

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.

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

II. WELCOME

Co-Chair Dr. Monroe Harris welcomed committee members and other guests to the meeting. He reviewed the agenda and recapped responses to group discussions that Campaign Consultant Bonnie Devlin posed at the last meeting including, favorite things, spaces, or programs at the museum, and what excites the committee about what the campaign will bring.

III. 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 Richmond Ballet will begin using the Theater in March 2025.

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. The Virginia Department of General Services will have the final approval.

IV. CAMPAIGN UPDATE

VMFA 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. Mr. 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.

V. 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. Ms. Devlin reminded committee members about strategic year-end giving options.

VI. OTHER BUSINESS

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.

VII. ADJOURN

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