

Foothills Craft Guild
Board Meeting Minutes
August 8, 2007

Unofficial; pending Board approval

Meeting was held at the Foothills Craft Guild office, Emporium Building. President **Molly Durr** called the meeting to order at 6:38 pm. The following board members were present: Bob Conliffe, Gay Bryant, and Jessica Dockery, Jo Marie Brotherton, and Clay Thurston. PR Director Aleex Conner and show Director Karen Noggle also attended. David Grant, Ann Caudill, and Cutter Watkins and were absent.

Gay moved to accept the July board meeting minutes. **Bob** seconded, and the minutes were approved.

Aleex has created a draft of the fall show brochure mailer. The design should be finalized by next week. She has also compiled a library of all of the images FCG members have submitted for use in PR materials. The library contains printed thumbnail images arranged in specific categories.

The fall show promotional package will include ads in EvaMag, Skirt, and the Halls Shopper. A feature article about the fall show will be included in Knoxville Magazine. B97.5 will host a live remote at the Jacob Building during the show. Fall show bookmarks will be distributed at the front desks of all local libraries during the month of October. They will also be placed at the checkout counters of McKay's Books. Information about the show will be featured on the Knoxville Sports and Tourism marquee. **Karen** also suggested advertising on WUOT.

Karen presented a grant opportunity that the FCG might be interested in pursuing. It is for a Smoky Mountain Pottery Guidebook. It is a guide of local potters, and it will include a calendar of events. The Guild would be able to advertise and have a page of history about the FCG in the guide. The guide would help market our fall show and promote crafts in Tennessee. **Bob** moved to pursue the Cultural Crossroads, Smoky Mountain Convention Center, and Visitors Bureau Smoky Mountain Pottery Guidebook Grant. The motion carried unanimously.

Karen reported that 141 booths have been filled for the fall show and that 11 are still available. A five-year contract for renting the Jacob Building for the fall show has been signed.

Karen and **Gay** met with the President's Council at Pellissippi State Technical Community College. The Council was impressed with our spring show, and they have invited us back. Dates for a 2008 spring show must be confirmed with the Smoky Mountain Quilters but possibly could be May 16-18, 2008. Another possible spring show partner might be the Tennessee Artists Association.

Juryfest will be held again on February 23, 2008. Items should be dropped off Friday, February 15, 11 am – 5 pm, and Saturday, February 16, 11 am – 3 pm. Items can be picked up Friday, February 29, 10 am – 5 pm, and Saturday, March 1, 10 am – 3 pm. The spring General Membership meeting will be held on February 27, at 6:30 pm at the Emporium Building.

Clay is still collecting image submissions for the FCG 2008 calendar. The deadline to submit an image is September 1.

The meeting was adjourned at 8:50 pm. The next board meeting is to be held on Wednesday, September 5, at 6:30 pm in the Foothills office at the Emporium.

Respectfully submitted,

Jessica Dockery
Secretary