

**Minutes--Post-Show Meeting
Foothills Craft Guild
Board of Directors
November 30, 2004**

Unofficial, Pending Board Approval

President Dennis McAvoy called the meeting to order at 6:35 p.m. The following other board members were present: Teresa Brittain, Kristine Taylor, Gay Bryant, Charlie Mead, Ann Caudill-McKelvy and June Crowe. Newly-elected board members Kathy Bradley and Molly Durr also attended, as did PR director Aleex Conner, show director Karen Noggle, and bookkeeper Dale Bohanan.

Post-Show Recap

Dale Bohanan reported that 4053 tickets were sold for the Fall 04 show, up 744 tickets (22%) from 2003. 784 "\$1 off admission" coupons were redeemed.

Karen Noggle pointed out that the fall show workshops did not receive sufficient publicity because we were not awarded the grant to fund them until October 15, just a few weeks before the show and far past many advertising/publicity deadlines.

If we eliminate the live music and stage for 2005, we can add another 4-6 booths on the main floor. We will still need a seating area where people can eat or just sit.

Some booths ended up partially in front of loading doors (Pat Collins, etc.) We need to avoid this next year.

One customer tripped over an electrical cord cover (supplied by ToeZay and OSHA-approved). She threatened to sue but refused treatment when Karen offered to call 911 for her. Karen wrote up an incident report for Tom Cinnamon. We may need to consider having a medic on site during the show.

Sal Smith was paid \$150 to coordinate volunteer booth sitters. We need to increase the volunteer coordinator pay to \$250 for next year, as this position entails a lot of work. Sal did a great job.

Aleex Conner resolved the *MetroPulse* double-billing issue. Aleex reported that the \$4000 the *News-Sentinel* required Foothills to spend to receive \$4000 in free ads turned out to be net, not gross. Since we were right on budget, Aleex forfeited her \$600 *News-Sentinel* commission to make things work out. Next year, we need to plan the *Sentinel* budget at \$4600.

Aleex asked if there were any correlation between increased attendance and increased sales. Did more customers equate to more sales? The exhibitor sales reports have not yet been evaluated and summarized, so we do not know the answer yet.

Ann Caudill-McKelvy reported that all the children's workshops were filled. Workshop instructors talked to Ann and Karen about moving the classes back down to the main floor. This would give the classes better visibility and more walk-in students. Karen suggested we devote one 10 x 15 space to the workshops and just schedule them one at a time.

Next year, the \$1-off admission coupons will go to the targeted mailing list only, not to our existing Foothills customer mailing list. This will require printing two versions of the mailer.

Dennis McAvoy reviewed and summarized the surveys completed by exhibitors after the show. The **three things mentioned most as being good about the show** were the quality and variety of exhibitors, the show staff, and the renovations to the Jacob Building. The **most-mentioned negative** was low sales.

Exhibitor suggestions for **improving the show** included reinstating the \$1 exhibitor tickets, installing 8-foot side curtains in all booths, continuing to improve the advertising, and capping the number of exhibitors at this year's count.

[Karen Noggle noted that last year we paid ToeZay \$6100 for pipe and drape, electricity, etc. This year's ToeZay bill was \$4400. Going to 8-foot-high side curtains would increase the ToeZay expense to approximately \$5500.]

Other survey results:

- 64% of responding exhibitors like having entertainment, 12% do not and 7% don't care.
- 58% of respondents do not think we should expand the show into the balcony, 13% think we should, and 11% are not sure.
- 26% of respondents indicated that demonstrations and entertainment could be moved upstairs.

Other exhibitor comments/suggestions included:

- Playing recorded music when there is no live entertainment
- Having non-musical entertainment (storytellers, puppeteers, etc.)
- Eliminating "country" music
- Broadcasting the music over the building's central sound system
- Keeping the commission booth option
- Starting show advertising earlier
- Hosting a wine tasting at the show
- Reinstating the Thursday night preview party
- Moving the membership meeting to one evening after the show closes
- Continuing to exclude 2-D fine art

In summary, most exhibitors who responded to the survey feel we should not increase the number of booths, as having more exhibitors will just dilute the sales for everyone, and sales at the Foothills show are already low. Also, respondents are opposed to putting exhibitors on the balcony but agree that demonstrations and entertainment could be upstairs.

Charlie Mead suggested that we allow exhibitors to begin setting up at 8 a.m. on Thursday. Karen Noggle indicated we can do this now since we rent the building Wednesday through Sunday and ToeZay does its set-up on Wednesday.

Charlie also suggested that we have wheelchairs available for customers who may need them and have some arrangement for easy pick-up of large item purchases.

Charlie recommended we add guild membership numbers on the back of our name tags, as many members don't know their number but are expected to write it on credit card sales slips, etc.

In addition, Charlie suggested that we try to get more publicity in outlying areas.

One exhibitor suggested that we offer free or cheap space on the balcony to area arts organizations, the public television station, WUOT, WDVX, etc.

We may institute an on-line forum where members can discuss show-related issues.

As of this date, we have received 115 contracts for the Fall 05 show, of which 30% are commission.

We will probably have only one new member jurying in 2005 on March 5. Since the board agrees not to open the balcony to exhibitors for the Fall 05 show and since we already have so many signed contracts, having a second jurying next year would probably just bring in members for whom there is no space in the show.

Dennis McAvoy asked Karen Noggle to check into getting an architectural drawing for the main floor of the Jacob Building so we can see about re-laying out the booths for better space efficiency and for running electrical service overhead. The plan should show columns and other architectural features.

We will continue offering featured in-booth full-time demonstrators a 10 x 15 space with no booth fee and no commission on sales. Part-time demonstrators get a free small table, pay a 20% commission, but can set their own hours. The in-booth demonstrators will be dispersed throughout the show in Fall 05 instead of being grouped together near the entrance.

One 10 x 15 space in front of the service entrance will be set aside for classes/workshops.

The board voted unanimously to eliminate live music and instead go with recorded music played through the building's PA system.

This year, we had 135 booths, including the *News-Sentinel's* space, the charge card table and the group booth (3 spaces). For Fall 05, after eliminating the live music and stage, we will probably have 140 booth spaces.

This year, we had 20 10 x 15 spaces. We may not always be able to accommodate that many larger booths.

Ann Caudill mentioned that exhibitors really liked the show advertising but thought we should expand our geographical coverage. Also, it is important to use photos of easily-recognizable items in the ads.

Several exhibitors talked to Ann about booths which contained inappropriate items that did not reflect the quality craftsmanship Foothills is known for. These exhibitors expressed concern over the lack of quality control at the show. Ann thinks this is a growing problem at shows in general, not just at Foothills.

June Crowe, head of the standards committee, indicated there were some problems with the standards review at the show. Also, a lot of time that should have been spent looking at exhibitors' work was instead spent checking rug tape, electrical cords, and other safety issues.

Going forward, we need to have "media specialists" as ad hoc advisors to the standards committee during the show review.

Kathy Bradley reported that the group sales area looked nice and seemed to work better with the new layout. There were 15 participants this year. In the future, we may have to expand the group sales area or limit the number of exhibitors. The group area generated \$4000 in sales, which is a good increase over previous years.

Teresa Brittain mentioned that she heard many compliments on this year's mailing piece but suggested we consider doing something different for the exhibitors to mail out to their own customers. There was no good place for exhibitors to write a message or even their name and booth number. Teresa gave Aleex copies of what Southern Highlands and Piedmont Craftsmen send their exhibitors—in both cases an easy-to-mail postcard with blanks to fill in with name and booth number.

Teresa also suggested we try to line up some corporate sponsors for the show; perhaps a printing company would produce our mailers, etc., for free or for a very-reduced price in exchange for having their logo in our ads.

This year, we printed 10,000 bookmarks and 12,000 mailers.

There were a few complaints from exhibitors about the quality of the photos done by 8 Shooters this year. We may try to book Robert Batey instead for 2005.

Gay Bryant mentioned the shortage of pushcarts at the Jacob Building this year. We need to remind exhibitors to bring their own dollies.

Aleex Conner logged 133 hours on our fall show publicity this year, which puts her pay at roughly \$30 per hour. The going market rate in Knoxville is \$75-100 per hour. While Aleex will be able to do the job in less time going forward, she will need to make some adjustments in her fee schedule for the upcoming year. Dennis McAvoy asked Aleex to put together a proposal for 2005 as soon as possible.

Ann Caudill remarked that the Jacob Building seemed darker to her this year.

Kathy Bradley brought up TSD's request to be added to our newsletter mailing list. The board agreed to do so and to give Tennessee School for the Deaf an honorary Foothills membership.

Dale Bohanan mentioned that we did not have an adequate supply of the "acceptable" carpet tape. If we are going to provide this for exhibitors, we will need to have more than 3 rolls next year.

The Upstairs Gallery has a credit card machine for sale for \$50. If we had two machines, we could put one at the ticket window and one at the credit card table. Better yet, we could put the credit card person in the office at the second ticket window and run all credit card transactions (ticket sales and merchandise sales) in this one location on our one existing machine. Everyone liked this idea and agreed to try it in '05.

Molly Durr mentioned there were lots of positive comments about the look of the show.

June Crowe hopes that changes can be made to improve on-site standards jurying at the Fall 05 show.

The Emporium Building is having an open house this weekend, but Foothills will not participate as we don't really have anything to show.

Gay Bryant mentioned that the Upstairs Gallery is permanently closing on December 27. Foothills still has pedestals, stanchions, a TV and a VCR there, and these items need to be moved to the Emporium Building. Kathy Bradley volunteered to take care of this.

Gay and Molly both have computers they are willing to donate to Foothills if we can use them. The meeting was adjourned at 9:05 p.m.

Respectfully submitted,

Teresa Brittain
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](#) |