

Foothills Craft Guild
Board Meeting Minutes
October 7, 2009

Unofficial; pending board approval

Meeting was held at the Foothills Craft Guild office, Emporium Building. President Molly Durr called the meeting to order at 6:37 pm. The following board members also were present: Dick Mc Gee, Robbie Gentry, Clay Thurston, Kathy Seely, Jo Marie Brotherton, Gay Bryant and Jessica Dockery. Show Director Karen Noggle, Membership Director Jackie Mirzadeh, PR Director Aleex Conner and bookkeeper Jane Sharp were also present. Ann Caudill was absent.

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

Dick had previously emailed the September treasurer's report to all of the board members. There were no questions, and the report was approved.

Gay reported on the progress of the Nominations Committee. The committee members (**Kathy Bradley, Jackie Mirzadeh, Teresa Brittain** and **Gay Bryant**) chose this year's slate of six nominees for 2010 FCG board positions: **Terri Cadman, York Haverkamp, Jim Gentry, Zophia Kneiss, Bill Rich** and **Collette Souder**. Ballots and biographies of the candidates have been mailed to the membership. Ballots need to be returned to FCG secretary **Jessica Kortz Dockery**.

Gay participated on a panel for ABC (Art Builds Communities) Grants this fall. When Foothills is ready to apply for an ABC Grant, she suggested participating in a training session for ABC Grants held by the Arts and Culture Alliance and suggested that **Karen** and **Aleex** work on the application.

Aleex announced that the Fall Show brochures were ready to distribute. Each board member took a stack to hand out. The posters have also been designed and are ready to distribute. Street signage for the show will be given out at the next board meeting for board members to display in different parts of town. **Kathy** suggested adding the question "Is this your first time here?" to the door prize information form. She also suggested adding a line that could be filled in with how they found out about the show. The *News Sentinel* will be featuring articles about a couple of FCG artists who have not been featured before in the paper the week of show. **Karen** suggested selecting a long-time member and a new member.

Karen has received a show contract from a member with unpaid dues. **Robbie** moved to accept the show contract and membership dues and allow them to participate. **Dick** seconded the motion and the motion carried.

Karen and **Molly** handed out show brochures at our office in the Emporium during October's First Friday. This will also need to be done in November, and members are asked to help.

Molly has designed a FCG brochure with general information about the Guild for the public to take with them. The design is timeless and could be used for years to come. This information could be handed out during First Fridays, at shows and could be helpful for recruiting new members. **Gay** will research printing costs through Vistaprint.

Molly asked for Life Member nominations. **Karan Dotson** and **Wana Henry** were nominated. **Jackie** suggested creating a different memorial for **Charlie Mead**. **JoMarie** moved to rename the “Artist Relief Fund” to the “Charlie Mead Artist Relief Fund.” **Robbie** seconded and the motion was approved.

Rent for the Jacob Building for our 2010 fall show will be increasing by \$750. **Dick** presented his booth fee increase proposal to the board. He pointed out that the costs of the show were increasing and that we need to control our revenue streams (booth fees). He compared our show to other regional craft fairs including those presented by both for profit and non-profit organizations. Based on the comparisons, he suggested an increase in booth fees and an increase in fees for “add ons” including larger-size booths, corner booths and electricity.

Karen believes that there is a breaking point for a booth fee based on the amount of people a show will bring through the door. She presented statistics from the last five Southern Highlands Craft Guild shows comparing their gate and advertising budget to ours. She suggested that we should try to increase the show attendance before increasing the booth fee drastically. She also pointed out that it might cost more for ToeZay to electrify only certain booths instead of running power strips throughout the building. It was suggested that a brainstorm session about booth fees should be conducted after the fall show. Data from the 2009 fall show gate and gross sales could be reviewed and data from the past several years could be compiled. It was also suggested that statistics from other comparable shows presented by non-profit organizations should be studied.

Robbie suggested keeping the standard (10’ x 10’) booth fee the same for 2010 and just increasing fees for corner booths and larger booths. **Gay** suggested increasing all booth fees regardless of size or location by \$10 for 2010. Her idea is based on the fact that we need to collect at least \$750 more for the 2010 fall show rent. **Jackie** presented a collection of FCG fall show booth applications dating back to 2002. It was suggested that like real estate, a larger size booth fee needs to be closer to a true booth fee and a half (10’ x 15’) or two booth fees (10’ x 20’) when priced.

Gay moved to increase the all fees across the board by \$10 for the 2010 fall show. **JoMarie** seconded the motion. **Clay** would like to put something on the 2010 application stating that the booth fee increase is due to an increase in facility costs. The motion carried.

Dick had requested a reimbursement for the cost of materials and mailings for his proposal about booth fees. The board denied payment for the special booth fee report because he did not seek prior approval. **JoMarie** moved that a board member seeking reimbursement out of the normal scope of their job should seek prior approval from the board. **Clay** seconded the motion and the motion passed.

The meeting was adjourned at 9:55 pm. The next board meeting is to be held on Wednesday, November 4, at 6:30 pm in the FCG office at the Emporium.

Respectfully submitted,

Jessica Kortz Dockery, Secretary