

Foothills Craft Guild
Board Meeting Minutes
September 5, 2006

Unofficial; pending board approval

Meeting was held at the Foothills Craft Guild office, Emporium Building. President Dennis McAvoy called the meeting to order at 6:35 pm. The following board members were present: Molly Durr, Gay Bryant, Bob Conliffe, June Crowe, Ann Caudill, Jessica Dockery, Cutter Watkins, and Clay Thurston. PR Director Aleex Conner and fall show Director Karen Noggle also attended.

Molly moved to accept the August 26 board meeting minutes. **Clay** seconded, and the minutes were approved as posted on the web.

Bob presented the treasurer's report. He reported that \$101.20 was spent from general miscellaneous funds for our mailbox. It was also announced that **Charlie Akin** and **Robert and Delores Wells** generously donated \$100 to be used to buy a CD player for guild shows. The treasurer's report was accepted unanimously.

The Foothills newsletter should be ready for distribution by mid-October. Information for the newsletter should be emailed to **Aleex** at aleexc@earthlink.net by Thursday, September 28.

Aleex presented the prototype for the direct mail piece for the fall show. The mailer is an inch longer and allows extra room for exhibitors to write notes. 4000 direct mail pieces should be ready for distribution by the end of September. Other publicity for this year's fall show includes Knoxville News Sentinel email ads, an email poster that Guild members can print from their own computers, and 7-8 Lamar billboards. The billboards will have a layout similar to the direct mailers.

The board decided that it would like to try advertising to different markets. **Gay** moved to take \$250 from the Fall Show entertainment budget and \$250 from the Fall Show equipment rental budget that is not being used and spend the money for ads in the Daily Beacon and WUOT for this year. **June** seconded the motion, and the motion passed.

A large color brochure that would feature a floor map and color ads featuring exhibitors and sponsors is being discussed for the 2007 fall show. The brochure would be funded by selling the color ads and corporate sponsorships.

Karen reported that **Rick Evans** has replaced **Tom Cinnamon** as the General Manager of Chilhowee Park. Our contract with Chillowee Park will run out next year. **Rick** has presented the guild a three-year contract to lease the Jacob's Building for the fall show at a 25 percent discounted price. The Guild is currently paying the pre-renovated price of \$5700 for the fall show. The new contract price would be \$6750 after the discount. **June** moved that we sign a three-year contract with Chilhowee Park. **Bob** seconded the motion. **Gay** questioned whether the guild could sign a five-year contract at this rate. **Karen** will ask **Rick** if he could extend the contract.

The fall show will also have more concessions this year. A café will be set up in a 10 x 10 booth space with a soup and salad bar and an espresso machine. Advertising for the spring show will be placed in the café and other prominent areas at the fall show.

The board would like to make several bylaw changes to be voted on by the membership during the November 12 general membership meeting. The changes include:

Bylaw change to define residency, applies to Article III, Section 2, paragraphs a and c:

The guild may require a member to provide proof of in-state residency by supplying one of the following: a Federal Income Tax return, or TN Driver's License, or TN Voter's Registration Card. Failure to supply proof of TN residency will result in loss of membership.

Bylaw change pertaining to reasons for termination of membership, would become Article III, Section 3, paragraph B, subparagraph 2, section VI:

Failure to provide proof of in-state residency when requested.

Bylaw change about annual election dates, applies to Article V, Section 2, paragraph D and Article VI, Section 1, paragraph C:

October would be changed to October / November.

Ann Caudill will head the nominations committee. **Dennis** appointed **Kathy Bradley** and **Karen Noggle** to also be on the committee. Ballots will be in the mail by October 1.

Molly is writing standards policies for Juryfest and also for show booth evaluations. It was suggested that the booth evaluations should be turned into a checklist. **Clay** volunteered to photograph all member booths with a sampling of their work for future reference.

Dennis is taking nominations for life members to be discussed at the next meeting.

Dennis adjourned the meeting at 9:30 pm. The next board meeting is to be held on Tuesday October 3, 2006, at 6:30 pm in the FCG office at the Emporium.

Respectfully submitted,

Jessica Dockery
Secretary