

Minutes
Foothills Craft Guild
Board of Directors
February 7, 2004

Unofficial, Pending Board Approval

President Dennis McAvoy called the meeting to order at 1 p.m. The following other board members were present: Teresa Brittain, Karan Dotson, Ann McKelvy, Kristine Taylor, Betty Newman, June Crowe, Charlie Mead and Pat Fain. Ex officio president Karen Noggle and bookkeeper Dale Bohanan also attended.

Review/Discussion/Acceptance of Jury Applicants

This morning the standards committee held a jurying for applicants wishing to join Foothills. As a result, there are 12 applicants who scored high enough to be invited into the Guild, 14 who scored too low for membership, 3 applicants who were disqualified because their work didn't meet criteria (work was made from kits or patterns or was merely assembly of purchased parts) and 6 whose scores were borderline and who, therefore, require board review. After review and discussion, the board agreed that 3 of these 6 applicants should be accepted into the Guild, for a total of 15 new members, 17 rejected applicants and 3 disqualifications.

Teresa Brittain moved that the board accept the list of approved applicants for membership into the Guild. June Crowe seconded the motion, which passed unanimously.

Board members were each given a list of new members to call with news of their acceptance into the Guild. The applicants should be reminded to pick up their work at the Upstairs Gallery as soon as possible (gallery hours are 11-6 Tuesday through Saturday).

Charlie Mead will send membership packages to the new members as soon as Karen Noggle provides him with spring show contracts. Also, the packages will include a reminder about the March annual meeting.

June Crowe, chair of the standards committee, reported to the board that photographer Clay Thurston spoke with the committee this morning about appropriate standards and guidelines to follow when jurying photography.

Treasurer's Report

Pat Fain and Charlie Mead will meet later today to discuss how to drastically reduce our \$3000 annual expense for mailing information to our members. We have already implemented a plan for distributing the newsletter via email (with hard copies only to those members who are not on-line), but more cuts need to be made.

Pat, Dale Bohannon and Kristine Taylor (who is training to become treasurer when Pat's board term expires) met and developed a preliminary budget for 2004. Pat will finish the budget and e-mail it to the board members. The budget needs to be approved at the March membership meeting.

Pat checked into putting \$5000 into a 6-month certificate of deposit, but the interest rate was very low, so she instead opted to put the money into a savings account. The Guild should have a goal of adding \$5000-10,000 to this account each year. Since we are a 501c(3) corporation, we are required to have our money in an insured account; this limits our options for investing the money.

Karen Noggle recommended we consider eliminating or restricting the number of commission booths after this year, since those booths don't adequately contribute to offsetting the cost of the show. Dennis McAvoy suggested that we not change the commission booth structure until we start selling out the show well in advance.

January Board Meeting Minutes

The minutes of the January board meeting were distributed via e-mail in advance of the February meeting. At the meeting, Charlie Mead moved to approve the minutes, a motion which was seconded by June Crowe and passed unanimously.

Karen Noggle pointed out that the board meeting minutes show up as results through internet search engines. She recommended we somehow block the minutes from internet searches. We might consider putting the minutes in a password-protected members only section of the web site. Charlie could then e-mail the members with a link to the minutes or with the password.

Going forward, Teresa will e-mail the minutes to the board members and give them a deadline for making changes or corrections. Teresa will then incorporate those changes and e-mail the final version to Gay for the web site.

Spring Show Update

Karen Noggle reported that we now have 22 exhibitors for the spring show, which will be in the Krutch Park extension and which is being handled by the Dogwood Arts Festival. There is space for 24-26 booths in the open "square," with room for an additional 5-10 booths on an adjacent strip. Applications

for the spring show will be sent to the new members in their welcome packets.

Ann McKelvy and Hugh Bailey have agreed to demonstrate at the show.

The tents will be white with snap-up sides. Karen thinks they are not very heavy-duty, but will be okay.

We need bookmarks promoting the fall show to hand out at the spring show. Charlie Mead will do the design and e-mail it to Teresa, who will sign off on the bookmark and have it printed.

The Dogwood Arts Festival has not contacted us about participating in the upcoming House and Garden Show. Betty Newman said she would be willing to demonstrate there if we are invited.

Newsletter

We will invite newsletter editor Kathy Bradley to start attending our board meetings so she can get information first-hand. Kristine Taylor was to be the liaison between the board and Kathy, but she is now apprenticing under Pat Fain to become treasurer when Pat's term expires.

We discussed topics to be covered in the newsletter, including dates to remember, members in the news, new members, show updates and a note from the president. We might also include a "for sale" section where members could advertise things they no longer need and an "opportunities" section listing other shows, exhibits and classes. The next issue could include an article about the decision to admit photographers into the Guild and the guidelines used to evaluate their work.

PR Position Update

The ad for a PR person for the fall show ran in the Knoxville *News Sentinel* on Sunday February 1 and February 8. It also ran in the February 5 and February 12 issues of *MetroPulse*. We are now just waiting for responses to the ads. (During the board meeting, Dale Bohanan checked the post office box, and there were a number of resumes.)

New Office Space Update

Karan Dotson attended the Emporium Building tenants meeting this past week. There will be another meeting in two weeks, which Karan will also attend on our behalf.

Construction should be complete by April 17, and the building should be ready to occupy by early May. Move-in of the tenants is being staggered, so it might be mid to late May before we can actually move into our space. We need to make sure that we are not responsible for painting our interior walls. Karen Noggle thinks painting is the responsibility of the landlord; Karan Dotson will find out for sure.

At the tenants meeting, leases were handed out. Our lease, as written, takes effect May 1, and is for a term of 1 year. We need to make sure the lease is renewable at the same rate or with only a small annual increase. Karan Dotson forwarded the lease to Pat Fain for her review.

There is a public space in the Emporium Building that will be available to tenants for meetings and such. A sign-up sheet will be posted for the space. Tenants can use the space for free, and it may also be rented out to non-tenants for special events. The Rodman Townsend Gallery space may also be available to tenants when it is not in use.

The Arts and Cultural Alliance is drafting proposed operational procedures for tenants of the building. Other tenants include Judi Gaston, Bob and Donna Conliffe and Circle Modern Dance. There will be some restrictions regulating use and care of the original historical walls of the building.

Tenants of the building may decide to participate in the downtown First Friday activities, which include gallery openings, receptions, etc. Also, there may be a promotional brochure for the building and possibly a tenant e-mail chat group.

We need to find out more about the Emporium Building security. Will there be an alarm system? How many exterior door keys will be issued to each tenant? Karan Dotson will raise these issues at the next meeting.

Website Update

Gay Bryant was unable to attend the board meeting. Karen Noggle will talk to her about making the members only section and the board meeting minutes non-searchable. Charlie Mead distributed CD's containing reproducible Foothills logos and also letterhead.

Other Items

Mary Whittle has submitted a scholarship application for a clay class at John C. Campbell Folk School. Cost of the class is \$358, plus room and board. We typically fund half the cost of tuition, but there is currently only \$90 in our scholarship fund. Pat Fain pointed out that we usually direct money raised through our "Friends of Foothills" program into the scholarship fund, but we did not do this last year. Pat moved that we transfer \$1000 of the Friends money into the scholarship fund. Karan Dotson seconded the motion, which passed unanimously. Following this vote, Karan Dotson made a motion to grant Mary Whittle a scholarship equal to half the \$358 tuition. Teresa Brittain seconded the motion, which passed unanimously.

Ann McKelvy has agreed to head the "Friends of Foothills" program. We really need to step up this

program and enlist these people as volunteer boothsitters at the shows and as a financial resource for the Guild. Ann will work on an action plan for soliciting donations. Pat Fain has a computerized list of the 100 people who have contributed to Foothills in the past and of the 1000 who have indicated they would like to receive information about "Friends of Foothills." We could have a "Friends" reception at the Emporium Building after we move in.

We need to remind everyone to bring munchies or a dessert to the March membership meeting.

Goals This Year

Dennis McAvoy would like each board member to think of one goal he/she would like to accomplish this year in his/her respective area of responsibility. This goal must be quantitative/measurable and realistic. Board members may e-mail their goals to Dennis.

The meeting was adjourned at 3:25 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.

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