

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

Wednesday, September 1, 2010
MINUTES

MEETING CALLED TO ORDER

Robbie Gentry, presiding, called the meeting to order at 6:25 PM.

AUGUST MINUTES

One change in the August minutes was requested by *Dick McGee* concerning money set aside for the efforts of the Historian. The sentence at issue now reads: "The Finance Committee members did not receive requests for money from the Historian; therefore, money has not been reserved for this effort." The minutes were approved with this change.

ATTENDANCE

PRESENT:

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

Support Members

- *Karen Noggle*, Show Director
- *Alex Conner*, Marketing Director

Members Present (Gallery)

- *Ann Lacava*

ABSENT:

- *Jane Sharp*, Bookkeeper
- *Jackie Mirzadeh*, Membership Chair

TREASURER'S REPORT—*DICK MCGEE*

- **Bookkeeping.** The bookkeeper (*Jane*) uses Quickbooks to invoice new members and established members. Upon invoicing, this software automatically creates accounts receivable; therefore, because of recent invoicing, \$405 was shown as income that had not really come in at that time. There will be a change in the reports to reflect this.
- **Finance Committee.** An item in the minutes of the Finance Committee is the issue of auditor review. *Dick* said we could get a good review for \$800. Last year an accountant gave us a review for \$100. We are now two months past the end of the fiscal year and need to get an audit done within the next 30 days. The question is what do we really need to position ourselves for getting grants. *Karen* reported that we do not need an audit to apply for an ABC (Arts Builds Communities) grant from the Tennessee Arts Commission; a review would be enough.
- **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.

MARKETING REPORT—ALEEX CONNER

- **Facebook.** The consensus is that *Aleex* has done a wonderful job. Discussions ensued about how best to set up Facebook for the use of members and how we might generate revenue from members to pay *Aleex* for this effort. It was suggested that we let *Aleex* continue with Facebook this fall and then decide how to tweek it. *Aleex* asked for commitment from board members to join and use the Foothills Facebook page.
- **Advertising Report.** An issue for the Finance Committee is the use of the additional \$1,000 approved for marketing. *Aleex* mentioned placement in the publication *Fun in the Mountains*. Also, the Guild can add public radio stations in Asheville, Chattanooga, and Johnson City for the cost of \$250 per station. A motion was made to adjust the broadcasting budget to accommodate two additional public radio stations—WUTC in Chattanooga and WNCW in Spindell, North Carolina—and keep *Fun in the Mountains*. *Jim* seconded the motion. The motion carried.

STANDARDS COMMITTEE—TERRI CADMAN

Traditionally craft categories are based on media. Jewelry appeared as a category sometime after 2000 and before 2004. No one is sure of the date/year nor how it happened. It was never brought before the Board and approved. *Terri* moved that the Foothills Guild remove Jewelry and add Polymer as a media category. *Jim Gentry* seconded the motion. Before the vote *Kathy Seely* suggested that to the motion we add Stone as a category. *Kathy Aycock* seconded. The motion carried. Polymer and Stone are media categories; Jewelry is not. Any member who juried in under Jewelry must change to another category that is appropriate to his or her work. This will be decided on a case-by-case basis.

HISTORIAN—MOLLY DURR

Molly, with the help of other guild members, is installing hanging mounts on the walls of the Foothills' office. This will accommodate framed pieces such as original show posters and flyers as well as items from the Foothills' permanent art collection.

CONTRACTS—ROBBIE GENTRY

- **Standardization.** *Robbie* is standardizing all Foothills contracts. It was noted that contracts should conform to the fiscal year. *Aleex Connor's* contract was accepted in August. Contracts remaining to be approved and signed are those between Foothills and these support members: 1) *Gay Bryant*, 2) *Jackie Mirzadeh*, 3) *Karen Noggle*, and 4) *Jane Sharp*.
- **Timesheets?** It was noted that support members are not expected to keep track of their time. Under IRS rules governing independent contractors, organizations are not allowed to require timesheets to be kept by contract workers.

ANNOUNCEMENTS

- **Show.** *Karen* said that the show is going fine with only 24 booths open. Deadline for application is September 15. The demonstration booths have been decided and established.
- **Intellectual Property.** *Clay* reminded us that photos of our work posted on Facebook or anywhere on the web leaves them open for anyone to download and use.

ADJOURNED—Meeting was adjourned at 8:24 pm.

NEXT BOARD MEETING—6:30 pm, WEDNESDAY, OCTOBER 6.

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

Respectfully submitted August 2010 by *Kathy Aycock*, Secretary