

Women of Virginia
Commemorative Commission
June 11, 2013

Minutes
Executive Board

Members in Attendance:

Secretary Lisa M. Hicks-Thomas
Sen. Mary Margaret Whipple
Susan C. Schaar

Alice Lynch
Em Bowles Locker Alsop
Jacqueline Cook Hedblom

The meeting was called to order by Secretary Lisa Hicks-Thomas. Members of the executive board introduced themselves. After introductions, the Secretary reviewed a letter sent to the Commission from the winning artist of the Monument competition which proposed questions about the next steps in the building process. Upon reviewing the letter, the members picked a date to invite the artist back to discuss the details about the next steps with the executive board.

Following discussion of the letter, members of the executive board heard a presentation from Mr. Jeffery L. Wilk, principal and founder at the Monument Group. Mr. Wilk explained that the Monument Group is a 17-year old organization started with capital campaigns and has since worked out. Notable clients of the group have included the Virginia Treatment Center for Children, Civil War Society, YWCA, Fan Free Clinic and Better Housing Coalition. Mr. Wilk then discussed what steps the Monument Group would take to assist the Commission with fundraising for the Monument. These steps included: developing a case for support statement, helping to test the support statement, once established, on potential investors, then help to manage the campaign. Mr. Wilk also stated that the Monument Group would help the Commission understand how to recruit, train, and motivate the fundraising team, understand the number and types of gifts it's going to take to help reach goal and help to manage through the plateaus in giving.

Mr. Wilk then addressed the issues that may arise due to the many fundraising efforts underway for monuments at the Capitol, specifically the Indian and Women memorials. He stated that because there are currently two very important projects going on a parallel track that are close to each other physically, some people will think the two groups are working together in partnership. Mr. Wilk proposed the two commissions need to think and have a conversation together about fundraising techniques. It is his belief that while there may be unique instances where people will want to give specifically to one group or the other may, other larger institutions will want to know that there is a partnership and that the monuments are part of a

larger view of what Capitol Square should look like. Secretary Hicks-Thomas followed up by asking what such a partnership would look like. Mr. Wilk responded that there are a couple of ways to do it. However, the commissions want to avoid confusing institutions because, in that instance, both teams will lose. Mr. Wilk stated that his vision is to look at the two projects, determine how they fit in to the broader Capitol Square scope, calculate the costs associated, and then structure a campaign to go out and raise those funds. Some funders will give to the broad campaign and some will give to a specific monument.

Further discussion was then held between Senator Whipple and Mr. Wilk regarding the specifics of such a partnership. Mrs. Schaar stated that while both commissions needed some professional help coordinating, there are two different audiences being targeted and they are two entirely different instillations. She also noted that the many fundraising efforts taking place for Capitol Grounds may cause difficulty in raising funds. Mrs. Lynch suggested that part of the decision making process can be donor driven by showing donors the different projects and allowing them the opportunity to choose how their gift is divided.

Following the presentation by Mr. Wilk, members of the Executive Board further discussed fundraising strategies for the Monument. Senator Whipple suggested the potential to hire a full-time fundraising staffer for the commission. Mrs. Lynch noted that the benefit of using consulting group for fundraising is they are like a third party endorsement to donors.

After the discussion regarding strategies, the board members decided to meet with the artist on June 29 at 2:00 p.m. to discuss the next steps in the building process. Mrs. Lynch said she would find out more information from Mr. Wilk about how he sees a partnership working between the two commissions. Secretary Hicks-Thomas then departed, and a conversation was then held about the potential to add a taller structure to the existing Monument design, as desired by Em Bowles Alsop. The meeting then ended.