

Minutes
Foothills Craft Guild
General Membership Meeting

April 5, 2005

Unofficial, Pending Board Approval

Meeting was held at the Emporium Building on Gay Street. Meeting was called to order by Pres. Dennis McAvoy at 6:40 pm. There were 35 members in attendance.

Cutter Watkins was asked to give a report on coordinating sales of members craft items on the current web-page. There were several questions asked:

- Who would post the information?
- What would be the cost?

Cutter stated that if the membership wanted to pursue this venture, he would send an informative email to all the membership. Dennis asked the members present if they would be interested in having more information. All present said they would and Cutter said he would send an email with all of the pertinent information.

Aleex Connor of Marketing Dimensions was introduced. She gave a report on what had been done to date concerning marketing for the Fall Show. She stated that the bookmarks were printed and available. The suggestion was made that media attention be given to the surrounding areas as well as Knoxville. She stated that she was checking into that possibility. Also that there would be post cards available with \$1 off coupon with space for members to personal the invitation to the show.

A question was raised regarding re-instating the Thursday night reception. Karen Noggle stated that the cost in the past had been approx \$3000 and the Guild had decided to use that money for getting people in the door for the show.

Kristine Taylor presented the budget. She stated that she, Pat Fain, and Dale Bohanan had worked on the budget together. She stated that the proposed budget was based on the actual expenditures of 2004. She talked about the few differences and why. June Crowe made the motion to accept the budget; Cutter Watkins seconded; the motion carried unanimously. The budget will be posted on the web page.

June Crowe welcomed new members. She stated that there were 37 applications for jury; 16 were accepted. She reminded members to make their show booths as attractive as possible and to have plenty of lighting. She stated that we are not to use duct tape on the floor of the Jacob building. You can use blue painter's tape and duct tape over that to cover the blue tape. She also reminded members to be sure electrical cords are out of the way.

Kathy Bradley asked if there were any additions or corrections to the board meeting minutes published on the web page. There were none. Kristine Taylor moved that the minutes be approved as published; June Crowe seconded. The minutes were approved as published.

Ann Caudill gave a report on the Knoxville Tourism and Sports Corp. alliance with FCG. She stated that members wanting to sell items in the gift shop should make an appointment with Lind Nelson. She stated that just because you are a member of FCG does not mean you automatically will be able to place items in the gift shop. It is the final decision of KTSC and is based on space available, etc. Also in conjunction with the KTSC there will be demos by Guild members each Saturday in May and June. If that is successful, it may continue through July/August.

Karen Noggle gave a short report on the first annual Tennessee Homecoming Festival sponsored by KTSC. She said there were still booths available. FCG would be the only craft vendors set up for that weekend. She stated that there would be 25 booths available and she had received 6 or 7 contracts as of this date. The booths would be \$110 for a 10 x 10 space which includes a white tent. There would be a security guard for our area. She said that she would have more information on that in the coming weeks.

Dennis reported that he had a meeting scheduled with the president of TACA to further discuss the affiliation of the two guilds.

Karen then gave a report on the show April 14-17 at Krutch Park with the Dogwood Arts Festival. She stated there were 33 exhibitors with Ann Caudill being in charge of one space for member demonstrators. Setup would be Wednesday; the show hours were Thursday-Saturday 10am - 7pm; Sunday 12 noon - 6pm. Members should remember to wear their name badges.

Karen also reported that there were 121 contracts for the Fall Show with 7 for the Central Marketplace. There would be a maximum of 135-140 booths for the Fall Show, so if you have not sent in your

contract as yet, you should think about getting it in.

Cutter Watkins built and donated to the FCG a guest book table. It would be stored in the FCG office.

Charlie Mead made a motion that elected Board officers not pay dues for their terms. The motion did not carry.

A question was raised about using the FCG logo on personal web pages and business cards of standing members. Dennis stated that he thought there was no copyright violation and it would be fine.

The meeting was adjourned at 7:47pm

Respectfully submitted

Kathy Bradley
Secretary

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

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