

Foothills Craft Guild

Board Meeting Minutes

August 1, 2006

Unofficial; pending board approval

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

Bob presented the treasurer's report. It was reported that the money for the newsletter has been shifted from scholarships, miscellaneous, and capital expenses to create a newsletter line item in the budget. The treasurer's report was accepted unanimously.

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

Aleex presented the prototype of our newsletter. The newsletter is in color and incorporates our mountain logo. The upcoming newsletter will be sent by email and also posted on the FCG website. **Karen** suggested using the name "Foothills Footnotes" because it was used in our past newsletters. **Cutter** suggested mailing a hard copy to every FCG member; however, the current budget does not include printing and postage fees. After the first newsletter is sent by email, the board will evaluate the distribution and consider mailing hard copies of the next newsletter. Content for the current newsletter is due by September 10. The newsletter should be distributed early to mid-October, a month before the fall show.

Aleex gave an update on fall show publicity. Food City will distribute our brochures at all of their stores in East Tennessee. There will be 100 brochures at the courtesy counter of each Food City. ORNL Credit Union, Sun Trust Bank, and local libraries will also be distributing Foothills brochures. **Aleex** presented the fall show advertising budget. Compared to last year, changes include more direct mailings and the addition of billboards to the budget. She will bring the finalized fall show postcard mailer to the next meeting for approval.

Cutter presented an idea brought to his attention by FCG member **Mary Whittle**. She suggested implementing a Patron Purchase Program. Patrons could deposit a set amount of money into the Guild account before a show. Then they could spend their set amount at the show using vouchers. They would have the ability to award artist ribbons by purchasing their work. The patrons could also have other VIP perks including a special preview party, free admission, and a special parking place. This suggestion will be studied further in the future; it is too late to implement it this year.

Foothills still needs volunteers to help with the Friends of Foothills program for this year. Volunteers could be paid percentage of the money they raise, as in years past.

Karen reported that the fall show is completely full and that a waiting list has been created.

Bob presented a study that compared FCG income from flat fee booths and commission booths over the last five years. It was determined that flat fee booths make up only 61% of the booths at the show, but they are providing 87% of the FCG total income from booth fees. The board agreed that the commission booth minimum deposit should be raised to \$200 (\$250 after first deadline). **Ann** moved to remove the cap on commission booth sales. **Cutter** seconded, and the motion was approved. The “early bird” pay-in-full date on the show contract will be changed to early December to allow members who are not at the show to receive the discount. Information about these changes will be in the newsletter and on the show contract.

The board discussed a bylaw change that will define residency for members. **Cutter** moved that FCG members would need to provide residency identification in the form of a Tennessee driver’s license, voter registration, or Federal income tax return. **June** seconded, the motion passed. The bylaw change will be voted on by the membership during the fall show meeting.

Juryfest will be held on Saturday, August 26. Items will be accepted for jurying on Friday, August 18, from 10am- 7pm and Saturday, August 19, from 11am- 3pm.

Dennis adjourned the meeting at 8:55 pm. The next board meeting is to be held on Saturday, August 26, at 12 noon in the FCG office at the Emporium.

Respectfully submitted,

Jessica Dockery
Secretary