

BOT Finance and Development/Marketing Committee meeting minutes

Friday, January 23, 2026 at 10:30 a.m.
All-virtual meeting via Zoom

Attending: Will Clements
Ryan Barber
Jonathan Martin
Joe Keiper

Absent: Nathan Sanford
Tyler Carter

Welcome and remarks

- Will called the meeting to order and welcomed the staff.

Budget overview

- Jonathan Martin provided an overview of the financials through the 2nd quarter of FY26, noting strong revenues in education programming, admissions, and retail sales.
- Jonathan then provided an overview of the upcoming FY27 budget, noting the ongoing General Assembly deliberations that will determine the final budget elements.

Recent and pending support

- Ryan provided an overview:
- Museum visitation through the 2nd quarter up 8% over last year.
- Strong revenue, both for the museum and for the VMNH Foundation, with museum earned revenue up 12.4%.
- Grants and partnerships in support of mission-based programs in research, education and exhibits.
- Ongoing planning and preliminary work for the Young Explorers Center, including removal of the library shelving and initial work on flooring and new track lighting.
- The VMNH Foundation is authorizing allocation of interest revenue from fall 2025 to mid-2027 for support of the Young Explorers Center and accompanying work. After completion of the Young Explorers Center, the annual allocation of general endowment interest revenue will be at 5% each October.
- Several grants and corporate partnerships are in process, including pending partnership requests for science festivals well into 2027.
- Staff recently completed work on the VA250 celebration at VMNH through a \$10k Virginia Tourism Corporation VA250 Marketing Leverage Grant, with deliverables including a VA250 exhibit at VMNH, publication of a special VA250 edition of Virginia Explorer, and implementation of science festivals and exhibits throughout 2026.
- The full \$10k in funding for this reimbursement grant will be received in the 3rd quarter of FY26.

Upcoming events, programs and initiatives

- Ryan noted major upcoming events including:
 - Bug Day: Science Saturday – February 7
 - Clash of the Giants members/supporters event: February 19
 - Starlington (ticketed event): March 21
 - Reptile Festival: April 24-25
 - Dino Festival: July 24-25
 - Bonez & Booz: October 24

Museum Updates

- Joe provided an update on the status of capital projects, including:
 - Douglas Avenue – next phases of rehab work to begin in spring 2026.
 - VMNH-Waynesboro branch campus – planning completed, with the project under consideration for FY27 capital funding.

Adjournment

- Will adjourned the meeting.