

Minutes
Foothills Craft Guild
Board of Directors
October 5, 2004

Unofficial, Pending Board Approval

Vice President June Crowe called the meeting to order at 6:35 p.m. The following other board members were present: Teresa Brittain, Kristine Taylor, Gay Bryant, and Pat Fain. PR director Aleex Conner, show director Karen Noggle, and newsletter editor Kathy Bradley also attended. President Dennis McAvoy was absent due to illness.

Vice-President's Comments

Dennis McAvoy should be coming home today, after being hospitalized in Virginia for a gastric blockage.

The board needs to decide if Foothills will participate in the downtown Knoxville First Friday events.

Treasurer's Report

Prior to the meeting, Dale Bohanan emailed the following reports to all board members: Balance Sheet as of 9/30/04, Income Statement for Eight Months Ending 9/30/04 and FY2004 Budget Report through September (copies attached).

For the fall show, Dale would like to pay the ticket sellers \$10 per hour, instead of \$8 (our rate for previous shows). This will amount to a total increase of only \$40-50. Teresa Brittain moved to increase the pay to \$10 per hour. Kristine Taylor seconded the motion, which passed unanimously.

Discussion/Approval of September Minutes

Teresa Brittain was absent from the September meeting, and no one was designated to take the minutes. Kathy Bradley still has her notes from the meeting and will type them up before the next board meeting.

There also are no notes from the August meeting, when Teresa was out of town. We really need someone to step forward and compose the August minutes.

Fall Show Discussion

Aleex Conner showed the board a proof of the *News-Sentinel* ad for the fall show. It is a very nice four-color ad. The first *News-Sentinel* ad will be in the November 5 holiday food section.

She also distributed the updated fall show media plan (copy attached), which includes the addition of 15 spots on WBIR-TV. Aleex played the TV spot for the board members, who liked it very much. The radio commercial will be similar, with the same announcer and music. For the next board meeting, Aleex will have detailed broadcast schedules, with the dates and times our spots will air.

Aleex brought the excess fall show mailers to the board meeting for distribution to exhibitors. The fall show tickets have also been printed.

Aleex's next project is to complete and mail the fall show press releases.

York Havercamp is on the show committee as the designated outdoor signs person. York is responsible for getting the signs hung in the appropriate places. Charlie Mead recommended a sign company in middle Tennessee, but we will use a local company to produce the signs.

Karen Noggle is hoping to mail the fall show exhibitor packets by this Friday. She needs a \$100 check for Kinko's and another one for \$100 payable to the US Postal Service.

Fall show mailers are being sent only to exhibitors who live outside the local area. Knoxville and Oak Ridge exhibitors can pick theirs up at the Emporium Building or at the Upstairs Gallery.

Pat suggested that Karen send the packages at the cheaper media mail rate.

Collette Sauder's daughter has agreed to manage the members' lounge, Sal Smith is lining up booth sitters for meal relief and Jo Marie Brotherton is in charge of decorations. As previously discussed, Ann McKelvy will organize the master craftsman workshops if we receive the grant to fund them, Kathy Bradley will coordinate the Marketplace booth, and Molly Durr will arrange for demonstrators, of which we now have 13.

Tennessee School for the Deaf has always contacted us about participating in the fall show, but they have not done so this year. We are out of space and really don't have anywhere to put them but could let them set up on the balcony. We could also put the music stage, the non-selling demonstrators, and the *News-Sentinel* table upstairs to make more room for exhibitor booths on the main level. Karen Noggle is opposed to putting anything on the balcony this year, as there would not be enough upstairs to entice customers to go up there.

Discussion followed about opening the balcony to exhibitors for the fall 2005 show. The booth fee would be lower than on the main floor: \$200 base, \$225 for a corner, etc.

We will have a membership meeting at 9 a.m. on the Saturday of the show. We need to get the word out to members and remind them to bring breakfast foods to share with the group. The three new board members will be announced at the meeting.

Because of the concessions contract at Chilhowee Park, it is necessary that we scale back our members' lounge to make it less conspicuous.

We will have one ticket taker on duty at any given time. Ticket takers are paid \$8 per hour. A Girl Scout troop will help take tickets on Saturday.

One fall show exhibitor needs a refund. She is moving to Memphis to care for a sick relative.

Website Update

We need to set a date for the February jurying so we can get that information on the website.

Earlier in the year, Charlie had mentioned allowing Foothills members and donors to use Pay Pal to pay their dues and make contributions. Charlie was supposed to follow up on this and find out how Pay Pal works from the merchant standpoint. So far, there has been no report back from Charlie, and Gay Bryant doesn't think we should use Pay Pal, as doing so will make our website look too commercial.

Standards

June Crowe expressed appreciation for Charlie Mead's successful efforts toward bringing in new members.

Several problems have surfaced from the last jurying. June Crowe went out of town immediately after the jurying and left Dennis and Charlie with the scores and the list of people who needed to be contacted. A few unhappy applicants who were rejected have since contacted June, but she doesn't really have the information to respond to them since Dennis still has the scores and June doesn't know what Dennis and Charlie told these people. One woman claims she was told her work wasn't even looked at, but this isn't true. She submitted too many pieces for jurying, and the work was all assembly, with no original craftsmanship. A soapmaker who was not accepted wrote June a four-page letter; but the soap was unattractive, not well-cut, and not well-packaged. Also, Charlie tried the soap and said it wasn't good.

Pat and Teresa are in favor of eliminating comments altogether and just giving applicants a numerical score. Most guilds are adopting this procedure, as comments are very subjective and usually just create problems.

Going forward, applicants will receive a letter with their numerical score, the score required for acceptance into Foothills, encouragement to apply again at a later date, and an invitation to visit our show to see the quality of work we are looking for.

The standards committee is still unsure about establishing a new media category for painting/drawing. Accepting painters into the Guild really needs to be a joint decision of the board and the membership.

We may want to consider cutting back to just one new member jury per year.

Now that our offices are at the Emporium Building, we will have to make sure the office is open to receive work for jurying. We will need to pay someone to man the office during certain set hours for three days before and two days after the jurying.

Karen Noggle again brought up the possibility of hiring an office assistant to work 10-15 hours per month. Molly Durr has expressed an interest in this position. Pat Fain will put this into the 2005 budget.

Friends of Foothills

Kristine Taylor met with Kathy Kear about directing our new Friends efforts. Kathy isn't thrilled that the pay is 100 percent contingent on how much money she brings in, but she has lots of ideas and may agree to spearhead the effort anyway.

Gay Bryant will edit the "Friends" letter that needs to go out prior to the fall show and e-mail it to Karen Noggle, who in turn will mail the letter to our regular "Friends" list. The form needs to include a box donors can check if they want their name included on our published list of contributors. Karen will provide the revised letter to Teresa Brittain, who will mail copies to her 15-20 best customers. Contributions should be mailed to the Foothills post office box. The deadline should be deleted, as we will take donations whenever they come in.

Pat Fain suggested we figure out a way for people to make "Friends" donations at the show. It was decided that a list of "Friends" donors will be on the back side of the show floorplan. Under this list will be information about how to become a "Friend." People who wish to make a donation at the show can use MasterCard or Visa to do so. "Friends" forms will be available at the credit card table.

"Friends of Foothills" information needs to be included on the website.

Spring Show

Karen is still revising the application form for the Spring 2005 show. She will have the forms for distribution at the upcoming fall show. The hours listed on the website for the spring show are incorrect; Gay should remove this information. Also, Charlie e-mailed spring show information to Kathy Bradley for the newsletter. However, since the plans have not yet been finalized, information should not be published at this time.

Newsletter

Kathy Bradley has write-ups from three board member candidates for the next newsletter but needs information about the other three people on the ballot. If they do not provide Kathy with information, she should just put their names, media, and how long they have been members of Foothills.

Charlie Mead will produce the ballots for the upcoming election. The ballots will be in the form of a postcard that can be mailed to Teresa Brittain or turned in at the fall show on Thursday (set-up) or Friday.

Miscellaneous

Gay Bryant has been in contact with the Knoxville Sports and Tourism Corporation, which is interested in some type of partnership with Foothills, possibly in the form of a small retail space at the Sports and Tourism offices. Gay should schedule a time for us to meet with them, probably in December or January.

>{? The meeting was adjourned at 8:15 p.m.

Respectfully submitted,

Kristine Taylor
Substitute Secretary

Official minutes of the Board of Directors is maintained in the file of the Foothills Craft Guild Secretary.

[home](#) | [info & history](#) | [upcoming shows](#) | [workshops-exhibits](#) | [craft scholarships](#)
[friends of foothills](#) | [membership info](#) | [member directory](#) | [members only](#) |