

Minutes
VMNH Board of Trustees
Finance/Marketing/Advancement Committee
27 September 2020, 11:30am-12:30pm
Richmond, Dominion Building, Powhatan Room, 14th Floor

- I. Welcome, Committee Chair, Roberto Quinones
- II. Overview of 2021-2022 Budget and calendar, Jonathan Martin
 - a. Where VMNH stands and recent changes
 - a. Budget fully funded, made budget adjustments
 - b. Salaries and payroll increased following state's adjustments
 - c. Education programs going well and generating revenue
 - d. Chesapeake Bay book was sold to Longwood University event
 - e. As covid eases, more events are occurring allowing for museum to increase revenue
 - f. Slow speed of receiving money from the state delays capital projects
 - g. Increase to subscriptions increases revenue
 - b. Calendar for proposed 2022-2023 Budget
 - a. Draft budget for finance committee, then full board voted on at May meeting
- III. VMNH-Foundation, Ryan Barber
 - a. Revenues
 - a. Strong year, revenue for FY 21 increase (despite pandemic)- grants, corporate partnerships, memberships, etc.
 - b. Membership drive for lapsed members- now's the time to rejoin because the museum is once again open
 - i. 8 memberships in last month last year, and over 100 this year
 - c. Next steps- outreach to new members and for discovery fund
 - d. Corporate partnerships- \$20,000 from Paterson Foundation, \$10,000 from Monogram Loves Kids foundation
 - e. Increase in admissions, revenue, and store revenue
 - i. Uptick in visitors post covid
 - ii. Benefits of Monday closure, close by 4 instead of 5
 - b. Projects
 - a. Mission-based projects
 - b. Did not predetermine special projects this year (because covid)
 - c. Joint discussion about special projects/ budget for upcoming year
 - i. Use of past funds that were previously used for dinosaur display
 - ii. Use funds for increased display on dinosaur? Work with exhibit firm?
 - iii. Foundation board always welcomes new ideas
 - c. Endowment
 - a. Strong growth, 22% increase
 - b. New gifts and growth

- c. Managed by Stifel
- d. Grapes and Grains
 - a. Normally a spring event, skipped in 2020 virtual in 2021
 - b. April 2022 in-person format
 - i. Friendraiser
 - ii. Bigger go-to social event in the region (along with SPCA fundraiser)
 - iii. Silent auction
 - 1. Earlier call from the items
 - 2. Experiences go well
 - 3. Smaller items \$50-100
 - iv. Need to start planning early because of planning needs
 - v. Use of auction house or virtual platform
 - 1. <https://www.givesmart.com/>
 - 2. <https://www.biddingforgood.com/auction/biddingforgood.action>
 - 3. Motely Auction House
 - 4. Roberto has additional sources to suggest

IV. Getting the word out, Ryan Barber & Joe Keiper

- a. Visitation
 - a. Revenue per visitor is up
 - b. Still waiting to see pre-pandemic numbers
 - c. Groupon sales are always high
- b. Festivals
 - a. Measure of success purely to run events
 - b. Corporate partners help make event happen
 - c. Covid restrictions at the event
 - i. Prescreening/ registration for future events
- c. Lectures, programs, & other special events
 - a. Grapes and Grains
 - b. Thomas Jefferson Awards- rotation, plan to hold in Martinsville in spring, too soon for distance events, and will restart the cycle
 - i. March
- d. Research and Collections
 - a. Good press for archaeology program- Cultural Heritage Monitoring Lab
 - b. Curator for Herpetology hiring process, potential for snake-related festivals
- e. Government relations
 - a. Previously hold February board meeting to align with General Assembly
 - b. Need Leave-behinds for representatives- in past, used fairy stones, fossils, etc.
 - c. Maintain relationships with Waynesboro project

IV. Strategic Plan and funding, other projects, Joe Keiper

- a. ESCO (energy savings) project
 - a. Completed the investment-grade audit
 - b. EV chargers, solar panels, building envelope,
 - c. Landscaping discussion

- d. Begins in November
 - b. Jean S. Adams Education Pavilion
 - a. Out to different contractors
 - b. Spring opening
 - c. Douglas Avenue rehab
 - a. Waiting on roofing membrane
 - b. Waiting on January 2021
 - d. VMNH-Waynesboro
 - a. Detailed planning, contracting with JMU
 - b. Working through the RFP process
 - c. Regional ad-hoc committee, need to start process for capital campaign
 - i. Mid to late 2022 capital campaign plan will have finishing touches
 - d. Lots of possibilities for the watersheds
- V. Open discussion, Roberto Quinones
 - Draft agenda in advance
 - Brainstorm in advance for marketing
 - Think about what revenue generating will look five years from now/ into the future
- V. Adjournment