

Foothills Craft Guild
Board Meeting Minutes
January 9, 2006

Unofficial; pending board approval

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

Bob moved to accept the December board meeting minutes. **Clay** seconded, and the minutes were approved.

Bob presented the treasurer's report. The treasurer's report was accepted unanimously.

Aleex gave an advertising summary for the 2006 fall show. The total added value of publicity increased by over \$16,000 from 2005. Seven billboards were also added to the media mix without increasing the advertising budget. **Aleex** suggested that instead of distributing brochures at the ORNL Federal Credit Union and Food City, the brochures should be used for the direct mail campaign. **Aleex** also recommended that the Guild not use billboards for the 2007 fall show and instead use the money for extra TV exposure. **Cutter** disagreed and thought that the billboard advertising helped bring in more "big spenders" to the fall show. **Aleex** will look into billboard pricing to see if the added value will increase if we purchase more billboard space. **Cutter** also suggested looking into advertising in local magazines.

A total of 956 \$1- off coupons were redeemed at the fall show. It was suggested that the Guild consider raising the price of admission tickets from \$5 to \$6 and use the extra money for advertising. **Cutter** also suggested that different types of \$1-off coupons should be distributed. Coupons given to members and friends could have a different design than those distributed through direct mail so that the Guild would know who is redeeming the coupons.

Aleex would like to restructure the way her bonus is calculated. As of now, the \$1-off coupons are not included in calculating her bonus. **Dennis** suggested that **Aleex** create a new bonus structure and add it to her contract for board approval.

Aleex is also working on the Friends Program. She is composing a direct mail list for friends requests. She is also considering what benefits could be offered for different levels of giving, including newsletters, tickets to the show, names on the show program, and a plaque that could be showcased at the office and at shows. **Aleex** will work on a cost proposal for the Friends Program to present at the next meeting.

The cost of the newsletter will increase from \$200 to \$275 a quarter because there are so many members that do not have email. The price increase will cover printing and mailing costs.

