

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

Wednesday, October 6, 2010
MINUTES

MEETING CALLED TO ORDER

Robbie Gentry, presiding, called the meeting to order at 6:39 PM.

AUGUST MINUTES

Dick McGee requested two changes to the September minutes: (1) under **Budget for Historian**: “*Dick* presented the results of an analysis of the budget that the Board authorized at the last meeting [August]. He proposed adding an expense line for the Historian of \$500 with the funds coming from the office rent and operations office supplies categories. There will be no change in Total Revenue or Expense.” (2) Add this sentence to information about **Timesheets**: “Under IRS rules governing independent contractors, organizations are not allowed to require timesheets to be kept by contract workers.”

The minutes were approved with these changes.

ATTENDANCE

PRESENT:

ABSENT:

Board Members

- *Robbie Gentry*, President

- *Terri Cadman*, Vice President & Standards Chair
- *Dick McGee*, Treasurer
- *Kathy Aycock*, Secretary
- *York Havercamp*, Scholarship/Education
- *Molly Durr*, Past-President and Historian

- *Clay Thurston*, Member-at-Large
- *Kathy Seely*, Member-at-Large

- *Jim Gentry*, Member-at-Large

Support Members

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

- *Jackie Mirzadeh*, Membership Chair

Committee Chair

- *Kathy Bradley*, Nominating Committee Chair

Members Present (Gallery)

- *Ann Lacava*

TREASURER’S REPORT—*DICK McGEE*

- **Banking.** *Dick* reported that the Guild was charged \$12 from Regions Bank for the checking account. He had been told that if a balance of \$10,000 was kept on all Guild accounts, there would be no charge on checking. Regions will remove the \$12 charge for October. *Dick* discussed this charge with a bank employee who said the Guild must have a different type of account to avoid the charge.

- **Credit Card Supplier at Fall Show.** A short discussion ensued about changing to Regions for credit card service during the Fall Show. It was decided to keep the current provider from whom the Guild has received great service.

- **Bookkeeping.** All accounts receivable from members have been received; therefore, all discrepancies

are now removed from the latest Quickbooks report.

- **Taking Money at the Fall Show.** *Dick* said he has had responses to the call for volunteers to take money at the show. Commitments so far have come from Joel Smith, Jane's daughter, William Borgers (sp?), Karen Briggs, and Peggy Whitted's daughter.
- **IRS Obligation—990 Report.** *Dick* said the Guild needs to satisfy the IRS obligation as soon as possible. There was discussion about searching for a CPA between now and April 15.

NOMINATING COMMITTEE—KATHY BRADLEY

- **Results.** *Kathy* reported on the results of the Nominating Committee, which was comprised of herself as chair, *Ann Caudill*, and *Clay Thurston*. Three board positions need to be filled; six persons will be on the ballot; the three with the most votes will be elected to the board. The committee worked with diligence to come up with a questionnaire for all those nominated. The responses of the six who have been selected will be sent along with the ballot which will go out before October 10. The six nominees are *Virgil Davis*, *Fred Draper*, *Linda Folks*, *Tom Fuhrman*, *Ann Lacava*, and *Mary Beth McClure*.
- **Budget.** There was a question about a budget for the Nominating Committee. *Dick* said the expenses are covered under operating expenses—postage and printing.

SCHOLARSHIP APPLICATION—YORK HAVERKAMP

York presented for vote a scholarship fee to be awarded to *Kathy Bradley*. He said her application fit all of the guidelines and was submitted before she took the class. *Robbie* moved to approve the award. *Terri* seconded. The motion carried.

MARKETING REPORT—ALEEX CONNER

- **Advertising Report.** *Alex* presented an updated sheet for promotion of the 2010 fall show. She reported that the Guild will receive \$395 from *Mercy* for an ad in the fall show brochure. In the approved budget this \$395 in question had been included but not placed under show promotion. *Terri* moved that \$210 be moved from the Friends fundraising and \$145 from miscellaneous show expenses to marketing media advertising to fund \$355 in additional advertising. This would enable the Guild to add *WDVX* and would increase the promotion media budget from \$11,300 to \$11,655. *Molly* seconded the motion, and the motion carried.

Alex noted that TV ads have been changed from the 30-second ad to the bookend ads consisting of two 15-second ads before and after the ad(s) of another entity.

- **Friends Campaign.** *Alex* reported that the campaign is going well.

FALL SHOW REPORT—KAREN NOGGLE

- **Booth Spaces.** *Karen* reported that there are only five empty booth spaces, and these may yet be filled. If not, she will add extra aisle space in appropriate places. She sent around the layout, which will be finalized Saturday, for Board members to review. There are three outstanding guest artists: *Cynthia Walker*, *Lauren Reese*, and *Karen Metcalf*. Show packets are being stuffed on Friday.
- **Income.** To date, the show has generated \$40,195 in revenue, just \$2,400 shy of the projected total.
- **Party on Friday Evening.** Tickets will be \$7 per person. Members wishing to participate will pay with a separate check on Thursday. *Tozay* will be a party sponsor by donating six cocktail tables with drapery behind. Guild Friends are invited to this party. *Karen* is working on ideas for door prizes—perhaps a Friends-Only drawing.

HISTORIAN REPORT—*MOLLY DURR*

Molly completed installation of the picture hangers in the Guild office and is working on labels to go with objects. She would like to have pictures made of remaining charter members. She suggested that David Hackett be involved in the Historian project and with the booth at the show.

NEWSLETTER

Robbie would like for one more newsletter to go out at the end of October before the show and include information about the show in February 2011.

FINAL NOTE

Robbie proposes a potluck dinner for the December meeting to welcome the new board members.

ADJOURNED—Meeting was adjourned at 9:16 pm.

NEXT MEETING IS THE FALL MEMBERSHIP MEETING ON THE LAST DAY OF THE SHOW BEGINNING AT 8:30 AM, SUNDAY, NOVEMBER 14, 2010, ON THE BALCONY OF THE JACOBS BUILDING, CHILHOWEE PARK.

NEXT BOARD MEETING—6:30 PM, WEDNESDAY, DECEMBER 8, 2010.

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

Respectfully submitted November 2010 by Kathy Aycock, Secretary