

Foothills Craft Guild
Board Meeting Minutes
June 6, 2006

Unofficial; pending board approval

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

Ann moved to accept the May board meeting minutes as corrected. **Molly** seconded, and the minutes were approved as published on the web page.

Bob and **Dale** presented the treasurer's report. It was reported that 80 percent of booth fees for the fall show and 90 percent of membership dues have been collected. The treasurer's report was accepted unanimously.

Cutter reported that 52 members still have not paid this year's dues. Some of the members' contact information is not current. He would like to remind the membership that it is their responsibility to update their contact information. Invoices for 2007 dues will be mailed to members after the fall show this year. It was suggested that show contracts should not be accepted from members with outstanding dues until they are paid.

Aleex has been working on advertising for the fall show. She has spoken to Lamar Advertising and they would like to be a sponsor for our show. Lamar has agreed to give us \$6000 worth of billboard advertising for \$2000. The ads will be featured on eight billboards starting in October. She also reported that First Tennessee will have a notice about our show on 100,000 statements. Aleex is also looking for other sponsors.

Aleex also conducted a price analysis of different postcard sizes for the fall show. After reviewing the options, the board agreed to use the folding card design that has been used in previous years. The \$1 off admission coupon will be included on the postcard.

Aleex presented a proposal to re-vamp the Foothills Craft Guild Newsletter. She would like to integrate graphics and give it a more polished, professional look. It could also be used as a recruitment tool for new members. There would be a one-time design fee of \$450. A fee of \$200 per issue would also be charged to collect and place information into a newsletter format. **Bob** moved that Aleex put together a newsletter draft and that the funds will be taken from the budget. \$325 will be taken from scholarships, \$162.50 from miscellaneous, and \$162.50 from capital expenses. These funds will be combined to create a newsletter category in the budget. One newsletter will be published this year in September. **Gay** seconded the motion. The motion passed.

Karen reports that 133 booths have been filled for the fall show. (NOTE OF JUNE 17: There are 143 members signed up for the Fall show to date, leaving 3 booth spaces

available.) She is compiling a list of the show committee. Molly will be sending out a letter on June 17 to members who applied to demonstrate at the fall show. There will be a total of ten demonstrator booths this year.

Karen, Molly, Gay and several quilters from the Smoky Mountain Quilters Guild presented the idea of a joint spring show to officials at Pellissippi State. The school was quite interested in the idea and has offered us a space for free in the outside courtyard. The quilters will be located inside. PSTCC would like to help advertise for the show. The PSTCC show will run May 17-20, 2007, with setup on May 16. There will be a total of 50 outdoor booths for FCG members. Members will have to provide their own white tents. More information about the show will be available after the details have been finalized with PSTCC.

Gay has been working on adding the digital photography guidelines to the FCG website. The guidelines include requirements, a statement to photographers and the application. The digital photography guidelines should be finalized next month so that they will be ready for the August jury fest.

Dennis adjourned the meeting at 8:20 pm. The next board meeting is to be held on Wednesday, July 5, at 6:30 pm in the FCG office at the Emporium.

Respectfully submitted,
Jessica Dockery
Secretary