

Foothills Craft Guild
Board Meeting Minutes
December 5, 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 6:40 pm. The following board members were present: Ann Caudill, Cutter Watkins, Gay Bryant, Jessica Dockery, Bob Conliffe, Jo Marie Brotherton, and Kathy Bradley. PR Director Aleex Conner, bookkeeper Dale Bohanan and show Director Karen Noggle also attended. Clay Thurston was absent.

Bob moved to accept the October board meeting minutes and the November general membership meeting minutes. **Ann** seconded, and the minutes were approved.

Dale presented the treasurer's report. After all expenses, the Guild made about \$600 profit on the fall show. So far, 81 contracts have been submitted for the 2008 fall show.

Molly nominated **Kathy Bradley** and **Ann Caudill** to replace exiting board members **Bob Conliffe** and **David Grant**. **Gay** moved to accept the nominations. **Jo Marie** seconded, and the nominations were approved.

Karen reported on the progress of the 2008 spring show at Pellissippi State. After the event is officially approved by Pellissippi State, she will be able to send out applications. The Smoky Mountain Quilters will hold their quilt show in the Bubble due to planned construction in the Goins Building. The dates for the spring show are May 16-18.

Molly would like to have a FCG member sit in our office during First Fridays each month. With the office open, the public can view our permanent collection, sign up for our mailing list, and learn more the Guild. **Molly** is currently looking for volunteers to sit in the office on First Fridays.

Aleex presented a detailed report about the fall show, including research facts and figures on advertising. She concluded that inflation has had little impact on spending levels at the fall show. Market research for TV and radio stations was also discussed. Our sponsors, B97.5 and WATE TV 6, average 1st and 2nd in the market according to the Arbitron and Nielsen ratings, respectively. **Karen** suggested the idea of advertising on WUOT (NPR) during programs like *All Things Considered* to reach our target market. **Aleex** will look into this possibility for the 2008 show. She reported that on average, we are attracting about the same number of attendees each year, but we are attracting a more targeted market that is spending more money per customer.

Aleex also presented the idea of creating a mailer in a different format to save on printing and mailing costs. Several different options were presented. She will research the costs of each design and report back to the board. It was also suggested that the bookmarks should be eliminated. Out of the approximately 40,000 bookmarks distributed, only 345 coupons were redeemed. **Karen** suggested a smaller postcard with a color front and black and white back would be less costly. The card could be mailed or distributed by hand in lieu of a bookmark.

A member suggested that the fall show name should be changed to something other than "Marketplace." The board discussed this idea. The board agreed to change the fall show name to Foothills Craft Guild "Fine Craft Fair."

The traffic problem created from free day at the Knoxville Zoo was discussed. Traffic was routed to feed all cars into the zoo without giving customers the option of turning left towards the Jacobs Building. **Karen** will talk to **Bob Polk** of the Public Building Authority to see if traffic can be routed differently next year. Alternative directions from Magnolia Avenue and a map should be placed on our advertising.

Gay presented the idea of creating a “Junior Member” level of Guild membership. It would be geared towards children that are interested in crafts. It could possibly be an outlet for kids to learn and sell their work with adult mentors to help them. Currently membership is limited to ages 18 and up.

The kids craft booth sponsored by the Appalachian Arts Craft Center was quite a success at the fall show. **Karen** reported that 40 kids took advantage of the booth on Saturday and 35 kids and 4 adults on Sunday. It was suggested that the straw weaving kits could be pre-assembled and sold for a small amount to help cover the cost of supplies. **Liz McGeahy** of the AACC would like to apply for the Cultural Crossroads grant. The grant requires partnering with another organization. **Gay** moved to partner with the AACC to pursue the Cultural Crossroads grant.

Cutter presented all of the responses to the fall show that he has received, including the anonymous suggestions left in the suggestion box. There were many positive comments, including compliments from new members. Some of the complaints included the zoo traffic, standards discrepancies that were not corrected, and members tearing their booths down before the end of the show. **Kathy Bradley** suggested that a show evaluation form should be created and placed vendor packets to be turned in at the end of the show.

Jo Marie will hold a Standards committee meeting in mid-January. Guidelines will be created for each craft category in regards to show standards. She would like input from the board and members about creating these standards.

Alex reported that the Friends of the Foothills program has collected \$2650 in donations so far this year.

It was suggested that Juryfest should be advertised in local newspapers again this year.

The meeting was adjourned at 9:30 pm. The next board meeting is to be held on Wednesday, January 9, at 6:30 pm in the FCG office at the Emporium.

Respectfully submitted,
Jessica Dockery

Secretary