

Minutes
Foothills Craft Guild
Board of Directors
May 4, 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, Kristine Taylor, Karan Dotson, June Crowe, Charlie Mead, Gay Bryant, and Pat Fain. PR director Aleex Conner, show director Karen Noggle, and newsletter editor Kathy Bradley also attended.

President's Comments

Dennis McAvoy welcomed everyone and briefly discussed the spring show. Most exhibitors did well and were pleased with the show. The bookmarks that were handed out were great PR for the fall show.

Treasurer's Report

Dale Bohanan's computer is down. She can't open files or print reports, so there are no documents to distribute at this meeting. The \$1000 that was outstanding from the fall show demonstration/master class grant has been received. Also, now that the spring show demonstrations have taken place, we can complete the paperwork to get the balance of the grant money.

Discussion/Approval of April Minutes

After everyone had reviewed the April minutes, Charlie Mead made a motion that the board approve the minutes as prepared and submitted by Board secretary Teresa Brittain. Kristine Taylor seconded the motion, which passed unanimously.

Fall Show Discussion

Aleex Conner presented an updated plan for fall show advertising (copy attached). This plan includes \$4300 in newspaper advertising (*News-Sentinel*, *Farragut Press Enterprise*, *MetroPulse*), \$3200 in radio spots (WUOT, B97.5, and the oldies station that is sister to B97.5), \$6800 for direct mail (Foothills' own list plus targeted mailing to select households), \$2200 for television, and \$2277 for extra expenses (bookmarks). This basically equals the \$19,000 show advertising budget (direct mail plus other media).

Pat Fain and Dale Bohanan will take care of registering Foothills as a Knoxville-based non-profit organization. This will enable us to use the mailing service's non-profit bulk mailing permit number. The rate for non-profit bulk mail is approximately 10 cents less per piece than regular bulk mail.

Charlie Mead will e-mail guild members to get an estimate of how many mailers we need to overprint for exhibitors' use.

Teresa Brittain will contact Gary at TVS to get the TV spot from last fall's show.

Aleex will have an additional 5000 bookmarks printed for distribution in the fall (at TACA, the Maryville show, etc.). We will not need these until September, so she can wait a few months before having them printed.

The direct mail piece will include a coupon for \$1 off show admission. The coupon should include the disclaimer "limit one coupon per person."

Pat Fain reiterated that the fall show budget is set, and we must stick to it.

Karen Noggle reported that we currently have 60 flat-fee booths for the fall show, 13 commission booths, 2 featured demonstrators, and 4 exhibitors in the marketplace area. Dale has not forwarded any contracts to Karen recently, but more may have come in.

Kathy Bradley has agreed to head up the "marketplace" group booth at the show, and Karan Dotson will once again handle the music. Other show committee positions are still open. Karen is going to talk to Ann Freels about coordinating the demonstrators.

Spring Show Update

The Dogwood Arts Festival volunteer who was Karen Noggle's co-chair just let Karen handle everything for the Foothills show. This worked out well.

Sod had just been put down and didn't absorb water well, so the ground was mushy, but that shouldn't be a problem next year.

Security cost approximately \$1100 for five days. The Guild paid about one-third of the security costs, and the DAF paid the remaining portion. Next year that cost could increase if we expand the show into adjacent areas. The booth fee may have to increase accordingly, up from this year's \$165.

There needs to be signage to mark and point the way to our show location. Also, any advertising for the show needs to include a map.

Dennis asked Karen to check with the Dogwood Arts Festival about three issues:

1. Is the Festival pleased with our show and with having us downtown?
2. Could we cut our show to three days—Friday, Saturday, and Sunday?
3. Can we have contiguous space for additional booths?

Contracts for the spring 2005 show need to be in the Fall 2004 show packets.

New Office Space

The spaces are being painted and other interior work is being completed. The Arts Alliance is planning to move into its space late May or early June. Our tentative date for moving is June 5, assuming the space is ready.

We need to know what our new address will be.

Dennis is having our contact person changed from Karen Noggle to him.

We still don't have a lease to review and sign, but it is in the final stages of preparation.

The Knoxville Symphony may not be moving into the Emporium Building, but there are other organizations on a waiting list for space.

We will need to purchase tables and chairs since the guild doesn't own any.

If we move on June 5, we may change our next board meeting from June 1 to June 8 and meet in the new office.

On May 22, 4-8 p.m., the Arts Alliance is sponsoring a block party on the 100 block of Gay Street (where the Emporium Building is located). Dennis has committed us to a booth there, as this will be a great opportunity for handing out information (fall show bookmarks). Gay Street will be closed to cars between Summit Hill Drive and Depot Street. There will be music, food, and artists' booths. Thermocopy is footing the bill for the party as part of the company's 40th anniversary celebration. Dennis needs craft items from Foothills members to display in our booth and needs a few other people to help man the booth.

Website Update

Gay Bryant reported that some members had trouble opening the spring show on-line slide show, but the people who were able to access the slide show thought it was great.

Our on-line membership application form (copy attached) is up, but you have to type in the exact URL to get to it. This will change when we have all signed off on the final version of the form. There needs to be some type of on-line or e-mail confirmation that a prospective member's application has been received.

In the "types of membership" section, there are roll-over descriptions of the three types. "Friends of Foothills" will be added to the "check one" section. Karen Noggle and Gay Bryant will work on how to set up the "Friends" information.

In the "media category" section, the instructions will be changed to read "check one." There will not be any pull-down sub-categories under the main media types.

The application fee will be changed to \$25 to reflect the action taken by the board at its April meeting.

During the website revamp this summer, the membership directory will be listed alphabetically by last name, as well as by media category. This will open up room for lots of new photos. Karen Noggle will help Gay pick the photos to be used.

Charlie suggested we add an area to the website home page reading, "If you want to receive show information, click here." Interested people can type in their e-mail address to receive our e-mail show updates.

Membership Report

Rick Murray, a former Foothills member, has been offered amnesty. This means he can rejoin the guild just by paying his membership dues; he does not have to be rejuried. Charlie has offered the same deal to Willola Tyson.

Several people Charlie talked to at the TACA show are supposed to be sending in their dues. Also, Charlie handed out lots of membership brochures at TACA.

Scott Deming, a woodworker Charlie talked to at TACA, is interested in joining Foothills, but his pieces are large and difficult to transport. The board, many of whom are familiar with Scott's work, agreed he could submit slides or photos, an artist's bio and maybe one of his smaller pieces for jurying.

Charlie would like a nice postcard to hand out to prospective members—something with color photos and copy that encourages them to visit the Foothills website for more information. Aleex would design the piece, but we need an estimate on the cost before we can commit to it.

Standards

Dennis suggested that there be a link from the on-line membership application to a separate website section that discusses jurying guidelines and optional items that can be submitted to the jury (list of shows, list of guild memberships, artist's bio, etc.) June Crowe will work on this.

For the purpose of the standards committee review at the show, it would be helpful if the list of exhibitors included their craft descriptions. Pat will have Dale add this to the Excel spreadsheet she produces.

Friends of Foothills

Kristine Taylor suggested that in order to get the results we would like our best move might be to bring in a paid person to solicit friends/patrons in exchange for a percentage of the income he/she generates. Kathy Kear was discussed as a possible "development director" for the guild. Kristine will talk to her to see if she is interested in the job and what percentage she would expect to receive. (Pat Fain thinks the going rate is around 40 percent.)

A suggestion was made that we raise the Friends dues to \$25. June Crowe moved that we approve and implement this increase. Pat Fain seconded the motion, which passed unanimously.

Miscellaneous

Pat Fain is working on the contracts for Aleex Conner and Karen Noggle. She distributed a draft version of the contract between Foothills and Aleex (copy attached).

Following is the list of topics Kathy Bradley should include in the next newsletter:

- Office move
- Spring show
- Aleex Conner
- Gay Street block party
- Fall show
- Recruitment at TACA

Karen Noggle went to the rededication of the Jacob Building. The renovations are nice and really add a lot to the building, but the existing bathrooms were not remodeled. A new family bathroom was added near the ticket booth. An elevator was installed and the whole building was repainted.

The meeting was adjourned at 8:30 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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