

Minutes Draft (unofficial: pending board approval)
FOOTHILLS CRAFT GUILD
 Board of Directors Meeting February 2, 2011

Present:	Robbie Gentry – President Jim Gentry – Secretary York Haverkamp Kathy Seely	Ann Lacava – VP/Standards Chair Linda Folks – Treasurer Clay Thurston Tom Fuhrman
Absent:	Terri Cadman	Molly Durr
Others:	Aleex Conner, PR Jane Sharpe, Bookkeeper	Karen Noggle, Show Director Kathy Aycock

President **Robbie** called the meeting to order at 6:40 p.m. **York** made a motion to accept the minutes of the previous meeting as printed. Motion was seconded by **Ann** and passed unanimously.

Linda asked if all had received **Dick**'s report via email. Copies of the treasurer's report were available as needed. Relative to financial/operational matters, **Jane Sharp** reported that a statement pertinent to credit card operations has been added to our stated practices which brings Foothills into compliance with current regulations. An updated document was passed out. It was noted that #6 has been added. It states: "In the event of a compromise to credit card numbers or to the card processing device, the appropriate law enforcement agencies and the merchant bank will be notified." **York** made a motion to approve the revised policy; it was seconded by **Clay** and passed by the board.

Linda raised a question about Foothills tax return. Form 990 got thrown out because we didn't do Schedule B (list of highest contributors to the 501-C3 guild). It was noted that our contributions don't reach the level of required listing. (\$2,500 and up). **Kathy** made a motion to accept the treasurer's report. **Tom** seconded the motion which was passed.

Tom reported that he had inquired about auditing practices of other craft organizations which are the size/equivalent of Foothills. **Robbie** noted that this information would be important at a future meeting when planning budget for next fiscal year.

Aleex distributed her final report pertaining to door prize forms, including coupons redeemed, show attendance, and an overview of the advertising budget for the past seven years. Considerable discussion ensued as to how we may assess the returns/breakout of whether attendees responded to mailed brochure or one that was picked up in public spot and also the question of the brochure having been mailed corporately or by members. It was concluded, with some celebration, that the placement of the coupon is "front-to-back" opposite of postmark space, thus a breakout may be easily accomplished.

Aleex also reported that she has

- 1) submitted application for our Fall Show to again be a Top 20 Event in the Southeast,
- 2) is routinely posting on Facebook,
- 3) has signed up to attend a social networking class at Pellissippi State,
- 4) worked on new strategies for "friends" recruitment, and
- 5) talked to media sponsors for support of 2011 Fall Show.

In response to a question of how often the Guild's newsletter should go out and in the interest of improving communications, a great deal of discussion took place. "Constant Contact" was discussed at length. A majority present seemed to feel that more frequent news bites to members presented in an attractive graphic

format would be more useful than infrequent, longer newsletters. In conjunction with this discussion it was noted that the Guild currently has some overlap in duties. Among these are tracking of membership renewals and updating records and mailing lists.

Under New Business, **Robbie** brought up a change in the bylaws pertinent to VP/Standards Chair and Vacancies in the executive committee. Following discussion, a consensus was reached that further study/research is needed. Further, we have sufficient time to table this item until the next board meeting.

Ann proposed that Foothills develop a questionnaire/survey toward getting input from members that would have implications for

- 1) membership meetings more than once a year,
- 2) additional craft fairs, and
- 3) Standards issues.

Robbie asked that **Ann** formulate a list/items to be included/considered and present at our next meeting. In conclusion of this discussion, **Ann** asked for input from all board members relative to content and design an approach to the survey. (Expectation is to get the survey out in a couple of months)

Ann presented a Standards update that included distribution of a handsome PR packet which included a letter to perspective new members inviting them to join the Guild as well as a professionally drafted brochure with the assistance of **Kathy Aycok**. The packet was mailed to craftspeople and art centers across the state. **Ann** reported that phone calls and emails have already been received in response.

Karen reported that we have nearly 100% participation from members who signed up for "Fine Craft In February." Objects were delivered on 2/2/11; finishing touches will be completed on 2/3/11; exhibit will open on 2/4/11. Final plans were made for sales procedures. Further, **Karen** announced that if members are in favor of doing a show in 2012, a decision should be made soon as the calendar for 2012 is already being scheduled.

York reported that the Guild has received one scholarship request. **Mary Curtin** of Bristol, TN, has asked for \$50 in support of a clay workshop. All was in order on the application; **York** moved that the scholarship be granted. Motion was seconded by **Ann** and approved.

Under New Business, **Tom** told of educational/teaching opportunities through ORICL (Oak Ridge Institute for Continued Learning). A catalog and related materials were made available. **Tom** stated: "I've been active in this program and feel it is a good opportunity for other Guild members." **Robbie** asked that **Tom** write a summary paragraph about the program and submit to **Jackie** for our next Guild newsletter.

In anticipation of our next meeting, President **Robbie** asked that members consider the following:

- 1) bids for show location and facilities setup,
- 2) show management (Financial Operations)
- 3) board members receiving payment--Current Policy/Bylaws.

Relative to issues to be considered, **Robbie** asked that **Jane** attend next month's meeting. **Clay** made a motion to adjourn; it was seconded by **York** and passed unanimously. Meeting adjourned at 8:55 p.m.

Respectfully submitted, Jim Gentry, Secretary