Virginia Museum of Fine Arts

Minutes of the External Affairs Committee Meeting

Thursday, 15 March 2018, 10:00am

Theater Level Conference Room #1

There were present:

Ken Johnson, Chair

Tyler Bishop, Vice Chair

Karen C. Abramson

Cindy Conner

Ankit Desai

Cynthia Fralin

Janet Geldzahler

David Goode

Margaret N. Gottwald

**Ukay Jackson**

Michele Petersen

Satya Rangarajan

Pamela C. Reynolds

William A. Royall, Jr.

Michael J. Schewel, Ex-Officio

By invitation

Alexander Nyerges, Director

Dr. Lee Anne Chesterfield

Jan Hatchette

Laura Keller

Cameron O’Brion

Karen Palen

Hossein Sadid

Jayne Shaw

Michael Taylor

Kimberly Wilson

Absent:

Martin J. Barrington

Kenneth M. Dye

Martha Glasser

Sara O'Keefe

1. CALL TO ORDER

At 10:11am, Chair Ken Johnson called the meeting to order.

II. MINUTES APPROVAL

**Motion:** proposed by Mr. Schewel and seconded by Ms. Petersen to approve the minutes of the December 14, 2017 meeting of the External Affairs Committee.

1. MARKETING & COMMUNICATIONS REPORT

Deputy Director for Marketing and Communication Jan Hatchette gave an update on the final numbers for *Terracotta Army*, noting that attendance exceeded the projected number of 120,000 with a total attendance of 211,376. The media impressions for the exhibition numbered 1,439,911. Other media initiatives included the terracotta warrior replicas as well as a China media trip which generated $395,000 in media coverage. Additionally, $1.6 million dollars of value was created through earned social media coverage. VMFA’s exit surveys revealed that 692 zip codes were represented among the visitors to the exhibition.

Mr. Johnson asked Ms. Hatchette if demographics have been calculated, to which she responded that the museum was currently working on those calculations based on the exit surveys. Mr. Desai noted that the VMFA should be cautious about using *Terracotta Army* as a standard as the exhibition is more akin to a blockbuster and an outlier. Ms. Hatchette then noted that the *Horse in Ancient Greek Art* has already received 37,000 visitors. Mr. Johnson suggested that at the next meeting the committee analyze how robust attendance is reflected in the gift shop and in food services. Mr. Sadid, VMFA’s Chief Financial Officer, stated that the net revenue was approximately $1.5 million.

1. ADVANCEMENT REPORT

Director of Development Jayne Shaw provided an overview of Advancement’s current status towards its goals for FY18. $1.145 million was raised to go towards *Terracotta Army* while $226,000 was raised for the Winter Antiques Show. For both *Napoleon: Power and* Splendor and *Masks of Congo* large gifts are anticipated at this time. Total funds raised for FY18 stand at $6.5 million against a goal of $7.7 million as of March 1, 2018.

Ms. Shaw noted that VMFA On the Road will kick off in the fall and Development will meet the goal of fundraising for its launch. Additionally she expressed that a new donor report will be forthcoming in June and September of 2018. Ms. Shaw reported that a give button has now been included with online ticket sales and has been very successful. Lastly, she noted that the leadership briefings for the Capital Campaign were underway.

1. GOVERNMENT RELATIONS REPORT

Chief Financial Officer Hossein Sadid reported that the search for VMFA’s Director of Government Relations has been completed and the candidate will be announced after the current General Assembly session concludes in April. He noted that the General Assembly is still working to finalize the state’s upcoming budget. Lastly, he stated that the Robinson House project remains on track with $288,000 to be spend on yearly operating costs and $1.5 million for the building project.

VII. OTHER BUSINESS/ADJOURNMENT

There being no further business, the meeting was adjourned at 10:59am.

Recorded by: Laura Keller

Assistant to the Secretary, Virginia Museum of Fine Arts Foundation