



Seacoast Artists Association

225 Water Street

Exeter, NH 03833

(603) 778-8856

www.SeacoastArtist.org

## Gallery Exhibitor Renewal

Thank you for renewing your commitment with the Seacoast Artists Association (SAA) Gallery for the next year.

Your cost will be \$400, which may be split into four payments:

1. A first payment to be sent by January 1st 2010 in the amount of \$100, with your signed copy of the Memorandum of Understanding for Gallery Exhibitors (attached);
2. a second payment, to be sent by March 1st 2010, in the amount of \$100;
3. a second payment, to be sent by June 1st 2010, in the amount of \$100; and
4. a final payment, to be sent by September 1st 2010, in the amount of \$100.

Again we will have some gallery duties to share. Please review the shared Gallery Duties list and let me know where you will help.

Please review the attached documents:

***Memorandum of Understanding for Gallery Exhibitors***

(Please review, complete, sign, and deliver this form to the Gallery)

***Presentation Standards for Artists***

***Gallery Management, Policies, and Duties***

## Memorandum of Understanding for Exhibitors

This is a memo of understanding between the Seacoast Artist Association (SAA) Gallery and its Exhibitors. Signing it as an exhibitor is your commitment to abide by the following agreements, which are essential to the effective management of this all-volunteer Gallery.

### As an exhibiting artist, I agree to...

1. Pay the full amount of the fee for my gallery space.
2. Tend the gallery on a proportional basis. Usual commitment is 7 hours per month.
3. Allow SAA to retain a **commission of 25%** of the net sales price of my artwork for SAA administrative purposes. (Please see Gallery Policies)
4. Know how to process a credit card payment. Manage the cash box and door locks as expected to ensure security of the gallery. Make an appointment with the Gallery Manager to learn these procedures if you are new to the gallery.
5. Greet visitors pleasantly, ask if they have questions, ask how they heard of us, and ask them to sign our Visitor's Book.
6. Find a replacement if I cannot tend the gallery during my scheduled time and make the change on the schedule in the gallery, in person, or by phone. All calendar changes must be followed up with a notification to the Gallery Time Coordinator.
7. Change the "We're Open/Closed" sign accordingly. Place the SAA sandwich sign in its designated position and collect the sign at the end of the day.
8. Attend an orientation session with the Gallery Manager if I am new to the gallery.
9. Be responsible for the insurance of my art work, recognizing that the Gallery is not liable for loss or damage.
10. While tending the gallery, handle such tasks as collecting mail, vacuuming, answering phone messages, etc...
11. Call next day's Gallery Tenders.
12. If artwork is sold during my gallery shift, call the artist for a replacement exhibit.
13. In case of gallery sitting delinquency:
  - a. It is the Gallery Time Coordinator and Assistant Gallery Manager's responsibility to be aware of delinquent gallery members who fail to meet their obligation, and to take appropriate action to rectify the situation.

- b. The delinquent gallery member will be brought to the Board's attention. The Gallery Manager and Assistant Gallery Manager will be involved in the notification process.
- c. The course of action will be as follows.

An email or phone call will be sent to the delinquent gallery member, informing him or her to pick up their artwork. The next person on the waiting list will be notified by the Gallery Manager or Assistant Gallery manager informing them that there will be a space open for display of their work.

The Board has decided there will be no refund to a delinquent gallery member who has not met his or her obligation to gallery sit.

It is the Board's decision that communication between the delinquent member and the Gallery will be handled by the Gallery Manager and the Assistant Gallery Manager in a timely fashion. The delinquent gallery member will then be given an opportunity to schedule additional gallery sitting time to make up their delinquency and rectify the situation.

### **The Seacoast Artists Association agrees to...**

1. Provide a suitable space for hanging artwork and a pleasant atmosphere for visitors.
2. Pay the rent and gallery expenses promptly.
3. Provide a mechanism to accept payment by credit card.
4. Ensure that artists receive their portion of sales proceeds by the end of the following month.
5. Keep financial records and manage all payments to vendors and suppliers.
6. Provide a gallery manager for the coordination and administration of the gallery.
7. Maintain all administrative files including desk guide with calendar, member lists, newsletters, and other files.
8. Provide all necessary office supplies and pricing tags for artwork.
9. Provide an in-state phone line and answering machine for communication with the public and between artists.
10. Provide space for classes which have been approved by the SAA Board.
11. Publicize SAA activities.
12. Negotiate with the landlord about heat, repairs, and other amenities.
13. Provide signage so that visitors can locate us.
14. Provide an orientation session for all incoming artists.
15. Rotate artwork on regular basis.

16. Keep artists informed of activities through e-mail and newsletter.

If you are in agreement with the foregoing, please sign and date the portion below.

Return an originally signed agreement to:

Gallery Manager  
**Seacoast Artists Association Gallery**  
225 Water Street  
Exeter, NH 03833

Artist Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

I have read, understand, and agree to the terms of the SAA Gallery Memorandum of Understanding for Exhibitors and intend to continue exhibiting in the SAA Gallery.

Agreed to by:

Exhibiting Artist: \_\_\_\_\_  
*Signature*

Date: \_\_\_\_\_

Gallery Manager: \_\_\_\_\_  
*Signature*

Date: \_\_\_\_\_

# Gallery Presentation Standards for Artists

In the interest of presenting a professional look in the gallery, the Gallery encourages artists to make the best possible display of their work. The Gallery manager will work with artists to that end, and reserves the right to refuse substandard presentation.

## *Guidelines:*

- All works must be original artwork, or a reproduction of the artist's original artwork. Copies of other artists' work, whether manual or electronic, will not be accepted as suitable for inclusion in the gallery.
- Use gallery or museum quality frames. Avoid flimsy frames, chipped frames, and frames which utilize staples to hold the backing in place. Quality metal frames are fine.
- Oil paintings should not be sold without frames unless the sides of the painting are a feature of the painting itself.
- Avoid frames which show a gap at the corner angles; the fit should be tight.
- Use picture wire strong enough for the artwork, held in with eyelets or other quality hardware with enough thread to attach firmly to the frame. No "toothed" hangers.
- Mats should be clean and well cut no smudges or grit between mat and glass. Use a mat of appropriate width for the artwork, usually 2.5 inches or larger. Archival mats (as sold by the gallery) are preferable.
- Mount artwork on quality foam core, preferably archival (as sold by the gallery). Avoid cardboard backing except on very small paintings or shrink-wrapped work.
- Glass or Plexiglas surfaces should be spotless.
- Sign artwork in a way that complements the work.
- A craft paper dust back provides a nice finish (except, of course, for metal frames or oil paintings.)
- Place a printed label on the back with your name and contact information.
- SAA Gallery will supply artist tag.
- All prints must be labeled as "PRINT" on the price tag.
- The racks and exhibition spaces should not be overfilled. The gallery managers may remove work if necessary to improve the look of the racks or spaces. Each artist is limited to ten shrink-wrap pieces.
- Greeting cards and unframed matted artwork should be shrink-wrapped or displayed in clear plastic envelopes designed for this purpose in the stand up racks.
- The Gallery Manager has final say on whether a piece is suitable and suitably presented for inclusion in the gallery. Although it is the desire of the Gallery to work with artists when there is a conflict with presentation policies, the Gallery Manager or Hanging Committee may remove unsuitable pieces without prior notice in order to maintain presentation policies.

# Gallery Management, Policies, and Duties

## Gallery Management

### *Gallery Manager*

The Gallery Manager is charged with the following responsibilities:

1. To maintain good customer relations.
2. To be available for problems that arise and to be comfortable with credit card problems and return problems.
3. The Gallery Manager will make the decision on the snow/weather policy.
4. The Gallery Manager has the responsibility to and reserves the right to refuse any work that is deemed unfit or sub-standard in presentation (with the Hanging Committee)
5. Be the contact person for artists with questions, gallery information or who have an emergency and cannot attend gallery (with the help of the Calendar Monitor)
6. Attend board meetings and give short report on gallery status
7. Orient new artists to the gallery.

### *Assistant Gallery Manager*

The Assistant Gallery Manager is charged with the following responsibilities:

1. Maintain an up-to-date member list, address, phone, and email
2. Email to ask for coverage or to alert folks about issues, needs, or events
3. Maintain waiting list of SAA members who want to come into the gallery and provide names to artists who wish to depart the gallery
4. Send annual letter in January with form (Memo of Understanding) to sign by March 1 to renew gallery space
5. Print cards for each painting on display. Hand-write cards until replaced by a printed card

## *Gallery Committees*

### **Hanging Committee**

Maintains and changes the window display and artwork in the main gallery. At least one committee member will be designated as the Small Works Coordinator, whose responsibility will be to maintain and manage the artwork in the space dedicated to the Small Works Gallery. At least one committee member will be designated as the Shrink Wrap Coordinator, whose responsibility will be to maintain, organize, and monitor shrink wrap bins throughout the gallery and make sure artists maintain a maximum inventory within the established guidelines of the gallery.

### **Marketing Committee**

Liaisons with the Chamber of Commerce, news outlets, and other organizations regarding events and other marketing ideas.

### **Physical Plant Committee**

Maintain Gallery appearance, touch-up with paint as needed, repair scratched and dented gallery walls and common areas, and other light maintenance work to keep the Gallery looking fresh and maintained.

## **Hospitality Committee**

Takes care of receptions, monitors list for food from the Membership, makes sure we have paper goods, sets up foods, and takes care of clean up

## **Gallery Duties**

### ***Gallery Sitters***

Gallery sitter duties are posted at the gallery. It is the responsibility of all sitters to review these guidelines and duties before sitting the first time, and to keep apprised of changes.

### ***Gallery Members***

Numerous duties do not require a committee or manager, but are essential to the continued healthy operation of the Gallery. A contact list of which members have which of the following duties, and which positions are open, will be maintained on the SeacoastArtist.org website.

1. Maintain orderly files in the oak cabinet, including log sheets, Memo of Understanding Forms for each artist, and other files.
2. Maintain bulletin boards and publications which are delivered to the Gallery.
3. Monitor gallery facility to ensure clean floors and windows.
4. Monitor and purchase cleaning supplies such as trash bags, vacuum bags, paper towels, toilet paper, and other janitorial supplies.
5. Monitor and purchase office supplies.
6. Check light bulbs – preferably someone who can get on the ladder.
7. Order art supplies such as mat board, foam core, and watercolor paper.
8. Keep the back room and closet downstairs free of clutter.
9. Take care of the plants.
10. Calendar Monitor to make sure volunteers are

## **Gallery Policies**

The following Gallery Policies and Practices were approved by the Seacoast Artists Association (SAA) Board on January 19, 2008. They may be amended by the Gallery Manager with the approval of the SAA Board of Trustees.

### ***Governance***

As an auxiliary of the Seacoast Artists Association, the SAA Gallery is governed by the By-laws and Board of Trustees of the SAA.

The Gallery shall serve as an exhibition space for the display and sale of works of art of members of the Seacoast Artists Association, and also as an educational space, meeting place, and office.

### ***Management***

The Gallery shall be managed by a Gallery Manager and Assistant Gallery Manager and Hanging Committee (responsible respectively for Calendar, Facilities, and rotation of artwork), all answerable to the SAA Board.

The duties and responsibilities of the Gallery will be shared by the current exhibiting members.

### ***Exhibitor Fees***

Members of the Seacoast Artists Association may rent a space in the SAA Gallery for exhibition of their artwork, on payment of an annual fee.

Semi-Annually, the participating artists will prepay a non-refundable exhibitor fee.

Artists leaving the Gallery before the end of the Gallery year are responsible for the following.

1. Artists may negotiate the "sale" of his or her space to another SAA member, first offering it to those on the waiting list in the order of the listing. And approved by the Gallery manager.
2. **NO refund will be issued by SAA**
3. The transition of space is to be coordinated with the Gallery manager and the incoming artist for the transition.
4. Commitments to tend the Gallery must be fulfilled up to the date of departure. Please see memo of understanding paragraph 13th.
5. Gallery keys are to be returned to the gallery manager.
6. All the departing artist's artworks are to be removed from the Gallery by departure date.

Exhibitor fees are determined by the SAA Board on an annual basis prior to the January Board Meeting. The Gallery Manager will send out a renewal letter 2 months prior to renewal time

When all gallery spaces are taken, a waiting list will be maintained.

### *Liability*

As stated in Article X11 of the SAA By-laws, the SAA and its management are not responsible for damage or loss of artwork exhibited or stored in the Gallery.

### *Standards*

The Gallery strives for a professional and coordinated appearance, as set forth in the attached addendum, "*Presentation Standards*".

### *Accounting*

The accounts of the Gallery are handled by the SAA Treasurer, to whom all transactions are reported and all cash, checks, or other monies are to be delivered in a timely basis.

Thirty percent of the price of any artwork sold will be retained by the Seacoast Artists Association to cover costs of running the Gallery, to contribute to the SAA Scholarship Fund, and for other purposes as determined by the SAA Board.

### *Gallery Tending*

All exhibitors are required to help tend the Gallery. The number of hours per exhibitor is determined annually by the gallery managers, depending on the number of exhibitors. Hours may be adjusted during the year.

Gallery tenders are responsible for finding their own replacements if they cannot fulfill their obligation at the assigned time and for having the change recorded in the Gallery calendar. All gallery members will be receiving a list with the phone numbers and email address of all the Gallery members.

In an emergency, the gallery tender may be asked to call to find a replacement. If the gallery is not open, contact one of the gallery managers, starting with the Calendar Monitor in charge of the calendar.

When artwork is sold, the gallery tender should notify the artist for a replacement.

### *Snow Policy*

In the event of stormy weather, gallery tenders are expected to make a judgment call after consulting with the Gallery Manager. Makeup hours are not required for hours missed due to stormy weather.

### *Classes*

The gallery will be used for classes on an as-available basis. Except for Doris Rice's current classes, no classes will be scheduled during gallery hours.

Artists conducting classes will pay an SAA commission on fees for classes conducted at the SAA Gallery.

The artist conducting the class will be responsible for any clean up or damage to the gallery during a session. Drop cloths should be used as necessary. No artists or students work or equipment is to be stored in the gallery.