

Foothills Craft Guild
Board Meeting Minutes
November 5, 2008

Unofficial; pending board approval

Meeting was held at the Foothills Craft Guild office, Emporium Building. President Molly Durr called the meeting to order at 6:30 pm. The following board members were present: Kathy Bradley, Dick Mc Gee, Jo Marie Brotherton, Gay Bryant, Robbie Gentry and Jessica Dockery. Show Director Karen Noggle and PR Director Aleex Conner were also present. Clay Thurston and Ann Caudill were absent.

Gay moved to accept the September board meeting minutes. **Dick** seconded, and the minutes were approved.

Dick set up a new general ledger and prepared a cash flow analysis for 2008. Decisions will soon need to be made about the 2009 budget. **Dick** has created a budget questionnaire analysis based on the evaluations that board members completed. It was agreed that there should be an increase in membership dues for 2009. **Kathy** reported that over 50 members hadn't paid their dues yet this year. **Jo Marie** moved to increase dues to \$45 a year for an individual and \$90 a year for center members (Proposal 2). **Robbie** seconded. **Robbie** suggested sending a letter to FCG members who haven't paid this year's dues yet to rejoin now by paying their dues; otherwise, their names will be dropped from the membership. The dues increase motion passed.

Dick brought up the question of commission booths again. He suggested creating a shopper's lounge upstairs and placing the commission booths upstairs as well. **Karen** then suggested that it would be better to get rid of the commission booths entirely and expand the Marketplace area as a commission option. She said that not enough shoppers would travel upstairs. **Dick** moved to eliminate all commission booths from the fall show starting in 2009. **Jo Marie** seconded and the motion carried.

Aleex reported on advertising for the fall show. We spent \$21,267 on advertising for the fall show and received \$24,941 in added value for a total of \$46,000. Email blasts with coupons from WATE and B97.5 will be sent to listeners, and **Karen** and **Aleex** will participate in an early morning broadcast on WVLT Friday morning. **Dick** suggested that next year FCG should purchase a WUOT membership and challenge other Foothills members to contribute to WUOT's fund drive.

So far this year, \$1500 has been raised for the Friends of Foothills program. **Aleex** reported that the gallery friends' plaque was complete and ready to hang on the wall.

Karen reported that all fall show booth spaces are now full. There will be a pizza party on Friday evening after the show. Members will be able to purchase \$5 pizza party tickets at check in. The Tennessee Shines concert series at the Bijou Theater will be donating concert tickets for Foothills to give away as door prizes during the show. New laminated outdoor signs and banners have been created by **Karen**. **Dick** has redone the

sales report questionnaire for the fall show. It will be turned in anonymously by artists with a slip that can be torn off for a drawing for \$75 off a booth for next year's fall show. Foothills will be signing a 3-year contract with Toezay for show set up.

Robbie created a membership application for Juryfest that asks artists to describe processes and raw materials used.

Molly adjourned the meeting at 9:48 pm. The next board meeting is to be held on Wednesday December 3 at 6:30 pm in the FCG office at the Emporium.

Respectfully submitted,

Jessica Dockery
Secretary