

Foothills Craft Guild Board Meeting  
Emporium Building, 100 S. Gay Street, Knoxville, Tennessee

Wednesday, December 8, 2010  
MINUTES

POT LUCK SUPPER—GREAT FOOD—began at 6:00 PM to welcome new board members:  
*Linda Folks, Tom Fuhrman, and Ann Lacava.*

GUEST SPEAKERS

*Bob Polk*, in charge of City of Knoxville public buildings, and *Rick Evans*, Jacobs Building director, spoke about the future of Foothills fall shows. One issue is that the Knoxville Zoo has selected in perpetuity the second weekend in November for free zoo day, with plans in 2011 to include Sunday as well as Saturday. Discussion ensued about implications for the 2011 fall show.

MEETING CALLED TO ORDER

*Robbie Gentry*, presiding, called the meeting to order at 6:43 PM.

ATTENDANCE

PRESENT:

**Board Members**

- *Robbie Gentry*, President
- *Terri Cadman*, Vice President and Standards Chair
- *Dick McGee*, Treasurer
- *Kathy Aycock*, Secretary
- *Molly Durr*, Past-President and Historian
- *York Havercamp*, Scholarship/Education
- *Jim Gentry*, Member-at-Large
- *Kathy Seely*, Member-at-Large
- *Clay Thurston*, Member-at-Large

**Newly Elected Members (not yet on Board)**

- *Linda Folks* • *Tom Fuhrman* • *Ann Lacava*

**Support Members**

- *Karen Noggle*, Show Director
- *Alex Conner*, Marketing Director
- *Jane Sharp*, Bookkeeper
- *Jackie Mirzadeh*, Membership Chair

**Members Present (Gallery)**

- *Ann Caudill*

ABSENT:

CHANGE IN VENUE—*KAREN NOGGLE*

*Karen* moved that the Guild change its 2011 fall show to the third weekend in November—based on information from *Rick Evans* that he could reserve both weekends in November (second and third) at the Jacobs Building for only a short period of time. *Kathy Seely* seconded the motion. The motion carried. For more action on this subject refer to “REVISITED” on page 3.

NOVEMBER MINUTES

*Jim* moved to accept the minutes. *Molly* seconded. The minutes were approved. **NOTE:** Later in the meeting, *Dick* pointed out that the cash box donations will go under the line item of Other Cash Donations, not Miscellaneous Operating Income.

#### TREASURER'S REPORT—*DICK MCGEE*

- **Balance Sheet.** *Dick* called attention to the cash flow account. Historical Posters should go under Fixed Assets (Furnishings and Fixtures) rather than under Expenses.
- **Budget Variance Report.** Year to date the Guild has received 95.8 percent of the expected revenue. This underscores the need to adhere closely to the established budget.
- **Show Report.** The 2010 show was financially a very good show for the Guild, with a revenue overage of \$2,296 more than what was projected.
- **IRS 990 Issues.** *Dick* said he does not know enough about the 990 form to fill it out, but he does understand underlying issues. For years the Guild has not made a distinction about how much it spends for community service and education but instead has reported its entire revenue. Examples of community service and education: At the fall show the Guild has demonstration booths and a large hands-on booth for participation of children. The Guild maintains a collection of art. How is it used? Is it available to the public? How is the collection preserved for future generations? The collection has value that the Guild has never declared. Should the Guild file an amended return this year?

It was suggested that the Guild not file an amended return and explore getting an audit, not just a review. *Tom Fuhrman* said he would call *Rick Boyd* and get a list of names of auditors.

*Molly* moved that the Treasurer's Report be accepted. *Clay* seconded, and the report was approved. It was noted that *Dick* has successfully impressed upon the Board members how a budget works: estimated income is the ceiling for spending. Spending should remain below this estimate.

#### MARKETING REPORT—*ALEX CONNER*

*Alex* presented a partial summary of the results of 2010 fall show marketing. There were 4,102 total attendees, of whom 30 percent redeemed coupons from direct mail. Attendance was down 8.02 percent from last year. Gate revenue was \$19,176, down 8.45 percent from 2009. More information is to come.

#### FEBRUARY 2011 SHOW—*KAREN NOGGLE*

**Fine Crafts in February**, the spring show, will occur February 4 – 6 in the Emporium Building. *Karen* requested volunteers for putting the show together—*Dick*, *York*, *Molly*, *Robbie*, *Ann*, and *Kathy A.* volunteered. *Karen* has 43 volunteers signed up to help during the show. *Karen* will put something together, including an application, for *Jackie* to include in the newsletter to members. *Karen* mentioned the need for a phone line for credit sales.

#### BY LAWS

On the issue of members selling printed materials in their booths at the show, a policy was approved by the Board on September 3, 2008. *Terri* moved that this policy be a clause on the show contract:

##### POLICY FOR COMMERCIALY PRINTED MATERIAL APPROVED BY THE FCG BOARD ON 09/03/08

High-quality reproductions in the form of prints, note cards, CD's, and books may be sold at the Foothills Craft Guild shows. Commercially printed clothing is not acceptable. The printed work must be directly related to the handmade work that the Foothills artist sells.

There should be no more than 20 total printed pieces (hereafter referred to as "units") per artist on display for sale at any given time during show hours. Multiple note cards in a package would be considered one unit. A variety of units may be on display - such as 10 note cards, 3 books, 7 prints - as long as the total number of printed units on display does not exceed 20 at any given time.

Printed units should be clearly labeled as "prints." Every framed or unframed reproduction must be labeled on the front with the words "reproduction" or "limited-edition print." Any literature that is handed out free to the public promoting the Guild artist is not to be included in the unit count (i.e. brochures, postcards, business cards, etc.)

Foothills Craft artists are expected to have original work for sale in their booths in addition to any printed material. Availability of handmade originals for sale should fill most of the exhibit space. Exceptions may be made for larger items, such as sculpture and/or furniture, where orders may be taken on original designs.

*Molly* seconded the motion, and it was approved.

#### NEW BUSINESS SHOW CRITIQUE

- *Clay Thurston* reported on complaints:
  1. Jewelry saturation. Out of 140 booths, there were 24 jewelers. Some members objected to the fact that 12 other members who are not jewelers were producing and selling jewelry.
  2. The practice of invited guest artists is an issue with some members; however, it was noted there is lack of communication with members. Guest artists are invited to fill empty booths.
  3. At the end of the show, members park their vehicles at the loading area long before they pack up and are ready to load. There needs to be a plan for breaking down when the show is over.
- *Linda Folks*: It seems that the fee for inside corner booths should be less than end corner booths.

#### NEW BOARD MEMBERS SPEAK

- *Ann Lacava*—would like to help make Foothills a dynamic and interactive educational organization by going into schools that have had art programs cut. She would like to see members go out and share their talents and expertise so children can learn what fine handcrafts really are.
- *Tom Fuhrman*—The world is changing and the Guild must change to keep up, including looking beyond doing just one craft fair. The Guild should be mindful of how technology is changing the way the world works. Also, the Guild should show interest in education, apply for grants, and be about more than merely making and selling products.
- *Linda Folks*—expressed appreciation for the chance to participate at the decision-making level. She would like for the Guild to have more venues for making money from fine handcrafts.

#### 2011 BOARD—ROBBIE GENTRY

At the January meeting, the Board will vote on officers' positions. Dick McGee, Kathy Aycock, and Molly Durr are leaving the board, though Molly will stay on the Board as Past President. She will also continue her chosen role as Historian. There are two vacant positions to be filled—treasurer and secretary. *Robbie* said she will stay on as president if the board members so choose. Let her know if you have an interest in filling a position.

#### SPECIAL EVENTS COMMITTEE

*Robbie* would like the Guild to have a presence in the community. A start would be to form a Special Events Committee to handle First Fridays. The general membership should be tapped for volunteers.

#### REVISITED: CHANGE IN VENUE OF 2011 FALL SHOW—KAREN NOGGLE

In light of the change in venue from the second to the third weekend in November, *Karen* requested the Board authorize her to give members extra time (extend the deadline of December 31, 2010) to sign up for the booth fee early rate. Also any member who has already paid the 2011 fee and has a conflict should get a full refund. Members can cross out the old date and insert the new one. *Jim Gentry* moved that all Guild members be so advised that the “early-bird” deadline date is extended to January 15, 2011. *Clay* seconded. The motion carried.

ADJOURNED—Meeting was adjourned at 9:20 PM.

NEXT BOARD MEETING—6:30 PM, WEDNESDAY, JANUARY 5, 2011.

If you have something to present, please contact *Robbie* to get on the agenda.

Respectfully submitted January 2011 by Kathy Aycock, Secretary