

**Foothills Craft Guild
Board Meeting Minutes
December 6, 2005**

Unofficial; pending board approval.

Meeting was held at FCG office, Emporium Building. **Dennis McAvoy** called meeting to order at 6:40 pm. Board members present: **Gay Bryant, Molly Durr, Kathy Bradley, Charlie Mead, Ann Caudill**. Also, present **Karen Noggle, Dale Bohanan, and Alex Conner**. Not present: **June Crowe, Kristine Taylor**. Newly elected board members present: **Cutter Watkins, Clay Thurston, Bob Conliffe**.

Kathy Bradley asked for approval of the November board meeting minutes. Molly moved they be accepted; Charlie seconded; the minutes were approved as published on the web page.

Dale gave a report on the budget. She stated that the income from the Fall Show was down from last year (2004) but still up from the year before (2003). She also stated that there were 107 contracts in for next year's show. The budget was accepted as presented. There was a recommendation that there be a budget committee for 2006 rather than one board member only. That recommendation was tabled for further discussion at the next board meeting.

Ann Caudill announced that she had been reviewing the scholarship guidelines and asked for a discussion and review from the board. After discussion Charlie moved to accept the guidelines as discussed; Molly seconded; the motion carried. The guidelines will be posted to the web page. Ann also stated that Donna Conliffe had applied for a scholarship. After discussion by the board, the scholarship was granted for \$150 for a class in fused glass at Arrowmont.

The remaining time was spent in review of the Fall Show. Figures are on the web site.

Alex Conner handed out a summary of publicity expense for the Fall Show. She showed a comparison between 2004/2005 with 2005 having an added promotional value increase of +\$23,283. She stated that we had a 6.8% of return on our advertising compared to a national average rate of return of 1 to 2%.

Karen Noggle reported that some members had complained about not having their booth-space requests fulfilled and she told them that she needed requests in writing on the show contract (there is a place for it). She stated that she couldn't possibly remember all the requests that were not put into writing. She also stated that the booth layout had been changed by the Jacob's building staff because of outlets. There were some corner booths that were affected and she apologized. She suggested that there be a music chairman for the 2006 show. She stated that there was a need for a door person for the back door and that it should be added to the budget for next year. Also there had been a problem with the curbs at the entrance of the building. The Jacob Building staff are aware of the problem and will have it fixed before next year. She heard negative comments about the concession stands not being open and running out of food. This problem should be addressed before next year. She heard mostly good comments about the music and the elimination of the stage and live music.

Charlie had printed a summary of the comments returned from members. Some members' sales were up; some were down; there were mostly good comments about the advertising; good comments about the quality of the show; mostly good comments about the music and lack of live music; some concerns about the corner booths; a question as to moving the show to West Knoxville to increase attendance. Contact Charlie for a copy of comments.

A question was raised about using billboards; Alex said she would put it on her list to research for next year.

Gay suggested a collaboration with Pellissippi State Technical Community College for a spring show. She also stated gratitude for Alex doing a great job.

There was a discussion of comp tickets and if there were a need to reduce the number next year from 1000 for 2006. Also it was suggested that the brochure not be a folded card but a postcard to reduce the cost of mailing.

Some of the Standards issues addressed during the show: One person was asked to remove pre-packaged items from his booth; there was a concern about one of the jewelry booths having “assembled only” jewelry. There was a suggestion made that digital pictures be taken at time of jury to compare with booth items should a question arise during the show; it was also suggested that candles could be packaged so that the smell was not too overpowering.

Dennis adjourned the meeting. The next board meeting to be held on Tuesday, January 3, at 6:30 pm at the FCG office.

Respectfully submitted
Kathy Bradley