaign-related events.

VI. CAMPAIGN CONSULTANT REPORT

Campaign Consultant Bonnie Devlin, Managing Principal and Co-owner of Washburn & McGoldrick, talked about the importance of endowment fundraising to support the campaign. Endowments will complement the expansion fundraising in terms of sustaining

the collections, exhibitions, conservation, and programs for years to come that the expansion will make possible. Devlin reminded committee members about strategic year-end giving options.

VII. OTHER BUSINESS/ ADJOURNMENT

Co-Chair Harris thanked committee member Jay Adams for hosting an upcoming campaign event in The Plains and to committee members Jennifer Sisk and Deborah Valentine for hosting an exhibition fundraising event in October. He also thanked those working with the Advancement team on upcoming events. Dr. Harris concluded by noting that the next committee meeting will take place on either March 18 or 19, 2025.

There being no further business, a motion to adjourn was made, seconded and approved by the committee at 11:53am.

Recorded by: Karen McGill,
Director of Advancement Administration