

Minutes
Foothills Craft Guild
Board of Directors

July 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: Pat Fain, Charlie Mead, June Crowe, Kristine Taylor, Gay Bryant, Ann Caudill (formerly Ann McKelvy). PR director Aleex Conner and show director Karen Noggle also attended. Foothills member Virgil Davis made a special presentation to the board at around 7 p.m.

President's Comments

Dennis McAvoy welcomed everyone and informed the board that we would have a special presentation by Virgil Davis sometime after 7 pm.

Dennis reported that there is still no certificate of occupancy issued for the Emporium building and that it would be one or two weeks before we could move in to our new office space. Tentatively the move in date is set for July 24.

Dennis informed us that we still need to sign the lease agreement and pay \$2000 for the new door that will go into our office.

Board meetings at the new location will be at 7 pm. (as decided by the board)

On the topic of the TV we have stored at the Upstairs Gallery, it was noted that we will need to move this to the new office. The Living Legend tapes that we use with the TV are stored in Karen Noggle's mother's basement.

Dennis asked about approving the June minutes. The board agreed that we had already approved them via e-mail. * Karan Dotson would like to note that she was not in attendance during the June board meeting.

Treasurer's Report

Dale Bohanan is on vacation so no report was presented. Pat Fain reported that there has been no significant activity to report anyway.

The contract with Aleex has been hammered out and will be signed soon.

Website Update

Gay Bryant reported that the number of years that Foothills has been in existence has been updated on the website and that Fall Show information is also up on the site.

There was a question as to whether or not we needed a scholarship form to be filled out online on the website. After discussion, it was decided that the form that is currently there is sufficient since the applicant has to send in a letter of recommendation with the form so there is no benefit to having the form submitted online.

June Crowe asked about adding a button on each page that reads "apply online" so that applicants can go directly to the membership application page. Gay said that she could and would add the button.

The new alphabet page is up but it needs new pictures to be added. Charlie said he would get pictures to Gay right away.

The scholarship page that lists Foothills scholarship recipients is now updated with information provided by Karan Dotson.

There are no members listed under the paper category at this time. We will leave it this way until we hear from members who may want to be classified under this category or until we jury in new members under this category.

It was proposed that we might have pictures of the scholarship recipients posted on the website. The board decided to pose this question to Karan Dotson to see what she thinks.

Charlie Mead asked about posting opportunities on the web site. Gay said that she could do this if Charlie sends her the information. These postings will stay on the website for a determined amount of

time (1-2 months) and then they will be deleted.

It was also decided that at some time in the future we may post links to the Arts and Culture Alliance and the Dogwood Arts websites.

Gay Bryant is willing to teach a class on basic web page building to our members. The time and date of this class will be determined later.

Virgil Davis

Virgil brought a flyer for a Hot Air Balloon Rally and Outdoor Festival hosted by Pellissippi State. This is a fundraising event and they are looking for crafts exhibitors. The event is Friday, August 27, 5-8 pm and Saturday, August 28, 9 am-6 pm.

Virgil also proposed that the Guild approach Knox County Mayor Mike Ragsdale with an idea for a joint advertising venture. Virgil believes that Mr. Ragsdale may be open to doing an ad for us which would give both of us positive exposure.

The board decided to discuss Virgil's proposal further at the next board meeting.

Fall Show Discussion

Alex Connor presented an outline of the fall show media campaign.

Alex will need to produce a new spot for TV advertising. The old spot is dated and of poor quality.

The additional bookmarks ordered by the board were to be ordered soon so that they would be available for our July meeting. Alex is concerned about this additional printing because we are in budget trouble and we need to cut costs somewhere.

The board discussed the idea of killing the purchase of 5000 additional names for our direct mailing as a way to trim costs. All were opposed to the total killing of the additional purchases. Purchasing 2500 names instead of 5000 was proposed as a solution.

Ann Caudill suggested that we send a more cost-effective reminder to our established customers and send the new postcards to new customers only.

Alex expressed the need for uniformity in our ad campaign as well as our need to treat established customers as well as we treat new customers.

The board decided to discuss this further at the next meeting and hold off the printing of additional bookmarks.

Directional signs were discussed but no real conclusion on what signs to use or who will install them was decided.

If we are to take advantage of the Entrepreneur Column in the *News-Sentinel* we need to find someone to interview members and write up the article. We need to commit to at least four articles. They should be placed 3 - 4 weeks before the fall show. Pictures should be included.

It was suggested that we interview the members that are doing the Master Crafts classes for these articles. We could then use grant money (if we get it) to pay someone to write the articles.

Kristine Taylor will call Denise May to see if she would be interested in producing the articles for the Entrepreneur column. The Guild will pay \$50 per article.

Alex has sent information to *Christmas in the City* to be included in the 2004 brochure.

Foothills has not joined the Knoxville Chamber yet.

Printing of the direct mail postcard will begin in September. We need to let Alex know about any changes that need to be made by the next board meeting.

Karen Noggle asked Alex to include the names of the members on the photo of their work on the postcard for the Fall 2004 show.

Show Director

Karen Noggle reported that we have 97 paid booths (75 flat fee, 29 commission), and 5 committed to the Market Place.

Molly Durr is in charge of demonstrators and is mailing out invitations to them.

We still need a person to take care of outdoor signs.

Karen presented the results of the ToeZay vs. Shepherd Exposition Services bid for the fall show set-up. For 135 booths the two bids were quite close.

ToeZay (Eric)

- Low side drapes = \$3,605 (1-year contract)
- Low side drapes = \$10,000 (3-year contract)
- Eight-foot side drapes = \$4,997 (1-year contract)
- Eight-foot side drapes = \$14,000 (3-year contract)
*Have cream colored drapes

Shepherd (Wesley)

- Low side drapes = \$3,726 (1-year contract)
- Low side drapes = \$11,178 (3-year contract)
- Eight-foot side drapes = \$4,371 (1-year contract)
- Eight-foot side drapes = \$14,193 (3-year contract)
*Have white drapes only

After some discussion, the board decided that the 3-year contract with ToeZay for the low side drapes (\$10,000) was a good deal. Charlie Mead moved that the board secure a 3-year contract for the set-up with low side drapes from ToeZay. The motion was seconded by June Crowe and passed unanimously.

Grants

Ann Caudill reported that the grant for ABC begins on July 1- August 25. There will be a class on how to write the grant and Ann may attend. We can get up to \$3000 for this grant which is a money-matching grant.

Standards Update

June Crowe reminded us that our next jurying will be August 7 at 9 am at the Upstairs Gallery in Oak Ridge. June will be at the gallery sometime during the week before the jurying to organize things and Charlie Mead will help.

Dennis discussed the fact that digital photography and other 2-D art will be required to limit the number of prints they sell at a show. This will be discussed further at a later date.

Friends

Kristine Taylor reports that she will need to get together with Kathy Kear to discuss new approach to Friends of Foothills program.

Other Items

Pat Fain Suggested that we post a picture of Peggy Heddleson along with a quote from her on the website.

Gay Bryant reported that 8 Shooters Studio will be available to members at the fall show again this year. The will be given a list of Foothills members so that the can mail advertising before the show. Members not at the show will also be able to use their services.

Pat Fain made a motion to move \$2,500 from the booth set-up to advertising (since the new ToeZay contract will save us money). The move was seconded by Dennis McAvoy and passed unanimously.

The next meeting is to be held at the Upstairs Gallery on August at 1 pm. (after the jurying).

The meeting was adjourned at 8:45 pm.

Respectfully submitted,

Kristine Taylor
Substitute Secretary

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

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