

Minutes
Finance/Advancement Committee meeting
Monday, July 29, 2024
Danville Family YMCA YMCA, 215 Riverside Dr, Danville, VA 24540, with a Zoom
option for remote attendance

Attending:

Nathan Sanford
Cord Cothren
Ryan Barber (staff)
Jonathan Martin (staff)
Joe Keiper (staff)
Marcus James (staff)

Not attending:

Anne Burnette
Sherri Jordan

Welcome

Cord Cothren welcomed the committee members

Status of budget and upcoming priorities

- Jonathan Martin provided an overview of the completed FY24 budget, with
- Jonathan Martin provided an overview of the upcoming FY25 budget

Recent and pending support

- Ryan Barber highlighted recent, pending and upcoming charitable giving and trends:
 - Number of donations to VMNHF in FY24 up 31% over FY23.
 - Charitable giving total in FY24 up 54% over FY23.
 - Combined charitable giving and museum earned revenue up 55% over FY23.
 - June 30, 2024 endowment balance up 11% over June 30, 2023 balance.
 - Number of VMNH Memberships up 7% over FY23.
 - Several recent, pending and upcoming grants and partnerships in support of mission-based programs and activities.
 - Recently awarded Virginia Tourism Grant in support of the July 2024 Dino Festival.
- Ryan Barber noted that funding partnerships are in place for festivals and major events scheduled through the end of 2025, enabling staff in partnership with the VMNH Foundation to secure grants and partnerships in support of these major festivals. Staff are working with the VMNH Foundation on 2026 partnerships.

Upcoming events, programs and initiatives

- Ryan Barber provided updates on major upcoming events and programs:
 - Recent Dino Festival a huge success, with over 4,200 visitors, including over 1,000 Museums for All visitors.
 - October 26, 2024 – Bonez & Booz
 - *Masters of the Night* open through January 11, 2025
 - Opening of the *Age of Dinosaurs* exhibit February 8, 2025

- Speakeasy on Starling event February 22, 2025

Other

- Joe Keiper highlighted the need to continue adding new elements and activities to science festivals to help sustain strong visitation.

Committee adjournment