

Minutes
Foothills Craft Guild
Board of Directors
April 6, 2004

Unofficial, Pending Board Approval

President Dennis McAvoy called the meeting to order at 6 p.m. The following other board members were present: Teresa Brittain, Ann McKelvy, Kristine Taylor, June Crowe, Charlie Mead, Gay Bryant, and Pat Fain. PR director Aleex Conner and bookkeeper Dale Bohanan also attended.

President's Comments

Dennis McAvoy welcomed everyone and briefly discussed the new agenda format he is using which specifies the amount of time to be spent on each topic. Dennis will provide everyone with the agenda in advance of the meeting (via e-mail).

Treasurer's Report

Dale Bohanan distributed copies of the FY 2004 Budget Report, the March 31 Balance Sheet, and the Income Statement for the two months ending March 31. Pat Fain clarified two items on the Balance Sheet: the \$1000 shown as "accounts receivable" is grant money we have not yet received; the \$306 in "prepaid expenses" is for insurance. Copies of all financial reports are attached to the official file copy of the minutes.

Discussion/Approval of March Minutes

Charlie Mead made a motion that the board approve the March minutes as prepared and submitted by Board secretary Teresa Brittain. June Crowe seconded the motion, which passed unanimously.

Introduction of Aleex Conner

Teresa Brittain and Kristine Taylor introduced Aleex Conner, the Guild's new PR director, to the board members who were unable to participate in the interview process.

Fall Show Discussion

Aleex Conner presented a recap of her preliminary plan for promoting the fall show, which includes developing a unified, consistent theme for all materials and advertising for two weeks prior to the show, with an extra push starting on Tuesday before the show.

Aleex is targeting three key newspapers, the *News-Sentinel*, *MetroPulse*, and the *Farragut Press Enterprise*. Ads will be placed in two *News-Sentinel* special sections: Holiday Food on November 5 and Holiday Celebrations on November 10. Both of these sections appeal to the target group we want to reach. Additional *News-Sentinel* ads will be placed based on research showing which sections of the paper are most likely to be read by our target audience.

Television spots will air on WATE, Comcast, and Charter Cable. For radio, we will use B97.5 and its two sister stations, Oldies 95.7, and 106.7. Pat Fain suggested that Foothills donate items to WUOT for its on-line auction in exchange for free on-air mentions. The Upstairs Gallery does this, and it is very effective. Aleex agreed that this is a good idea and will follow up with Zane Hagy at WUOT.

Press releases will be distributed to newspapers throughout East Tennessee, and Aleex will work with the *News-Sentinel*, *MetroPulse*, WATE, "Live at Five" (WBIR), and other avenues to secure free coverage of our event. Press releases will go out approximately six weeks prior to the show.

A direct mail piece will be sent to the existing Foothills mailing list (approximately 10,000 names) and also to select households in Knox County (age 25-54, household income \$50,000 +). The direct mail piece will be mailed approximately two weeks before the show. Aleex will have the design completed by our August board meeting. Teresa will see if Pat Delashmit has a slide of a woven piece that could be used on the front of the mailer. The mailer will include a coupon for \$1 off admission to the show but will not ask for the customer's name and address, as this is information we collect on the door-prize registration forms. Aleex will provide Charlie with a PDF file of the mailer so he can e-mail it to our on-line customer list (approximately 2000 names). She will also provide this file to Gay Bryant for inclusion on the Foothills web site.

Aleex brought the fall show bookmarks to the meeting so that board members could take them for distribution at the upcoming spring show.

Aleex will present a comprehensive plan, with costs by media and a timeline, at the May board meeting.

Pat Fain indicated that we will need to print more door prize registration forms prior to the fall show.

We currently have 87 exhibitors contracted for the fall show, including 10-15 commission booths.

Pat will prepare a contract for Karen Noggle, who is serving as fall show chairperson.

Spring Show Update

The Dogwood Arts Festival indicated that they might send some type of direct mail piece to our mailing list, so Pat Fain gave them a disk of the list about ten days ago. A list of spring show exhibitors was distributed (copy attached). There are 35 booths, representing about 40 exhibitors (some exhibitors are sharing a booth). Exhibitors may sell items outside their juried categories, since this is only a quasi-Foothills event. We still need some type of exhibitor package for the spring show.

New Office Space

We should be able to move in late May or in June. There have been several meetings about policies and procedures for Emporium Building tenants. There are now about ten pages of policies, from which the Knoxville Symphony is exempt. The symphony is leasing an entire floor. We still have not received a lease for our space.

Website Update

Gay Bryant is planning to update and overhaul the site this summer. She is planning to change out and add more photos at that time. She would like board members to notify her of any changes that need to be made.

The board meeting minutes will continue to be posted on the website.

The on-line membership application has been proofed extensively, and most of the suggested changes have already been incorporated. In addition, Gay will add check-off boxes for the various supporting materials (resume, other Guild memberships, etc.) that are recommended but not required. Dennis would like to link the application to a write-up explaining our jurying process. There needs to be some mention that, at this time, we are not accepting digital photography.

Membership Report

Charlie Mead distributed copies of the final proof for the updated membership brochure, which he needs to have printed before the TACA spring show. (A copy of the brochure is attached.) Karen Noggle and Teresa Brittain both have proofed the brochure. Gay Bryant made some additional changes during the board meeting. It will cost \$50 to print 500 pieces. At some point in the future, we would like Aleex to rework the brochure.

Ben Benjamin and Sal Smith paid their annual Foothills membership dues even though as life members they no longer have to pay dues. We will refund their money.

Standards

June Crowe indicated that we need to raise the jurying application fee to \$25 in order to cover our costs. Teresa Brittain moved that we take this action. Ann McKelvy seconded the motion, which passed unanimously.

June distributed a chart showing the media categories for Foothills, TACA, and Southern Highlands Craft Guild, along with the old list of Foothills categories and sub-categories (copies attached). After much discussion of categories and how we could improve our list on the membership application, Kristine Taylor moved that we add "paper" as a category. Pat Fain seconded the motion, which passed unanimously. Charlie Mead made a motion that we add a category called "surface design." Teresa Brittain seconded the motion. There followed much discussion about this category, including the need to have a pull-down menu underneath the main heading listing the various materials on which the surface design could take place (metal, wood, fiber, etc.) As all of this was becoming far too complicated, the board tabled discussion of surface design as a separate category. This might be readdressed at a later time.

June does feel there is a need for pull-down menus under the category listings on the on-line application form. These pull-downs would list sub-categories, descriptions, etc.

The board reviewed a request from Jeri Landers (copy attached) that she be allowed to sell a book featuring her work at the fall show. It is a children's picture book which she wrote and illustrated. The board decided that Jeri may sell the book, as it is not marketed as a "fine craft" item and customers do not expect each copy of a book to be an original work. However, Jeri cannot sell commercially-produced

lithographs of her paper cuts, as they are prohibited by the Foothills by-laws, and their commercial nature is not readily obvious to customers.

June Crowe is putting together a task force to explore the ramifications and complications of accepting fine art into Foothills.

In addition, June is planning to assemble a list of craft media "experts" who can be called in to give advice during the jurying process when the standards committee has questions. By setting the application deadline a week or so prior to the actual jury date, June will know in advance what categories will be juried and can call in experts if needed.

Friends of Foothills

Ann McKelvy is chairing the Friends of Foothills committee, which also includes Karen Noggle, Jackie Mirzadeh, Kristine Taylor, and Nancy Minturn.

Ann recommended that the "Associate Member" category in the membership brochure be changed to "Friend of Foothills." Everyone agreed to this change.

Teresa Brittain distributed a couple of items from Piedmont Craftsmen to illustrate how significant a donor/sponsor program can be if it is done well and built over time. The PCI newsletter lists many corporate sponsors at different levels of contribution. The PCI auction invitation and poster were produced at no cost to the guild, as the graphic designer and printer are PCI patrons who donated their services. And the \$150-250 per person seats at the dinner and auction will be filled by patrons who are coming with money to spend.

Miscellaneous

The Guild is required to have a registered agent for purposes of its Tennessee corporate annual report. Virgil Davis has been listed as the registered agent for many years, but Pat Fain proposed that we change this and list Dale Bohanan as our agent. There is a one-time change fee of \$40, plus the regular annual filing fee of \$20. Everyone agreed that Dale should be our registered agent.

Pat Fain is working on the contracts for Aleex Conner and Karen Noggle. We have agreed to pay Karen \$1800 to be the fall show chairperson.

There was much discussion about putting our membership list into Peachtree for purposes of tracking each person's dues and booth payments. Dennis took the list of members who have not yet paid their annual dues, imported it from Excel into Peachtree, then printed invoices that can be sent to those members. Going forward, members who have not paid their dues by February 1 will receive an e-mail reminding them to pay their dues by February 28. Invoices will go out on March 1 to those who still haven't paid and again on April 1 to any remaining stragglers.

Dennis McAvoy will find out what we need to do to join the Knoxville Chamber of Commerce. Only chamber members can link to its website.

Aleex will make sure we are linked to the Arts and Cultural Alliance website.

The meeting was adjourned at 9 p.m.

Respectfully submitted,

Teresa Brittain, Secretary

Addendum

In a vote that was held via e-mail March 13-16, the board agreed to hire Aleex Conner as PR director for the fall 2004 show. Charlie Mead moved that we hire Aleex for \$4000 plus a bonus of 20 percent of the net increase in gate revenues over fall 2003. The bonus will be paid on the increase minus any additional advertising expenditures over the initially approved budget. Any additional advertising expenditures would require advance approval by the board. Teresa Brittain seconded the motion, which passed unanimously with the following board members voting: Charlie Mead, June Crowe, Pat Fain, Dennis McAvoy, Kristine Taylor, Gay Bryant, Karan Dotson and Teresa Brittain.

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

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