

**Minutes**  
**Foothills Craft Guild**  
**Board of Directors**  
 January 13, 2004

*Unofficial, Pending Board Approval*

President Karen Noggle called the meeting to order at 6:35 p.m. The following other board members were present: Teresa Brittain, Dennis McAvoy, Charlie Mead and Pat Fain. Members-elect Gay Bryant and Kristine Taylor also attended, as did bookkeeper Dale Bohanan.

### **New Board Member Positions**

Following are the board members and positions for 2004:

- Dennis McAvoy, President
- June Crowe, Vice President/Standards
- Pat Fain, Treasurer
- Teresa Brittain, Secretary
- Charlie Mead, Membership Coordinator
- Karan Dotson, Scholarships/Education
- Kristine Taylor, Newsletter Coordinator
- Ann McKelvy, Friends of Foothills Coordinator
- Gay Bryant, Webmaster

As newsletter coordinator, Kristine will be responsible for insuring that Kathy Bradley, newsletter editor, has the materials and information she needs (articles, info, photos, etc.).

### **Website/On-Line Newsletter**

Gay Bryant, who designed and has been maintaining the new Foothills website, will continue as our web master. Since our by-laws prohibit board members from holding paid positions, it was proposed that we give Gay a monthly stipend to cover the expenses related to maintaining and updating the website. Charlie Mead moved that we pay Gay such a stipend. The motion was seconded by Dennis McAvoy and passed unanimously.

Charlie Mead recommended that we reduce our printing and postage costs by going to an on-line newsletter, with hard copies sent only to our "unconnected" members. Everyone agreed with Charlie on this issue.

Kathy Bradley will continue to put together the newsletter. When she is finished, she will e-mail the file to Gay Bryant, who will convert it to a PDF and post it on the website. When a new issue of the newsletter goes up on the site, Charlie will e-mail the Guild members with highlights of the new issue and a link to the website. For the "unconnected" members, Charlie will simply print out the on-line newsletter and mail it to them.

Board meeting minutes will also be posted on the website. Teresa Brittain will e-mail the minutes to Gay when they are completed. Since minutes are not approved by the board until the next meeting, Gay will footnote that the minutes are "pending board approval."

Karen Noggle will write a blurb about the spring show for the web site.

Charlie wants to add street addresses and cell phone numbers to the web site. Gay says we can add this information in the summer when we do the web site overhaul. Also, Charlie would like to see a "For Sale" page on the website where members can advertise equipment, etc. they no longer need. The problem would be notifying Gay when an item is sold; the seller probably wouldn't think to do this. For the time being, Charlie will continue e-mailing "for sale" notices to the membership, and we will also add this information to the newsletter.

Discussion of an on-line forum was postponed until we're ready to discuss the website overhaul.

### **Spring Show**

The Dogwood Arts Festival may be willing to cover the cost of printing postcard mailers advertising our spring show. In addition, they may pay for postage to mail the cards to the DAF mailing list. There was discussion about whether Foothills could afford to cover mailing labor (\$550-600) and postage (\$850-900) to also send the postcards to our own customer list. If we mention the demonstrations on the postcard, we can count some of the expense toward our matching contribution for the demo grant. In the end, the board opted to just go with whatever advertising the Dogwood Arts Festival will do for the event. Since Foothills will not have any income from this show, we really can't afford to take on any expense.

We are requesting a continuation on the \$2500 matching grant we received to pay for demonstrations at the fall '03 show. Two of the demonstrations were cancelled, so we still have that money available. The board agreed that the Guild will pay DAF for two booth spaces at the spring show, and those spaces will be for paid demonstrators.

### **Fall Show**

The Jacob Building management has signed and returned our 3-year contract, for a rate just slightly higher than what we have been paying.

Karen Noggle presented her plan for restructuring the Show Director and show committee positions for 2004. Karen's plan is based on the fact that we have worked out the logistical aspects of the show and those areas are running smoothly. The real problem is attendance, and what we have been doing isn't working to bring in new and more customers. Karen proposes that we restructure the Show Director position to be more facilities- and administration-oriented and add a separate paid PR/advertising person to handle those aspects of the show. Pay for the Show Director would be reduced commensurate with the reduced responsibilities, and the savings would pay for the PR person. There would also be some realignment of show committee positions, but still within the constraints of the current budget.

Karen's original proposal called for the Show Director, henceforth referred to as the Show Committee Chairperson, to receive 8% of the gate receipts as pay. Based on recent gate receipts, this would equate to approximately \$1200 per show. Dennis McAvoy recommended that this be changed to a \$1200 flat fee payment with no ties to the gate receipts, since the Show Committee Chair has no control or influence over how many paid customers come through the door. Everyone agreed with this change.

The Show Director would have the following responsibilities:

- Act as liaison to Board and PR/advertising person
- Handle booth contracts/booth layout/exhibitor list
- Coordinate show committee
- Prepare and mail show packets
- Handle facility rental agreement
- Handle all other negotiations with facility management
- Contract printing of show tickets
- Coordinate show ticket-takers
- Design and contract printing of show floor plans
- Contract with and supervise equipment company during set-up
- Arrange for show security
- Handle exhibitor questions/issues

The Show Committee positions and pay would be as follows:

- Demonstrations \$250
- Music \$150
- Budget \$1700 for musicians, \$500 for sound system
- Decorations \$200
- Budget for decorations \$250
- Booth Signage \$100
- Outdoor Signage \$100
- Budget for new outdoor signage \$250
- Friends Breakfast \$100
- Budget for food and beverages \$100

Additionally, there would be 3 paid support positions there are not part of the show committee:

- Volunteer/Booth Sitter Coordinator \$100
- Member's Lounge Manager \$150
- Budget for paper products and coffee \$100
- Marketplace Place Collection Manager \$150
- Budget for rentals (tables, table covers, chairs) \$100

All of this totals \$5500. For the Fall '03 show, our actual expenses in these categories totaled \$9845, with a breakdown as follows:

- Show Director \$5057
- Entertainment \$1700
- Show Committee \$2050
- Equipment Rental \$1038

Karen's recommendation is that we use the \$4000 difference to hire an experienced advertising and PR person. We might structure the pay as a \$3000 retainer plus 5% of the gate receipts. The advertising/PR person would not receive any percentage of the booth fees. Responsibilities for this position would include:

- Oversight of postcard design and mailing
- Oversight of newspaper, television and radio ads
- Preparation and distribution of press releases/media packets

- Work with media outlets to achieve widespread publicity for the show
- Manage and work with media buyer to achieve maximum coverage from show advertising budget (\$15,000 for fall '04)
- Work with media buyer to develop media sponsorships and explore new advertising venues

A committee was appointed to develop a job description for the PR/advertising position and conduct screening interviews. The committee is chaired by Kristine Taylor, with Jakcie Mirzadeh and Teresa Brittain as its other members. The first task of this group is to write an announcement about the opening for the Arts Alliance (Lisa Zinni), MetroPulse, etc.

Teresa Brittain moved that the Board go forward with this general direction for restructuring the Show Director and show committee positions and adding a PR person. The motion was seconded by Pat Fain and passed unanimously.

Dennis McAvoy asked if Karen Noggle would be continuing on the Board after her term as president expires at the end of January. Karen replied that she would continue to attend meetings as a non-voting ex officio advisor. Dennis then moved to ask Karen to serve as Show Committee Chair. Pat Fain seconded the motion, which passed unanimously. Karen then agreed to take the position for 2004.

Mary Ann Damos has suggested that we increase our visibility by applying for an NEA grant to fund workshops at the shows. The NEA is looking for "safe" art projects to support. Everyone agreed that we want Mary Ann to do this. We will pay her 10% of any award amount she is able to obtain for us. Her pay will be based strictly on the award amount, not any matching amount we have to come up with.

### **Financial Report**

Pat Fain and Dale Bohanan distributed show statistics (1995-2003); balance sheet as of December 31, 2003; income statement for the period ending December 31, 2003; and budget report for FY 2003. Copies of these reports are attached.

At this time, we have \$35,000 in the bank. Pat is going to put \$20,000 in a 6-month CD, so we can earn some interest on our money.

Charlie is 300% over budget for the membership committee. Most of this is in postage. Pat will work with Charlie to remedy the situation.

We are coming out about \$2000 to the good on the fall show, plus the \$2500 we'll receive from the demonstrations grant. We're on the plus side about \$3000 for the general fund, which is good, but lower than where we've been in previous years. We lost \$6000-7000 on the spring show, so we will just about break even for the year.

### **General Business**

*Upstairs Gallery/Emporium Update:* The Upstairs Gallery is negotiating with the new mall landlord, but everything is up in the air at this point. Meanwhile, there are construction delays at the Emporium Building, where we are moving our office. Karen will follow up with Lisa Zinni to get an update on the status of the Emporium space. Our rent there will be \$200/month, which works out to \$5/sf/year. In addition, we agreed to cover the \$2500 cost of building a wall to block off our space and adding a door. We are currently paying the

Upstairs Gallery \$100/month.

*Logo/Letterhead:* We will need new letterhead when we move the Foothills office. We have had problems with the current logo in that we no longer have a clean, sharp, reproducible copy. Gay has cleaned up the logo and added a sun for use on the web site. Charlie had Hugh Bailey (who created the original) produce a new clean copy of the logo that we can scan and use for printing. Pat Fain made a motion that we keep the sun logo as is for now and consider redesigning it later, after the office move. Dennis McAvoy seconded the motion, which passed. Charlie Mead voted against the motion.

*House and Garden Show:* The Dogwood Arts Festival is deciding about our participation in this event. We will participate only if it requires no expense on our part. In the past, DAF has given us free space. If we participate this year, DAF has indicated a willingness to print some type of flyer about our spring show that we can distribute at the House and Garden Show.

*Other Business:* Dennis suggested that we need someone to coordinate the spring show with the Dogwood Arts Festival to insure that everything runs smoothly. He moved that the Guild offer to pay Karen Noggle's spring show booth fee if she will agree to coordinate this event. Teresa Brittain seconded the motion, which passed unanimously. Karen agreed to do this.

## **Membership Report**

Charlie has been including TACA applications in the information packages he sends to new Foothills members and wanted to make sure the board was okay with this. No one expressed any objection. Karen Noggle suggested that he also include Arts and Cultural Alliance membership forms and information.

Martha Jane McDowell and Betsy Worden have designed a card that can be sent on behalf of the Guild when a member is sick or when someone in or close to the Guild dies. Martha Jane and Betsy will handle sending these cards as long as someone notifies them of the illness or death. Karen Noggle will let them know about the death of Betty Newman's mother.

## **Miscellaneous**

Our next board meeting will be on Saturday, February 7, immediately after the new member jurying.

After that, all meetings are scheduled for the first Tuesday of each month, at 6 p.m. The March board meeting will be on March 2 at 6:00, followed by the annual membership meeting at 7 p.m. Karen Noggle will ask Nancy Wolfe from the Dogwood Arts Festival to be at the membership meeting to answer any questions about the spring show.

The meeting was adjourned at 8:55 p.m.

Respectfully submitted,

Teresa Brittain  
Secretary

