

Minutes
Foothills Craft Guild
Annual Membership Meeting

March 2, 2004

Unofficial, Pending Board Approval

President Dennis McAvoy called the meeting to order at 7:10 p.m. and welcomed everyone. He then introduced the members of the Foothills board of directors and welcomed the three new board members, Gay Bryant, Ann McKelvy and Kristine Taylor.

Spring Show

Karen Noggle gave an update on the spring show. At this point, 30 spaces are filled. There is room to accommodate five more exhibitors. The show will be April 15-18 in the Krutch Park extension.

The Dogwood Arts Festival has put Anne Freels in charge of the other "non-Foothills" craftspeople on Market Square. Anne has indicated that she will probably recruit more people with plants, homemade jams/jellies, etc., rather than having a group of non-juried craftsmen.

Since our spring show is being produced by the Dogwood Arts Festival, all advertising for the show is up to them. We have no income from the show, so we cannot incur any expenses. We have offered to provide the Festival with our customer mailing list if they want to send postcards or other material.

Our show will be right in the middle of the DAF activities, including the parade and the Rossini Festival.

Friends of Foothills

Ann McKelvy is now directing our "Friends of Foothills" program, which solicits donations from arts patrons. Ann's committee will meet within the next couple of weeks to begin mapping out a strategy to really build this program. We would like to use some of the "Friends" as volunteers during our show. Presently, most income from the "Friends" program is used to fund our scholarships.

Web Site

Gay Bryant presented an overview of the Foothills web site and the various sections included in it. She will do a major update/overhaul of the site this summer.

There have been questions about some of the material on the site, specifically the dues status and the board meeting minutes. While password protecting the *Members* section would prevent outside access, the board has previously decided that passwords are really not feasible at this point. However, we always have the option of removing material from the web site and, instead, sending it to the membership via e-mail.

The web site is set up to hyperlink to members' web sites.

Members suggested we check into linking with the Knox Area Chamber Partnership and other chambers of commerce in the area.

It was also suggested that we set up the members page as "/members" so it doesn't link.

Standards

June Crowe reported that we began accepting a new media category, photography, as of the most recent jurying. A professional photographer came to the jury session to discuss standards for that media and to clarify any questionable issues.

There were 35 applicants for the February jurying.

Going forward, items to be juried will be due one week in advance. This will allow the standards chairperson adequate time to line up, if necessary, experts in the categories being juried (if such experts are not already on the standards committee).

The standards committee is constantly looking for ways to improve and streamline the jurying process.

Bill Henry brought up the issue of the well-known woodcarver who was rejected in the most recent jurying. Dennis McAvoy explained that the board has decided to uphold the decision of the standards committee. We've all probably been rejected by a show or guild that we thought should have accepted us—that's just part of the business we're in. But we're always looking for ways to improve our jurying;

and going forward, we'll ask applicants to supply resumes, lists of guilds and shows they are in, etc., as supporting documentation for their Foothills application.

Membership

Charlie Mead presented the names of the candidates for Life Membership, all of whom have been Foothills members for at least 25 years:

Cathy Cardwell, Jewelry
 Betsy Foster, Fiber
 Helen Gairns, Fiber
 Eun-Sook Kim, Printmaking
 Margaret Olson, Fiber
 James Ownby, Wood
 Marion Schlauch, Clay

Kathy Bradley moved that we extend life membership in Foothills Craft Guild to these seven members. Hugh Bailey seconded the motion, which passed unanimously.

New Office

In May, the Guild will move into its permanent office space in the newly-renovated Emporium Building at the corner of Gay Street and Jackson Avenue in Knoxville (across from Harold's Deli). The Emporium is a historic downtown building, privately-owned, but leased to the City of Knoxville, which has then sublet the building to the Arts and Cultural Alliance. Karan Dotson reported that other tenants, in addition to Foothills and the Arts Alliance, include the Knoxville Symphony, Circle Modern Dance, and a number of individual artist studios. Our rent will be \$200 per month. We will also have to pay for a phone line. This move will give us our own space for meetings and storage. The building has a large common area that will be available to tenants for large group meetings, receptions, etc.

The mission and soup kitchen that are currently across the street from the Emporium Building will be moving to a new location on Broadway.

Fall Show Organization

Dennis McAvoy reported on the new organizational structure for our shows, beginning with this year's fall show. Basically the management of the show is split among three areas:

1. Financial—ticket sales, money handling, credit card sales. Treasurer Pat Fain and bookkeeper Dale Bohanon oversee these responsibilities.
2. Physical Show—everything you see when you come through the door, including booth layout, pipe and drape, stage, sound system, decorations, etc. This part of the show will be handled by the show committee, under the direction of committee chair Karen Noggle.
3. Advertising/PR—getting customers to come through the door. This area of responsibility will be handled by the new PR person we are in the process of hiring.

The head of each area will report directly to the board. There will be no "show director" position as there has been in the past.

PR Update

Teresa Brittain reported that 22 people or small agencies applied for the Foothills PR director job. From that pool, Teresa and Kristine Taylor have narrowed the field to three finalists who will be interviewed by the entire board (or as many board members as can attend) next week.

There will be some type of fall show handout/bookmark for exhibitors to distribute at the spring show.

Introductions

At this point, Dennis McAvoy asked that we go around the room and have each member introduce himself and tell what his craft medium is.

Budget

Pat Fain presented the proposed Foothills budget for 2004 (attached to hard copy of minutes). The budget is based on what we actually spent last year, taking into consideration the change in the structure of the spring show.

Pat bumped up the fall show paid admissions to 4000, an increase of 700 over last year. Our average ticket price is \$4.80, reflecting sales of more full-price \$5 tickets than of the \$4 senior/student tickets.

The credit card income/expense is basically a pass-through, though we include a 6 percent charge to exhibitors to cover our costs (paid workers manning the credit-card table, the bookkeeper's time to process the credit-card payments, etc.)

Our occupancy cost will increase with the office move. We've been paying the Upstairs Gallery \$100 per month for storage and meeting space.

Pat moved that the Guild accept the 2004 budget as proposed, effective February 1, 2004. Charlie Mead seconded the motion, which passed unanimously.

This month, Pat was able to put \$5000 in the Guild's savings account. (We have been running with a balance of just \$500.) Pat hopes we can put in \$5000 each year going forward so we will have a financial cushion to fall back on if necessary.

Open Discussion

Molly Durr asked if the Guild would be handling credit-card transactions at the spring show. Pat Fain said no, since the show is outside without phone lines for transaction approval.

Several members have been contacted by VendorPro, an online market for unique items. They asked if anyone present had dealt with this company or knew anything about it. While no one has worked with VendorPro, there was a general consensus that artists should be suspicious of any company that wants an up-front fee to market their work.

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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