Virginia Museum of Fine Arts

Minutes of the Education Committee Meeting

Tuesday, December 11, 2018, 3:00pm

Theater Level Conference Room #1

There were present:

Terrell Harrigan, Chair

Jil Womack Harris, Vice Chair

Lynette Allston

Maura Bisceglia

Dr. Betty Crutcher

Kenneth M. Dye

Anne Noland Edwards

Carolyn Garner

Rupa Tak

Dr. Monroe E. Harris Jr.

By Invitation:

Alex Nyerges, Director

Jeffrey Allison

Stephen D. Bonadies

Caprice Bragg

Celeste Fetta

Jody Green

Tom Gutenberger

Jan Hatchette

Laura Keller

Cynthia Norwood

Karen Palen

Robert Phanord

Hossein Sadid

Dr. Michael R. Taylor

Kimberly Wilson

Lulan Yu

1. CALL TO ORDER

Chair Terrell Harrigan called the meeting to order at 3:01pm and welcomed the group. She asked everyone present to introduce him or herself.

1. MINUTES APPROVAL

**Motion:** proposed by Ms. Harrigan and seconded by Ms. Harris to approve the minutes of the Tuesday, September 25, 2018 Education Committee meeting as distributed. Motion approved.

1. EDUCATION DEPARTMENT UPDATES

Director of Education Celeste Fetta distributed the new brochures connecting the *Masks of Congo* exhibition to the permanent collection. The brochure is meant to show exhibition visitors the artwork available at the museum every day. She also informed the committee that Secretary of Education Atif Qarni attended a Distance Learning session with a high school in Virginia Beach, observing the virtual field trip off screen and then surprising the group by greeting them at the end. The committee congratulated Celeste Fetta on being named Virginia Museum Educator of the Year.

1. PUBLIC PROGRAMS

Educations Program Manager Lulan Yu provided an overview of her department, which coordinates Family Day events, adult programs, performing arts, and teen programs. She discussed the history of performing arts at VMFA including music, theater, and dancing. She explained that performing arts used to fall under the umbrella of Sales and Marketing, and moved to Education recently. She explained that the museum reviews all proposed programs to ensure the content connects to the museum’s mission and goals. She reported that the Education staff has created a new program called Pop Up Fridays, which offers art activities in the museum on First Fridays.

1. PERFORMING ARTS

Performing Arts Manager Robert Phanord introduced himself, explaining that he took the position six months ago after working in Amuse for six years. He is a classically trained opera singer. He reviewed current programs like First Fridays and Dominion Jazz Café, the museum’s most accessible performing arts offerings. He outlined his vision for VMFA to serve as a connector for Richmond’s performing arts community, an inspiration for performers and musicians, and a platform for creative development.

His goals are to strengthen relationships with the current VMFA audience, develop new audiences, and demonstrate the museum’s accessibility. He presented ideas for improving the museum’s performing arts offerings by adding more theater performances, incorporating more popular music, creating a warm atmosphere, and collaborating with audience development. In addition to bring in more plays, musicals, and concerts, he hopes to attract masterworks performances and iconic performers. He also touched on ways the museum has provided resources and expertise to the local performing arts community, one of Mr. Phanord’s priorities.

Ms. Edwards recommending connecting with the theater program at Christopher Newport University, offering to put Mr. Phanord in contact with the faculty. Ms. Harris encouraged Mr. Phanord to ask the board for any support needed. In response to a question about increasing theater performances, Mr. Phanord explained that plays generally need the theater for several weeks straight, which ties up Cheek Theater entirely.

1. VMFA ON THE ROAD LAUNCH

Manager of Statewide Programs and Exhibitions Jeffrey Allison updated the committee on VMFA on the Road. Since the launch on October 30th, there have been 25,000 visitors to the new Artmobile. He reviewed upcoming dates on the VMFA on the Road Schedule.

1. OTHER BUSINESS/ADJOURNMENT

There being no further business, the meeting was adjourned at 3:51pm.

Recorded by: Laura Keller

Assistant to the Secretary of the Foundation