

Foothills Craft Guild
Board Meeting Minutes
December 2, 2009

The board meeting was held at the Foothills Craft Guild office, Emporium Building. President, Molly Durr called the meeting to order at 6:32 pm. The following board members were in attendance: Dick McGee, Robbie Gentry, Kathy Seely, Clay Thurston, Ann Caudill, new board members - York Haverkamp and Terri Cadman; PR Director, Aleex Conner; Show Director, Karen Noggle; Bookkeeper, Jane Sharp. Absent were Jo Marie Brotherton and Gay Bryant.

Ann Caudill made a motion to approve the November minutes; **Dick** seconded and the minutes were approved. It was mentioned that the minutes should be approved before posting to the website in case there are any changes. **Molly** will have **Gay** delay posting until final approval.

Molly welcomed the new board members, **York** and **Terri**, to the meeting. **Jim Gentry** was unable to attend.

Treasurer's Report: Not all the reports were available from the bank and currently they are not complete. Revised reports will be sent out Friday.

We have received our new tax certificate for purchases at Office Max. **Dick** will give several to each board member for purchases.

Molly reported that a finance committee has been established and met today for the first time. This committee will review all contracts before they are signed. The members consist of the **current president, current treasurer, Pat Fain, Jim Gentry, Kristine Taylor**, and **Jackie Mirzadah**, Chair. This committee will help to maintain continuity in budgets and contracts.

Molly personally thanked the board for all her gifts from them and the membership.

Name tags: **Molly** wants the board to be recognized as well as life members with a special name tag that hangs from the member's current tag. **Dick** suggested that **Jackie** investigate with Terry Tags the cost in adding titles to the board and life members' name tags.

Molly opened the floor with nominations for President. **Dick** nominated **Robbie Gentry**. **Clay** seconded the motion; motion carried. **Robbie** nominated **Terri Cadman** for Standards Chairperson. **Clay** seconded; motion carried. **Clay** and **Kathy** agreed to assist **Terri** on Standards. **Robbie** nominated **Dick** to continue as Treasurer. **Clay** seconded; motion carried. **Robbie** nominated **Jessica** as Secretary for another term. **Dick** seconded. Motion carried. **Molly** volunteered to pick up the position of Guild Historian. **Ann Caudill** is going off the board, leaving the position of Scholarship/Education Coordinator open. **York Haverkamp** volunteered to do the job.

Robbie Gentry brought up several issues that occurred at the Fine Craft Fair. **Kathy Seely** agreed to research the issue and to meet with the other Standards members.

Robbie also reported that **Bill Mullins** had been in contact with her about meeting for lunch. She asked who else would like to attend. **Kathy, Molly, Terri**, and **Karen** all agreed to attend. **Robbie** will contact **Wendy Seaward** since **Bill** had asked her attend at the TACA meeting. **Robbie** will send out a reminder to everyone.

Aleex gave the show report. After reviewing all the statistics, the results were very good. Attendees were up 14.5%. Gross sales had a 29.4% increase from 2008. On the form that attendees filled out, there were 2014 forms received. It showed that newspaper and direct mail were the biggest draws. There were 89 people interested in the Friends Program. Donations received are \$1,756. For the coupons redeemed, the Direct Mail Brochure had 1,286. The next highest was *Everything Knoxville Magazine* with 60, which is good. Radio and newspaper came in with 12 and 11, respectively. **Aleex** feels more attention should be given to direct mail and social media next year. Data entry will start in January.

Karen reported that the show went very well. Small issues keep coming up with regard to trailers, Zoo Day, and our pizza party. Knoxville is finally catching on to our show with steady increases each year. 2009 Fine Craft Fair was a success. **Karen** expressed many thanks to the board for its hard work.

Karen and **Molly** met with **Bob Polk**, Coliseum Manager and the Jacobs Building Manager. They realize the Zoo Day is a problem. The Zoo Director dictates when they have their free day. Another meeting is scheduled for January. **Karen** and **Molly** will attend. They will consider writing a letter to the Mayor. **Karen** will email dates to **Bob** so he is aware of them for next year. **Karen** also wanted Dick's show figures to be included in the next newsletter to the general membership.

The Dogwood Arts Festival has contacted **Karen** to coordinate the artists for Market Square.

The next meeting is January 6, 2010. Meeting adjourned at 9:30 pm.

Respectfully submitted,

Robbie Gentry