

**Minutes
Foothills Craft Guild
Board of Directors**

June 1, 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, Charlie Mead, Gay Bryant, Ann McKelvy, and Pat Fain. PR director Aleex Conner, show director Karen Noggle, bookkeeper Dale Bohanan, and newsletter editor Kathy Bradley also attended.

President's Comments

Dennis McAvoy welcomed everyone and briefly discussed the Gay Street block party at which Foothills set up a booth to display members' work and hand out bookmarks promoting the fall show. While participating in the block party may have taken more effort than it was worth (Dennis and Kathy Bradley passed out about 50 bookmarks over the four hours of the event), it was a good political move for the Guild as it helped us begin to establish our identity as a Knoxville arts' organization.

Dennis reported that our new office space in downtown Knoxville is beautiful. We need to postpone our move 2-3 weeks until all the work on the space has been completed.

Judy Kidd mentioned to Dennis that the City of Oak Ridge may somehow participate in the 2005 Dogwood Arts Festival. Judy wanted to know if Foothills might be interested in tying into the Oak Ridge DAF events. We will just wait to see what materializes.

Dennis posed the idea of having our Friends of Foothills organization host an auction in our new office space in late Summer 2005. This would give our Friends committee time to get the program up and running. The Friends would organize and promote the auction, which would feature items donated by Foothills members, as well as offerings from local hotels, restaurants, etc. Admission to the auction could be sold on a per seat or per table basis. Attendees would be wined and dined.

Treasurer's Report

Pat Fain and Dale Bohanan distributed the following reports: Balance Sheet as of May 31, FY 2004 Budget Report through May, and the Income Statement for the Four Months Ending May 31.

Pat thanked Charlie Mead for his help in collecting membership dues. We are at 98.12 percent of our target for the year.

We have received \$1000 of the \$2500 total in grant money for the master class workshops. We must do the final report to receive the balance. A Guild member needs to work with Mary Ann Damos on this. Ann McKelvy volunteered, since she was in charge of organizing the master classes.

Ann will also help Mary Ann with the Foothills application for a new ABC grant to fund fall show outreach activities (master classes, demos, etc.)

Pat pointed out that when we move our office and have a permanent physical location, we will be able to apply for an operational grant through the Tennessee Arts Commission to fund a paid employee.

Charlie Mead moved that the board accept the treasurer's report. Kristine Taylor seconded the motion, which passed unanimously.

Discussion/Approval of May Minutes

The May minutes were emailed to all board members prior to the June meeting. Karen Noggle recommended one change to the section dealing with the Spring 2005 show; this change has been made. Therefore, Charlie Mead moved that the board accept the May board meeting minutes with the change previously noted. Kristine Taylor seconded the motion, which passed unanimously.

Fall Show Discussion

Aleex Conner presented an outline of the fall show media campaign (copy was attached with minutes).

After some discussion, the board decided to ask exhibiting members to share their East Tennessee customer lists with the Guild. We would add these names to the Guild's mailing list and send show mailers to them entirely at the Guild's expense. This would free exhibitors from the time and expense of sending cards to their own customers, would expand the Guild's own mailing list and would save the Guild the expense of mailing packages of postcards to exhibitors. We would then know exactly how

many pieces to print—enough for the expanded mailing list, plus 5000 for the targeted mailing and 1000 overprints to distribute through the Upstairs Gallery, the Art Market, the Oak Ridge Art Center, Jerry's Art-A-Rama, etc. By having an exact number, we can probably save enough on mailer printing to fund an ad in *MetroPulse* and some underwriting announcements on WUOT.

The second printing of bookmarks (5000 pieces) will be completed prior to the August board meeting, and Aleex will bring them to the meeting. 3000 bookmarks will be set aside for the Maryville show. The remaining 2000 will be available for members to distribute at their other fall shows.

We are spending \$4000 with the *News-Sentinel*, which they are matching with \$4000 in comp ads. In addition, the *Sentinel* has agreed to feature Foothills members in a new "entrepreneur" column in the Sunday Marketplace section. Each featured member would discuss how he got started, how he markets his work, how he networks with other artists/craftspeople, and anything else related to being an entrepreneur/small business owner. We have to provide the columns already written, but new Guild member Denise May might be willing to help with the writing. Teresa Brittain will e-mail bios of interesting Guild members to Aleex.

Aleex discussed the possibility of doing a special tab insert in the *Sentinel* for next fall's show. If this is something we might be interested in, the *Sentinel* is willing to send a photographer to this year's show to get shots to use in the 2005 tab.

Pat Fain cannot yet register Foothills as a Knoxville-based non-profit organization because we will not be assigned an address until we actually move into our new space.

The direct mail piece will include a coupon for \$1 off show admission. The coupon should include the disclaimer "limit one coupon per person." The \$1 off coupon will not be included in our newspaper advertising.

Aleex received an application form for inclusion in the Knox County school coupon book. However, since we can't make any type of offer that would be good year around, this promotional avenue won't work for us.

Dennis has the paperwork we must complete to join the Knoxville Area Chamber of Commerce. When we join the Chamber, we can have a link from their website.

Karen Noggle will provide Aleex with a list of fall show exhibitors, their craft descriptions, and their addresses/phone numbers. Aleex will need this information by early September, when she begins preparing press release materials.

Karen Noggle reported that we now have 91 paid booths, 5 featured demonstrators, 1 guest artist, and 5 marketplace exhibitors for the fall show.

Karen distributed draft copies of the contracts and job-duty description sheets for the show committee chair (Karen) and the other paid show committee positions (copies were attached). Any suggestions or changes should be e-mailed to Karen prior to the July board meeting. Following is a list of the positions and proposed stipends:

Show Committee Chairperson Karen Noggle \$1800
 Demonstrations Chair Molly Durr \$250
 Music Chair Karan Dotson \$150
 Decorations Chair Position Open \$200
 Marketplace Collection Manager Kathy Bradley \$150
 Booth Sign Coordinator Kathy Byrd \$100
 Volunteer Booth Sitter Manager Position Open \$100
 Members' Lounge Manager Position Open \$100
 Outdoor Signage Manager Position Open \$100

This works within the approved Fall 2004 show committee budget. The Master Classes Coordinator (Ann McKelvy) is not included in this list because she is paid out of the ABC grant money.

The management of Chilhowee Park is taking a hard line on outside food and beverages being brought into the Jacob Building. For this reason, we will once again not have a Friends of Foothills breakfast at the fall show, and we will have to keep our members' lounge really simple and small.

New Office Space

Pat Fain suggested we hold a reception in the new space on the Friday night of the fall show and invite our members and Friends. We still don't have a signed lease for the space. We should be able to move into the space in a couple of weeks.

Website Update

Gay Bryant is pushing to get the on-line membership application form finalized (draft copy was attached). Dennis McAvoy will write the page tentatively titled "Jurying Application Suggestions," offering tips on supplemental materials that would be helpful to the jury, discussing prohibited categories such as digital photography, etc.

At this point, we cannot provide applicants with an automatic confirmation of their on-line application, though June will e-mail back a "thank you for your application" note that also reminds the prospective members to submit a hard copy of the application form along with their items and jurying fee.

The jury fee has been corrected as per previous discussions.

The craft categories have been revised as per previous board discussions.

Pat Fain suggested that Gay amend the final jurying requirement to read: "The Foothills Craft Guild is not liable. . . ." This deletes the phrase "to be held."

Gay will e-mail the final draft of the on-line application to the board members for any final comments before it goes live.

Regarding the Friends of Foothills page on the website (copy was attached), Gay needs to add text indicating that Friends and associate members are not required to be juried into the Guild. In actuality, we want to completely delete the associate member category and just have the Friends of Foothills. However, we cannot do this without amending the by-laws. Dennis suggested that we amend the by-laws to completely eliminate any mention of types of membership.

Membership Report

We need someone to handle sending a sympathy cards when a guild member or Friend of Foothills passes away. Denise May was mentioned as a possible corresponding secretary.

Charlie designed a postcard to hand out to potential new members. Aleex Conner, Gay Bryant, and other board members offered suggestions for improving the card.

Charlie indicated that Molly Durr, Teresa Pratt, Karen Davis, and Kathy Bradley might be interested in serving on the board for the new terms beginning February 2005.

Charlie has found a new Internet source for inexpensive color postcards: www.snapfish.com.

Standards

The August jurying will be at our new office space. This information needs to be posted on the website. Dennis will figure out the details of how prospective members will deliver their work.

Friends of Foothills

Kristine Taylor talked to Kathy Kear about directing our new Friends efforts. Kathy is interested in the position. She charges \$25 per hour for her freelance writing, but she's willing to work with us on the Friends pay, especially if the Guild members on the Friends committee are willing to do a lot of the menial work. Pat suggested we pay Kathy \$25 per hour, with a cap of 40 percent of the total amount of Friends money she brings in. Friends of Foothills will be the focus of the next board meeting.

Miscellaneous

Pat Fain is working on the contracts for Aleex Conner and Karen Noggle. Aleex is to call Pat tomorrow morning to try to finalize her contract.

Teresa Brittain will not be able to attend the July and August board meetings, so someone else will have to fill in as secretary.

Karen Noggle mentioned that Wesley, who used to work for ToeZay, is now at Shepherd Exposition Services. Shepherd (whose offices are in the new convention center) would like to bid on the set-up for our fall show. We have a verbal agreement with ToeZay for the Fall 2004 show; but their prices have been creeping up the past couple of years, so it is certainly worthwhile to look at other options. Karen has rewritten our bid document and sent it to Shepherd and ToeZay.

Dennis suggested we request a single-show bid but also a bid for a 3-show (3-year) package. This might help reduce the cost.

Kathy Bradley needs content for the newsletter—no content, no newsletter. All information must be to Kathy by June 15. Pat Fain has a handwritten copy of the history of Foothills that Peg Heddleston produced many years ago. She will provide a copy of this to Kathy.

The meeting was adjourned at 8:10 p.m., at which time the board members packed the Foothills materials that have been stored at the Upstairs Gallery in preparation for the move to the new office space.

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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