

Virginia Museum of Fine Arts
Draft Minutes of the Campaign Committee Meeting
Tuesday, June 17, 2025, 10:00am
Claiborne Robertson Room

There were present:

Lynette Allston, Trustee President, Ex-Officio
Anne Noland Edwards

Absent:

Cindy Conner
Jil Harris

By Invitation:

Alex Nyerges, Director and Chief Executive Officer
Dayal Baxani
Caprice Bragg
Sarah Burgess
Jasmonn Coleman
Stephanie Cooperstein
Kristine Craig
Bonnie Devlin, Washburn & McGoldrick
Birch Douglass
Gretchen Friday
Noah Gentele
David Goode
Tom Gutenberger
Andrew Harris
Monroe Harris, Co-Chair
Jan Hatchette
Marie Hawthorne
Ukay Jackson
Bev Perdue Jennings
Jim Klaus
John Lavis, TDC
Elizabeth Locke, Co-Chair
Karen McGill
Jen Merritt
Susan Nelson, TDC
Caroline Nichols
Lizzie Oliver
Katie Payne
Celia Rafalko
Marie Royce
Mike Schewel
Joey Smith
Sherrill Smith
John Staelin, Co-Chair
Michael Taylor

I. CALL TO ORDER

President Lynette Allston called the meeting to order at 10:01am.

II. WELCOME

Co-Chair John Staelin welcomed the Committee members to the last meeting of the fiscal year. He thanked all of those who have come out to events and gave special thanks to Mary and Don Shockey for hosting recent campaign events in New York City.

III. EXPANSION AND RENOVATION UPDATE

Alex Nyerges, Director and Chief Executive Officer, reported on the progress of the expansion and renovation. Since the last meeting, the Division of Engineering and Buildings has approved the expansion project. The budget is confirmed at \$261 million with two-thirds coming from the Commonwealth, one-third from private fundraising, and an expected completion date in 2028.

IV. CAMPAIGN UPDATE

Tom Gutenberger, Chief Development Officer and Deputy Director for Advancement, thanked the Campaign Co-Chairs for hosting a regional event at the Middleburg Spring Races. He described the success of recent regional and stewardship events. Gutenberger reported that the campaign fundraising total reached \$375 million in May, which is 80% to the goal of \$471 million. Total gifts and commitments for the fiscal year have reached \$32 million, and goals have been reached for exhibition fundraising and the annual fund. Membership totals 33,885, up over 2,700 from May 2024.

V. CAMPAIGN CONSULTANT REPORT

Campaign Consultant Bonnie Devlin of Washburn McGoldrick commented on the campaign's progress-to-date and the path forward. She reflected on the remaining amounts left to raise for the key priorities – Operating, Endowment, and Capital. Devlin noted that the last 20% remaining to raise in a campaign is the most speculative, so she encouraged the committee and staff to continue with a strong plan for campaign events and communications, as well as efforts to broaden the base of support. Fundraising in the public phase of the campaign was discussed.

VI. NAMED POSITION ENDOWMENTS

Dr. Michael Taylor, Artistic Director and Chief Curator, reported on the impact of gifts to name positions, both to the museum and to the individual holding the named position.

VII. OTHER BUSINESS

Co-Chair Dr. Monroe Harris concluded by reminding committee members to be on the lookout for event invitations and to share any suggested topics for future meetings.

VIII. ADJOURN

There being no further business, a motion to adjourn was made, seconded and approved by the committee at 10:34am.

Recorded by: Karen McGill
Director of Advancement Administration