

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

Wednesday, July 7, 2010
MINUTES

MEETING CALLED TO ORDER

Robbie Gentry, presiding, called the meeting to order at 6:40 pm.

ATTENDANCE

PRESENT:

Board Members

- *Robbie Gentry*, President
- *Terri Cadman*, Vice President and Standards Chair
- *Kathy Aycock*, Secretary
- *York Havercamp*, Scholarship/Education
- *Jim Gentry*, Member-at-Large
- *Kathy Seely*, Member-at-Large

Support Members

- *Jane Sharp*, Bookkeeper
- *Karen Noggle*, Show Director
- *Alex Conner*, Marketing Director

Members Present (Gallery)

- *Julia Malia*
- *Linda Folks*

ABSENT:

- *Molly Durr*, Past-President and Historian
- *Clay Thurston*, Member-at-Large
- *Dick McGee*, Treasurer
- *Jackie Mirzadeh*, Membership Director and Finance

JUNE MINUTES

No changes to minutes were reported. *Terri Cadman* moved that the minutes be accepted. *Jim Gentry* seconded. The minutes were approved by unanimous vote.

DISCUSSION OF BUDGET REPORT

The budget report was e-mailed earlier in the week to board members by *Dick McGee* (absent). Though the budget was approved in June, there was additional discussion. It was reported that *Pat Fain* (not present) wants the finance committee to meet and discuss budget concerns. *Jim Gentry* moved that we table discussion so that the finance committee can meet for further clarification. *York* seconded. The motion carried. Note that *Alex* said don't plan on the Mercy ad (about \$400) for this year.

TREASURER'S REPORT

Jim Gentry moved that the board approve the treasurer's report. *Terri* seconded. The motion carried—treasurer's report was approved. It was noted that the board wants to give *Dick McGee* appreciation for contacting members in a timely manner about any outstanding invoices that needed to be paid before the fiscal year end [June 30, 2010].

BOOTH FEE REPORT—*KAREN NOGGLE* (see Attachment 1)

- **Result of fee increase for 2010 fall show.** *Karen* reported booth fees went up \$10 across the board, for a total general increase of \$1,350 beginning with the 2010 fall show.
- **Contract bids.** The last year of the Guild's fall show five-year contracts is 2011 (with the Jacobs Building and Toezay). *Karen* said that the Guild should submit bids early for renewal of fall show contracts beyond 2012. She can't work on this herself until after the fall show. Anyone else may feel free to begin.

- **Booth increase for 2011 fall show.** The board had asked *Karen* to explore changes for 2011 booth fees. After researching, *Karen* concluded that a \$15 increase on corner booths would make the most sense.
Jim Gentry moved that the Guild **raise fees for both 10 x 10 and 10 x15 corner booths by \$15.** *Terri* seconded. The motion carried.
- **Demonstration booths.** Discussion ensued about issues with fall show demonstration booths for which there are now requests by 20 members for the 2010 fall show. The board needs to review its demo policy. The discussion was tabled until next month. *Karen* noted that *anyone* may demonstrate in his or her booth during the show without being part of the official demonstration program.

MARKETING REPORT—ALEEX CONNER (see Attachment 2)

- **Friends.** *Aleex* said the Friends campaign will start in September. Letters will go out. Roughly the Guild has received \$2,000 per year in donations. In the promo, *Aleex* would like to highlight what the Guild has used this money for.
- **Guild history booth at fall show.** Discussion concentrated on working in the newly developed [initiated by *Molly Durr*] historic preservation aspect in a display at the 2010 fall show. Perhaps some of the Friends' money could be used for this effort.
- **Images.** *Aleex* urged members to send her high-quality digital images of their work for the show brochure and show promotion. She needs 300 dpi jpeg or tiff files.
- **Facebook.** *Aleex* gave a brief report about the Guild Facebook page, which she said will be a great asset to Guild promotion. The board should decide who should be authorized to have administrative access—*Aleex, Gay, Robbie*. Anyone else? *Aleex* said the goal is 500 new fans per month. She noted that the Knoxville Jazz Orchestra Facebook page is a good example of one related to the arts. [<http://www.facebook.com/pages/Knoxville-Jazz-Orchestra/279697736732>]
- **Quick e-mail blurbs.** Often the Guild needs to quickly e-mail short and timely messages to members before a newsletter comes out. It was suggested that we explore using Constant Contact, for which there is a fee. There are templates for plugging in art and images, and batch e-mails are sent instantaneously. [Information from Constant Contact's website: a 60-day free trial, no risk, no credit card required; pricing plans are based on number of e-mail addresses and run as low as \$15 per month for 0 to 500 addresses. Constant Contact Web address is <http://www.constantcontact.com/index.jsp> ALSO, for comparison, we may want to look at RatePoint <http://www.ratepoint.com/>]

NEW BUSINESS—TERRI CADMAN

- **Categories.** *Terri* reported on standards issues:

1. Historically, a member has been accepted into the Guild based on mastery of a medium; therefore, categories are media based. Jewelry is not a medium but popped into the category list nearly a decade ago; no one knows exactly how. The result of a study group is that Jewelry as a category should go away and Polymers be added.
2. Technically, once a medium is deemed mastered (i.e., the applicant is accepted into the Guild), a member can exhibit and sell items that she or he has personally handcrafted in another aspect of that same medium. But there is a risk of having to remove these items on Thursday evening before, or even during, the show if the standards committee finds them not up to standard. *Terri* suggested that any member who wants to explore another aspect within his/her accepted media category could submit 5 pieces for review and feedback, without charge, at a regularly scheduled jury fest.
3. There would be no change in the policy for members who want to add items in a different media category. They must rejury by submitting an application form and paying the members' \$20 fee at a regularly scheduled juryfest.

4. **Policy Change.** *Robbie* said that Items 1 and 2 represent a policy change and asked *Terri* to present a formal written proposal at a future meeting.

GET ON THE AGENDA—*ROBBIE GENTRY*

If board members have something to present at a meeting, *Robbie* reminded everyone to contact her before the meeting to get on the agenda.

ADJOURNED

Meeting was adjourned at 8:53 pm.

NEXT BOARD MEETING—6:30 pm, WEDNESDAY, AUGUST 18—AFTER JURY FEST

ATTACHMENTS TO MINUTES

1. Handout from Karen Noggle—show expenditures and booth fees
2. Handout from Alex Conner—Board Report from Marketing Dimensions

Respectfully submitted, July 2010, by Kathy Aycock

Background Information for discussion on increasing certain booth fee rates:

Jacob Bldg – rental & cleanup (contract amt)	Toeazay – booth set-up expenses - estimate/actual
2007 \$7,050	
2008 \$7,050	2008 \$4,725 / \$4,882
2009 \$7,050	2009 \$4,961 / \$5,119 (includes \$214 credit)
2010 \$7,800	2010 \$5,209
2011 \$7,800	2011 \$5,209

\$1350 general increase in booth fees starting with 2010 show (based on 135 regular exhibitors X \$10 each)

Current Booth fee rates:

SALES BOOTH OPTIONS:	<u>Early Bird Rate</u> Pay in full by 12/31/09	<u>Regular Rate</u> Pay in full by 6/30/2010	<u>Late Rate</u> Pay in full by 9/15/2010
Flat Fee Options			
<input type="radio"/> Flat fee 10'x10' booth	\$310	\$335	\$360
<input type="radio"/> Flat fee 10'x10' corner booth	\$335	\$360	\$385
<input type="radio"/> Flat fee 10'x15' booth	\$410	\$435	\$460
<input type="radio"/> Flat fee 10'x15' corner booth	\$435	\$460	\$485
Marketplace Group Booth			
<input type="radio"/> Guild Marketplace Group booth \$75 flat fee, work at least 4 hrs. during show.	\$75	\$75	\$75

Latest breakdown of booth contracts:

- 10 X 10 – 40
- 10 X 10 corner – 37
- 10 X 15 – 5
- 10 X 15 corner – 8
- Demo requests - 20

One possibility: Leave base rate for 10 X 10 and 10 X 15 alone; raise all corner rates by \$15

	<u>Early</u>	<u>Regular</u>	<u>Late</u>
10 X 10	\$310	\$335	\$360
10 X 10 corner	\$350	\$375	\$400

10 X 15	\$410	\$435	\$460
10 X 15 corner	\$450	\$475	\$500



Creative Marketing That Works!

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BOARD REPORT FROM MARKETING DIMENSIONS

July 7, 2010

- Facebook Page:** Being developed.

Search Term: foothills craft guild
E-Mail: fcgtennessee@gmail.com
Password: handmade

Who would like to be on the forwarding list from the gmail account?

- Friends Campaign:** Budget is \$350 for all expenses such as letterhead, envelopes, postage, etc.

Plans are to look at developing and printing a postcard to mail to previous donors and as many other people as possible within the \$350 budget. Another idea is to write a regular letter and enclose one of the brochures Gay did last year. Are there any brochures left?

Will also market through Facebook postings.

- 2010 Contract for Aleex:** Have sent to be renewed.

- Show Brochure:** Being developed.