Virginia Museum of Fine Arts

Meeting of the Campaign Planning Task Force

Monday, 22 January 2018, 4:00pm

Founder's Conference Room

There were present:

Tom Farrell, Co-chair

Jim Klaus, Co-chair

Kelly Armstrong

Carolyn Garner

Monroe Harris

Ivan Jecklin

Jane Spilman (special counsel)

Michael J. Schewel, Jr., Trustee President

Hiter Harris, Foundation President

By Invitation:

Alex Nyerges, Director

Stephen D. Bonadies

Dr. Lee Anne Chesterfield

Jan Hatchette

Laura Keller

Cameron O'Brion

Hossein Sadid

Jayne Shaw

Absent:

Lilo Ukrop

I. CALL TO ORDER

At 4:13pm, Co-chair Jim Klaus called the meeting to order and welcomed the task force members. Museum Director Alex Nyerges gave a brief update on the museum’s progress toward the 2020 strategic plan, reported that the museum has been the subject of international coverage for its exhibition at the Winter Antiques Show in New York City. He noted that the museum currently has 38,000 members, with the Foundation raising quadruple the amount it did in 2010. He also reported that the search for a new Chief Development Officer is going well. He introduced Diana Duke Duncan of Benefactor Group, a consulting firm supporting the museum during the planning phases of the capital campaign.

III. TASK FORCE CHARGE/SCHEDULE

Mr. Klaus reviewed the committee charge, explaining that the group will work with the staff to lay the groundwork for the capital campaign and determine the scope. He thanked the staff for the work already complete, specifically the space study, strategic plan, and campaign timeline. He asked the staff to work on an elevator speech for campaign advocates. The task force will also identify the campaign cabinet.

IV. CAMPAIGN DISCUSSION

Ms. Duncan explained that she plans to have the feasibility study results by September 2018. She suggested that the full board hold a formal vote to approve the campaign in December 2018. Benefactor Group will conduct interviews with approximately 40 stakeholders in the coming months, and they hope to identify sources for the top 10% of the total to be raised. She explained that the task force will host several leadership briefings to review the current status of the campaign leading into the feasibility study.

The group discussed the case for support, and Alex asked that the task force members send any feedback to Lee Anne Chesterfield. Mr. Farrell suggested revising it to focus on VMFA’s reach throughout the state.

IX. OTHER BUSINESS

There being no further business, the meeting was adjourned at 5:30pm.

Recorded by: Laura Keller

Assistant to the Secretary of the Foundation