

Foothills Craft Guild

Board Meeting Minutes

August 6, 2008

Unofficial; pending board approval

Meeting was held at the Foothills Craft Guild office, Emporium Building. President Molly Durr called the meeting to order at 6:30 pm. The following board members were present: Kathy Bradley, Robbie Gentry, Dick McGee, Ann Caudill, Gay Bryant and Jessica Dockery. Show Director Karen Noggle, bookkeeper Dale Bohanan, PR Director Aleex Conner and members Virgil Davis, Bill Timm and Pat Fain were also present. Jo Marie Brotherton and Clay Thurston were absent.

Kathy moved to accept the June board meeting minutes as emailed. **Dick** seconded, and the minutes were approved.

Dick presented the treasurer's report. He reported that the spring show netted a \$314.18 profit; however, the Guild is short over \$1700 in uncollected dues for this year. Sixty-two active members have not paid dues yet this year, though dues were due in February. A notice will be mailed to delinquent members giving them until August 31 to pay their dues. **Karen** will compare the list of members who are behind on their dues with the list of exhibitors for the fall show. Members who have not paid their dues will not be able to participate in the show.

Bill Timm and **Pat Fain** discussed ideas with the board on how to invest money from the FCG savings account. The board is looking for an investment option that would earn more interest than a savings account but would still allow for liquidity. This is so that in an emergency, funds could be transferred into our checking account within a day without a penalty or transaction fees.

Pat Fain was the treasurer of the board when the savings account was created. The account was originally created with forward funding for the cash flow for the next year so that money could be set aside for future expenditures. **Pat** advised the board to consider doing this yearly.

Bill Timm works as an investment counselor. Since the board would like an account with liquidity and no fees, there are limited options. He suggested a money market account, a bond fund or a 6-month CD. He agreed that the board should invest the savings somewhere to create a higher return. If the board could invest funds for 18 months, he also thought that a derivative investment would be an option. There is no loss of principle in this type of account, but the board would not have access to the money for 18 months.

It was suggested to invest half of the savings into a money market account and to use the other half to purchase a derivative.

Robbie moved that the Foothills Craft Guild invest \$5420 from the FCG savings account into a derivative fund and that another \$5420 be invested into a Vanguard Money Market fund. The general checking account will be untouched. **Kathy** seconded the motion. **Gay** questioned whether there are other comparable options similar to Vanguard. **Bill** stated that while there are other comparable options with higher returns, they do have higher fees as well. The motion was approved.

Alex discussed the fall show advertising budget. Some of the advertising had to be cut due to a more limited advertising budget this year. Ads in MetroPulse were cut, but there will be ads on WUOT, Knoxville's public radio station. WETS, the Tri-Cities public radio station, could not give the Guild extra advertising dollars because it is not a local agency. The board's initial idea was to broaden advertising area for the show. **Alex** suggested using the money that would have gone towards WETS towards more direct mail because the targeting is more specific.

Business cards would again be used as fall show tickets, using the designs that were created last year. **Alex** also reported that the Stokely Foundation had rejected our grant proposal.

Virgil Davis is interested in working with the board to write grants for the FCG. He would like to partner with different municipalities and use community development money to create ads for the FCG fall show. The ads could be shown throughout the state and could be followed up with ads in local newspapers. He could work on this project over the next three weeks.

Alex proposed to write an ABC (Art Builds Communities) Grant that could be used towards promotion, publicity and newsletters. The grant is due August 29; it is a matching grant. **Alex** suggested using the money towards non-profit radio advertising.

Ann has received a scholarship request from **Nancy Briggs Jansen**. **Gay** moved to award \$175 to **Nancy Briggs Jansen** from the scholarship fund. **Kathy** seconded, and the motion was approved.

Karen reported on the progress of the fall show. The preliminary layout has about 147 booth spaces plus space for about 10 artists in the central marketplace. So far, she has received applications for 125 booth spaces, so there are about 22 spaces still available. Two members accidentally signed up for the FCG show and the Piedmont Craftsmen's Show, which happen to be on the same weekend this year. Instead of refunding their booth fees, the board recommends transferring their booth fees to the 2009 fall show.

If the remaining booth spaces are not filled by September, **Karen** suggested finding outside juried artists to be part of the show. This will be decided in September. **Karen** first wants to contact FCG members that did the show last year but have not signed up to do the show this year.

Dick discussed the budget for the fall show, breaking it up into fixed costs and variable costs. He is projecting a shortfall of about \$6718 in the 2008 budget. He wants to make sure that we do not overestimate revenues for the 2009 budget. Budget cuts may have to be made. **Gay** suggested eliminating the artist profile pages on the website. They are not making any money and could be eliminated. **Kathy** also suggested eliminating the calendar because it is not making money either, and few artists have responded with photos. **Dick** suggested that in the future, a calendar could be funded with grant money. It is agreed that the calendar will be eliminated until 2009. Outstanding membership dues also need to be collected.

Dick would like to create a finance committee, which would come to the board with recommendations. He would like to work with **Karen** and **Molly** to appoint people to this committee.

Karen reported the possibilities for a 2009 spring show. The Jacob Building is available only April 3-5, 2009. These dates would not work if we wanted to partner with the Dogwoods Art Festival; spring dates are April 8-24, 2009. It was decided that there will be no spring show in 2009 due to the FCG financial situation. In the future, **Karen** would like to see the FCG find a partner or other subsidy for the spring show to make it financial feasible. The Dogwood Arts Festival is also negotiating with the Rossini Festival and is still interested in partnering with the FCG in the future. **Karen** would be interested in creating a spring show committee for future planning.

Molly reported that **Kathy Seely** found lots of FCG memorabilia when member **Peg Heddleston** closed her shop. She found FCG show posters dating back to the 1970s and items that Peg had used to press into clay. She would like to donate these articles to the FCG archives.

Molly adjourned the meeting at 10:00 pm. The next board meeting is to be held on Wednesday November 3 at 6:30 pm in the FCG office at the Emporium.

Respectfully submitted,

Jessica Dockery
Secretary