

## **2018 MCGUFFEY COMMITTEE HANDBOOK**

The following is a description of committees at McGuffey. The number of members per committee varies from year to year according to labor needs and can be changed by Executive Council. Committee heads can communicate with Executive Council with needs and requests. Off budget spending must be approved by Council.

**NEW in 2018 - Statement of Philosophy on Committee Management: The rules and guidelines in this handbook are meant to be helpful for Committee Chairs. Chairs should feel enabled to use their creativity and strengths to manage their committee's work for the year. McGuffey and its working committees won't be the same every year (because as a cooperative, McGuffey is itself a kind of organic art project), but some consistency is key for good management. If a chair or member of a committee has suggestions for improvement or questions about the way things are done, they should speak up to the Council and/or the Office.**

**COMMITTEE DESCRIPTIONS FOLLOW (Alphabetical)**

## **ASSOCIATE COMMITTEE: NOT REVISED**

- The Associate liaison is an Associate Member who is active in connecting the Renting & Associate members.
- The Associate liaison is the chair of the Associate Committee.
- Reports to the Second Vice President
- Attends the Association meetings and Community Relations Committee meetings when feasible.
- Update and remind Associate Members of McGuffey activities, events and deadlines. Invite Associates to vote in the jury process. Reminds Associates they can show work in gift shop.
- Solicit and communicate the interest and concerns of the Associate Members.
- Recognize and welcome the new Associate Members.
- Host tours of the Renting Member studios for artists dialog for interested Associate Members.
- Invite Associate Members to work with the Liaison. Requests Associates to participate with special McGuffey projects such as fundraisers, Holiday Open House, New Members Show, etc.
- In order to promote involvement and participation among Associate members, the Associate Liaison, representing all the Associate members, would have one vote during the monthly member meetings. The One Vote could also be cast by an associate on the Associate Committee in the absence of the Associate Liaison.

## **CLASSROOM COMMITTEE: (2 co-chairs) – REVISED 2018**

- Call regular meetings for teachers as needed
- Schedule the use of the Ora Lee Starnes classroom by teachers on a three-semester basis (Fall, Winter, Spring/Summer) Check to make sure that this doesn't interfere with ongoing McGuffey activities such as jurying, association and council meetings.
- Schedules the use of the classroom for McGuffey members
- Create a document each semester to be used for flyers and distributed. This schedule will include the schedules for classes, workshops and camps. The schedule will also contain classes of associate members and classes that are taught in a location other than McGuffey. A copy of this schedule will be given to the Web site committee so that it may be displayed on the McGuffey web site.
- Advertise classes, etc.
- Send bills to teachers for payments due for classroom rental and postings in the class flyer. Rates will differ for renting and associate members and outside groups or individual.
- Coordinate with the office to make sure teacher invoices are paid
- Manage the classroom space. This includes cleanliness, functionality, satisfactory heat and air conditioning, scheduling and maintenance and class registration policies and procedures. No tables or easels may be removed from the classroom and are maintained only for the use of the teachers and students IN the Starnes classroom.
- Provide new and current teachers with information such as scheduling, maintenance, classroom rules and guidelines class registration policies and procedures.
- Classroom Rental Fee- Non-members will pay \$25 and members \$15 per hour for an event or class or scheduled meeting in the classroom. The independent classroom use must not interfere with the posted classroom schedule.
- Members can rent the tables from the classroom for \$10 per day if they are not otherwise in use
- The flyer deadlines are currently:
  - Winter: Information to committee 11/2; revised and printed 11/16
  - Holiday handout schedule : information turned in by 10/5 and corrected and printed by 10/19

## **COMMUNITY RELATIONS: (4-7 Members) NOT REVISED**

Community relations will be responsible for four community events annually, engaging the whole McGuffey Arts Association community, the Charlottesville community and arts organizations in Charlottesville.

- Every other year CR , with the help/participation of other committees and members, will organize a fundraising event. This will include Finders Keepers.
- CR will help facilitate collaborations with other Charlottesville arts organizations.
- CR will co-ordinate and present a detailed list of needs to other committees with dates and specific requests at the beginning of each year (ads, posters, press release etc.)
- By vote of the Association, additional events and activities for the public are offered. These have included brown bag lunch talks and demonstrations, first Saturdays, the use of the building by arts related organizations, receptions, outside art shows, and open house days.
- Oversees and conducts the Incubator Studio program
- Responsible for contacting all exhibiting artists to arrange artist talks. The CR coordinator will check calendar for non-conflicting dates, finalize date, coordinate with Publicity Committee, be available the day of the talk, helping with chair set-up/clean-up as necessary.

-January: New Member Welcome Event

-April: Arts Community pot luck and discussion

-June: Event to coincide with Festival of the Photograph

-September: Music on the front lawn

-December: Holiday open house.

In addition to scheduled events CR will facilitate collaborative events with other Arts Organizations. Events are based on available time commitment and will be presented to council/Association for approval.

## **EXECUTIVE COUNCIL (5 people):      NOT REVISED**

Competence. All Council members must have read, understood, and agreed to abide by the bylaws and the Handbook. They also have read and understood the duties of their office, and agreed to perform their duties satisfactorily.

Council Actions. A Council Action is a proposal that has been proposed, considered, and formally voted upon by Council. If consistent with the bylaws, it has the force of law. Council Actions must be included in the Council Minutes in order to be valid. Council speaks only with one voice through formal votes. No one Council member representing 1/5 of the group—including the President—has the right to speak for Council.

Council Votes. Each member of Council, including the President, has a single vote. Proposals are passed with a majority of yea votes. Council members in the minority have the right, but not the obligation, to speak publicly against the Council Action if they so desire.

## **PRESIDENT**

- Preside over Council and Association meetings
- Leads both Council and Association meetings in a way that
  - encourages thoughtful discussion and debate;
  - allows Association members to make and amend proposals; and
  - safeguards the process from being rushed to a vote before the issue has been adequately considered;
  - ensures that those making proposals have assembled whatever background information is necessary for the Association/Council to make an informed decision;
  - ensures that Old Business is considered before New Business, unless superseded by a formal Association vote; and
  - Is responsible for making sure that the Association/ Council makes good on promises to re-evaluate programs/policies that have been adopted on an interim basis;
  - minimizes commentary on members statements.
- Post agenda for Association meetings 3 days prior to the Association meeting.
- Break ties for jury deadlocks
- Votes only at Association meetings for tie-breaking.
- Ensures transition of Council duties and responsibilities to incoming Council by June 1.

- Has access to money market.
- Represents the Association with Charlottesville City Officials, VIP's and Charlottesville cultural and civic organizations (PCA, PVCC, UVA)
- Monitors progress of Ad Hoc committees.
- Reports Council actions and decisions to Association in monthly meetings during the Committee Report period.

### **1<sup>ST</sup>\_VICE PRESIDENT**

- Takes President's place when necessary
- Assists President with negotiations and meetings with the City and VIP's.
- Writes official letters and responses to the community on behalf of Council as per guidance from the President.
- Write critique letters to unaccepted applicants – take written critique comments

from vote sheets and councilmembers and formalize into an official letter that the operations manager has suggested templates.

### **2<sup>nd</sup> VICE PRESIDENT**

- Assists president with visiting VIP'S
- Is the point person for the Associate liaison. The Associate liaison is the Chair for the Associate Committee.
- Provides orientation and handbook to new members; including Renting, Associate and Incubator members
- Oversees all standing Committees
- Point person in the welcome reception at January New Members' show.
- Writes official letters and responses to the membership on behalf of Council.
- Receives Committee recommendations from Nomination Committee for Council to review and make final placements

### **TREASURER**

- Makes monthly financial report to Council.

- Answers any questions during discussion about the financial feasibility of any proposal under consideration, and/or impact on the budget.
- Oversees rent checks
- Fines and assessments (Treasurer receives notifications from committee chairs)
- Issue fines and cc bookkeeper
- Any unexpected Committee expense should be approved by the Treasurer and Council before incurring the expense.
- Reviews books of accounts with Director and Bookkeeper regularly. Notifies bookkeeper of new or modified leases.
- Performs studio check-outs. Treasurer inspects studios of artists who are moving out and is required to sign off the check list before the deposit is returned to the artist.
- Has access to money market account
- Review and share quarterly reports to the association. The treasurer should probably review monthly reports and profit and loss Previous Year Comparison.

#### **SECRETARY**

- Takes minutes and publishes minutes of Council and Association Meetings
- Divides Minutes into sections – Discussion and Decision
- Updates Handbook when any vote changes procedures.
- Relates to the members the exact language of the proposal before the vote is taken.
- Answers all questions during Association meeting discussions regarding past decisions made by the Association.

#### **ADDITIONAL DUTIES OF ALL COUNCIL MEMBERS**

- Develops the annual budget. and presents budget to Association in April
- Holds Mandatory Association in May for election of Officers and adoption of the Budget.
- Authorizes use of surplus monies by committees upon request
- Allocates studio and storage space within the building
- Evaluates sublet, leave of absence, and other studio status requests.
- Hears and adjudicates concerns and grievances from members.

- Mediate as necessary
- Establish a Mediation Committee as needed
- Files: maintains files on members including positive annual reports completed by members, Letters of Concern or Reprimand from Council to members, Commendations, Incident reports, and response letters from members.
- Membership
  - Organizes jurying and acceptance of new members
  - Assign studios
  - Issue leases, reviews leases annually (year or provisional 6-month) or declines to issue new lease based on cause.
- When controversies or incidents occur within the Membership, Council must strive to settle by gathering facts. Members may be *invited* to attend Council Meetings to present information in order to resolve the issues.
- Encourages the establishment of Ad Hoc committees of volunteer members to work on particular issues over a certain time period. Formation of Ad Hoc committees must be openly announced at Association Meetings and over MacMedia. Ad Hoc committees report to Council who may suggest changes. Ad Hoc committee report goes to Association. Report may include a Proposal(s) for Association vote.



**GALLERY: (approximately 12 people plus 2 co-chairs) REVISED a bit in 2018**

**CHAIRS:**

- Delegates the gallery jobs within the committee
- Notifies council of absentee members
- Hangs and edits all show spaces in building
- Curates and arranges shows with exhibiting artists
- Oversees the delivery and pickup of work for exhibition
- Oversees the delivery and pickup of work for jury shows
- Sends out show request form in January
- Distributes gallery schedule at annual meeting.
- Updates any changes to schedule throughout the year. **Provides these changes to the OFFICE and to the PUBLICITY COMMITTEE as soon as they are known so they may be updated on website and on the bulletin board in the office.**
- Stocks gallery supplies as needed
- Coordinates with graphics, openings, media management and publications committee when necessary
- Contracts- (one member): Prepares a contract that requests the correct administrative processing fee/commission on sales of work from outside shows if McGuffey handles the sales.
- Show Labels (one member): Collects all label info, prints and labels artwork
- Manage the exhibit at the city manager's office
- Monitor hallway displays that they are rotated, labeled, clean and well-lit

**GALLERY WORKERS**

- Participates in the take-down, hanging and lighting of shows
- Miscellaneous jobs assigned by committee chairs

## GALLERY POLICIES/GALLERY EXHIBITION

### Cancellation:

Because it is very difficult to fill unexpected vacancies once a gallery cycle has begun, MAC requires a six-month written notice of a cancellation. McGuffey reserves the right to waive the notice requirement in an emergency situation, such as serious illness, a death in the immediate family, etc. Such requests must be made in writing to the gallery chair(s). If an artist cancels a show with less than six-months notice, that artist or group may be fined \$100 and be ineligible to show at McGuffey for a period of at least a year. In the event of a cancellation, or a potential cancellation, please notify gallery chair(s) as soon as you possibly can.

### Number of works/ gallery space and resources:

The number of works required for a successful show depends upon two factors: where the artist is showing (i.e., the entire second floor, the Sarah B. Smith Gallery, one of the first floor wings, etc.), and the size, medium, and intended presentation of the artworks in the show. For instance, ten to fifteen pieces in the Sarah B. Smith Gallery should be considered a minimum in most cases. We have found that large numbers of work often presents very well in our exhibition areas. Please refer to the McGuffey Gallery Diagram for specific gallery dimensions. Note that McGuffey offers a number of pedestals of different shapes and sizes for showing artists. Additionally, hanging walls in the Sarah B. Smith Gallery may be moved in order to divide the space in different ways, thereby establishing different show looks.

### Artwork identification tags:

Please make two tags for your work that indicate your name, title of the work, medium/media, and the price. We prefer that these tags be typed/printed, but do not require it. If you submit handwritten tags make certain that they are legible. We are not responsible for unfortunate events that are the result of illegible tags. The first tag should be fixed securely to the back of the work, and the second should be lightly affixed to the front. The first tag is for standard identification purposes, while the second tag aids gallery committee members in the process of correctly matching artworks with their gallery labels.

You may make your own tags, or use our Artwork ID Tags.

### Gallery labels:

Gallery labels describe your artwork in your show and so it is important that they be completed with precision, and submitted before the deadline. Each gallery label contains the following information: artist name, name of work, medium/media, and price. Exhibiting artists will be asked to fill out a gallery label template. To submit a gallery label template, download the gallery label template (it is a Microsoft Word document); fill out the labels carefully; send the completed document(s) in electronic form to the designated gallery committee member.

### Deadline:

This is to be completed no later than ONE WEEK before the opening. Exhibiting artists are asked to submit their information via an online form. Gallery will inform the exhibiting artists of the process via email. Proceed carefully, as any errors will be made permanent on your gallery labels. We understand

that occasionally artists have not completed everything for their shows a week before the opening. In the event that you are unsure about whether you will complete a particular artwork in time for the show, submit a label for it anyway. If you do not complete that artwork, simply notify the gallery chair(s) of any orphaned labels during drop off.

#### Hanging devices:

For 2D work, please consult the screw eye diagram for effective screw eye placement. Note that we will not use your wires for hanging--we need screw eyes of some variety, and they must be placed approximately 1" from the top of the frame. This is intended to help the 2D work hang flat against the wall, and not cast peculiar shadows. In the event that the inclusion of screw eyes is impossible or undesirable, you may drill two small holes in the top of the work through which we can string monofilament line. If interested in this option, please consult the hanging hole diagram. If the artwork is a small one, Gallery committee can hang the work using brads.

#### Framing:

The McGuffey Art Center is the premiere art space in the City of Charlottesville, and artwork is expected to be presented in a quality manner. On occasion, we find ourselves in the unfortunate situation of receiving artwork that is of high aesthetic quality, but is framed in something of a slipshod manner. We understand that professional framing can be quite costly, but there are inexpensive alternatives that fall within the range of most budgets.

#### Heavy, fragile and/or unconventional work:

If your work is particularly fragile, elaborate, uncharacteristically large, or otherwise "different," please discuss the matter with the Gallery committee no later than two months before your show. Gallery is happy to brainstorm solutions to interesting problems, but we need sufficient time to do it properly. Generally, an artwork belongs in the Heavy/ Fragile/ Unconventional category if 1) the artwork weighs more than fifty pounds, 2) the artwork involves a large number of independently-hanging articles, and/or 3) the artwork cannot be properly installed by hanging it from the gallery picture molding or placing it upon one of McGuffey's pedestals.

#### Potentially dangerous work:

Please understand that if the work is potentially dangerous to the public, it is the artist's responsibility to address the danger. Uncharacteristically heavy or uncharacteristically large works must be adequately stabilized so that there is no chance for them to fall when on display. Some works can be safely presented behind a glass/ plexiglass structure or some kind of barricade to keep viewers safe. Some viewers cannot resist touching some art objects, and the artist must take this into consideration in the presentation of his/her work. In every case, it is the artist's responsibility to ensure their work is not a danger to the public. If the work is unstable, please supply us with appropriate fasteners, museum putty, etc. to stabilize it; if fragile, a glass or plexiglass container might be appropriate.

#### Rentals:

Occasionally, Rentals committee may need to temporarily move artwork for a MAC rental event.

#### Delivery of artwork:

SUNDAY 5 pm-. All artwork must be completely delivered and tagged no later than 5pm on the Sunday preceding your opening. The gallery committee meets at 5pm to place all the artwork for the upcoming show, this deadline is firm. If MAC is not in possession of the artwork by 5pm--or if the artwork is improperly tagged, or improperly fitted with hanging devices—the work will not be included in the show.

Right of refusal:

The gallery committee, at the discretion of the chair(s), reserves the right to reject any work for any reason.

Hanging the show:

MONDAY 9am.- Artists are generally not required to be present for the hanging of their show on Monday morning, but many elect to attend the hanging for one of two reasons: either some sort of specialized knowledge/ familiarity is required recommended for hanging their show, or the artist wishes to have some editorial input in how their work is presented.

If the artist wishes to attend their hanging, he/she is must arrive promptly at 9am. The gallery committee, which is composed of McGuffey artists, will arrive at 9am and leave at approximately noon. Under normal circumstances, the gallery committee can organize, hang, light, and label a full building's worth of work by noon. If the exhibit has a large number of smaller pieces, or is difficult to hang for other reasons, you the artist should arrive with a helper to aid in the hanging process.

Premature removal of artwork from show:

Please note that no artwork may be removed, replaced, or added to the exhibit for the duration of the show without approval the gallery chair(s) in writing.

Takedown:

Artists are required to pick up their work on the Sunday prior to the new opening at 5pm. Artists should arrive promptly at 5pm, or before, as the takedown process is usually over before 6pm. **If work is not promptly picked it, it may be donated.**

#### GUIDELINES FOR GALLERY & SHOP USAGE

Members may request single or multiple artists' shows in the gallery and halls and may have work displayed in the shop throughout the year. The Gallery Committee sends out show request forms in January. The exhibit schedule for the upcoming year will be announced prior to the annual meeting in May. The Gallery Committee has curatorial discretion in hanging exhibits and agrees to hang work on the Monday before the opening of the show. (The holiday group show will be hung the Monday before Thanksgiving and remain until the first week of January.)

1. Shows scheduled in the galleries must be contained within the respective gallery space.
2. Work from the shows in the galleries will not be displayed in the shop, including over the front desk.

3. The hallway gallery space is under complete control of the gallery committee.
4. The hall galleries will be scheduled. "Group show" filler should not preclude use by individuals. General proposals will be requested from those members asking for a show as a scheduling tool, not to be used to determine the merit of a show.
5. Gallery chairs have the responsibility to assemble the shows in a way that they deem compatible and exciting each month from the candidates who have applied. Artists who have been turned down because of the number of applications will be given first consideration during the next gallery cycle.

#### OUTSIDE SHOWS

1. All work in outside shows is juried:
    - a. An award-winning artist from the state organization usually juries the Central VA Watercolor Guild. This show brings in statewide work and presents an educational aspect about the many possibilities within the media.
    - b. The art teachers from area high schools choose work for the High School Show. This show is a true public service, fostering interest in the arts in young people. \$100 in awards sponsored by McGuffey will be given and shall be taken from our gift fund. However, the gallery committee is encouraged to obtain donations from local businesses.
    - c. Special groups submit an application accompanied by slides, which is juried by the McGuffey gallery committee chairs. Consideration is given if show slots are available. These shows add variety to our schedule and when the groups are from out-of-town, give us publicity outside of Charlottesville.
  2. Each group applying for gallery space will be required to submit a letter/packet explaining their organization and its goals. Groups should not assume that their McGuffey exhibition be a regular annual event. Handling sales of work will be optional for the visiting artist or group.
  3. The commission rates for outside group gallery and shop sales are:
    - 0% K-12 school groups
    - 5% Charitable Non-Profit Groups (with an approved application to McGuffey)
    - 35% Nonmember Artists
- A \$75 flat fee will be charged for each gallery space for non-McGuffey groups. K-12 school groups are exempt; city-sponsored and 501 C3 charity groups may apply to council for exemption.
4. All outside shows need a responsible representative who will deliver and pick up the artworks at specific times.
  5. Approximately 25% of shows at McGuffey may be community shows. The ultimate decision rests with the gallery committee.
  6. The Artist agrees to pay a \$100 fee per gallery space for food and wine.

## PROCEDURES FOR SHOWING IN GALLERIES

Artists apply in mid-January of a particular year for that show year (i.e. eight months before the first show is scheduled to be hung.) The gallery committee sends out an announcement in January, asking for applications to show. The announcement will include the cut-off date, which may vary according to the calendar.

All applications will be considered according to availability of space, date and location of the artist's last show in McGuffey, and the continuity of the showing schedule. Persons who show are renting members, associate members, or teachers at McGuffey within a calendar year of any given show date. The artist may show in any given medium, and is not limited to the discipline they were accepted. Any additional groups or individuals to be considered for showing must have approval of the gallery committee chairpersons. Gallery chairs have the final say in all matters concerning the scheduling of shows. Gallery committee will make every effort to have the schedule in place by April 1.

1. If you are planning to give a gallery talk, it must be discussed and arranged in advance with Community Relations Committee and it may not be scheduled on opening night.
2. The artist understands the expected timetable and agrees to meet the deadlines. The artist understands that the gallery committee has the final say in all matters concerning the hanging and editing of exhibitions.

## **HOUSE: (2 people) – REVISED a bit 2018**

- Contacts city maintenance in case of emergency (after hours, otherwise office job)
- Deals with front exterior signage
- Supplies office personnel with list of supplies, receipts
- Approves and oversees with council a list of jobs for summer improvements that will be done the last two weeks of August. Artists will pay an assessment on the minor jobs. Capital improvements will be done professionally and paid from the capital improvement fund.
- Handles in-house requests for maintenance.
- Maintenance can include clogged toilets, simple leaky faucets, faucet seals, air conditioner maintenance, fluorescent bulbs in studios (if the artist cannot do it themselves), and door issues. All could be after hours.
- Responsible for cosmetic appearance of building
- Responsible for picking up trash on the grounds and empties trash cans on a regular basis.
- Responsible for rekeying facilities as needed
- Oversees parking pass warnings, general parking monitor, orders towing as needed (office can also issue parking pass warnings)
- Stays in touch with office about needs of building
- Submits requests for non-emergency city maintenance to office for transmittal to city
- For House related issues, members / office should contact chair first, then second person (current chair is Chip = 434-227-0477)
- Is the initial point of contact for any building issues
- Helps train new office staff on house policies and procedures
- Check bathrooms

**LIFE DRAWING: (4 co-chairs/4 sessions per week ) NOT REVISED, except for anti-harassment policy**

- Preside over weekly class which meets from 10 a.m. to 12 p.m. on Thursdays and Saturdays and from 7 p.m. to 9 p.m. on Wednesdays and 2 p.m. to 6 p.m. on Sundays.
- Arrange for model each week and model if the model does not show up.
- Time various poses by the model, long or short
- Supervise the classroom material such as easels, our skeleton and clean-up
- Collect the \$10 fee from those attending; turns all monies and expenses in to office for processing after the model has been paid in cash Sundays are \$5 per hour.
- Post cancellations on Facebook Page: Charlottesville Life Drawing and Modeling
- Keep the OFFICE and Executive Council in the loop about any issues
- Provide the Office with attendance figures
- Post the following life drawing policies and rules in all sessions and on the Facebook group page

**MCGUFFEY ART ASSOCIATION ANTI-HARASSMENT POLICY**

- *McGuffey Art Association is committed to maintaining a fair and respectful environment for work and study. To that end, and in accordance with federal and state law, McGuffey Art Association prohibits any association member, staff, student or visitor, from harassing and/or discriminating against any other member, staff person, visitor, student or model because of that person's race, sex (including sexual harassment), sexual orientation, gender expression, ethnic or national origin, religion, age, or disabled status. Incidents of harassment and discrimination will be met with appropriate disciplinary action. This has been and is our standard practice but is now being formalized in writing for the reference of future proctors, drawing group leaders, participants and models.*

**MCGUFFEY ART ASSOCIATION LIVE MODEL POLICY**

- *All proctors and drawing group leaders who utilize live models, given the inherent sensitive aspects of such activity, must be scrupulous in maintaining an appropriate professional, safe and welcoming atmosphere. Teachers and leaders should avoid any conduct, whether physical or verbal, that could be misinterpreted by a reasonable person, participant or witness, or that could otherwise cause discomfort on the part of the model or other participants in the activity. No such conduct shall be permitted by any participant either. Proctors and leaders should be welcoming and professional and phrase advice constructively and avoid all bullying or intimidating behavior.*
- *The following excerpt is taken from Drawing Essentials: A Guide to Drawing from Observation (2009 Oxford University Press, New York) by Deborah Rockman, Kendall College of Art and Design.*
- *Additional Classroom Rules When Drawing from a Model*



- *Modeling is hard work. Unless you have done it before, it is difficult to realize the challenges involved in modeling well. Everyone in the classroom deserves to be treated with respect, and this is especially true for the models who find themselves in an especially vulnerable position because they are nude and because all eyes are upon them.*
- *The model's personal space is to be respected, and you should never touch the model while he or she is at work. There are some instances, with the model's permission, when it is appropriate for the instructor to make contact with the model in order to point something out, when teaching anatomy, when helping the model to get back to a particular pose, and so on. But the generally accepted notion is that under no circumstances should you, as a student, make contact with a model.*
- *Under no circumstances should the instructor, leader or any participant make any comment about the physical appearance or any physical or assumed attributes of the model. Comments should be restricted to those that describe the artistic process, such as light, shadow, contour, rhythm, or similar.*
- *The models, too, should be made aware of guidelines for their behavior. During a break, you can expect that the model will wear a robe or other cover until it is time to resume modeling. If you encounter an uncomfortable situation with a model, your best course of action would be to discuss the issue with your instructor who can address the issue with the model. In general, common sense and courtesy provide the best guidelines.*

## **NOMINATING AD HOC: (3 people) NOT REVISED**

- Formed a minimum of two months prior to the annual meeting by posting a sign-up sheet in the mailroom; if no volunteers, the system reverts back to council choosing the members to serve
- Nominating committee will ask every member via email to inform them as to whether or not they decline to be nominated. Those who do not eliminate themselves are put on a list that they might be interested in a Council position. People are free to change their minds and add or cross off their names from the list.
- Prepares and presents a slate of officers and committee chairs to be voted on at an annual meeting
- Accepts nominations and recruitment requests from one-person chair committees and gallery committee prior to the annual meeting presentation
- Shares committee placement recommendations with 2<sup>nd</sup> Vice President before the May Council meeting.

## **OPENINGS: (5 people) plus 3 rotating artists for each opening – REVISED 2018**

### OPENING RECEPTION GUIDELINES

Opening receptions are held on the first Friday of each month from 5:30-7:30pm, excluding August. The Openings Committee is responsible for planning, ordering wine, shopping for food and running the reception. The committee is made up of 5 renting members. 3 other renting artists assist with each opening. Each renting artist is required to work one opening during the year. Schedule is set in June for rest of the year. The cost of openings is covered by a fee that is paid by the exhibiting artists (\$100 per gallery in 2017). 2017 budget is approximately \$220 each for wine and food. The plan is that the openings fees cover all the openings expenses.

### COMMITTEE DUTIES - MONTHLY:

- Sets and coordinates the annual work schedule for the renting artists. Each renting member must work one opening per year (3 total are needed per opening). The schedule is roughly alphabetical. Artists are not scheduled for a month that they have a solo show. The schedule is posted in the mailroom, as is the substitute worker contact list. If every artist has worked a shift, the chair can decide how to fill any remaining slots. He or she may ask associates or incubators or draw lots for the renting members.
- Reports to Treasurer any fines owed. Failure to show up for the opening shift without getting a substitute results in a \$40 fine plus the artist will get re-scheduled for another month
- Sets annual budget and checks with Office on status of income and expenses
- Two weeks ahead of opening: place wine order. Robert from Market Street will deliver the wine and the Office will have a check ready. The office will obtain a liquor license from the ABC board to be signed by the Executive Council president. McGuffey will handle the actual filing of the form and the \$55 fee.
- Two weeks ahead: Schedule and confirm all workers via email or phone. Tell Office who will be buying food so CostCo card can be changed or a letter can be provided.
- Day of opening: buy all food, flowers and ice. Food should be purchased at CostCo with McGuffey CostCo card and signed blank check. The committee chair has a list of suggested food.
- Day of opening: Can contact Hill and Wood and Christ Episcopal Church about additional parking options if necessary. Check with Office to make sure check for wine is available and liquor license is present.
- Opening: shift runs from 4:30 to 8:00 p.m. (or when work clean-up is completed) Duties include: set up in the classroom, staffing reception, and cleaning up after reception. We usually use the tall tables in the classroom for the food in the downstairs hall and a six foot table near the front door for the wine. Get the liquor license from the Office. The ABC license must be displayed on the wine table, along with a notice that wine will not be served by or to minors. There will also be non-alcoholic choices available for guests.

- Duties at opening include: Set-up food and wine tables, prepare and plate all food, serve and replenish food during opening, two people serve wine. Clean-up building and classroom post opening.
- At end of opening night: All tables returned to classroom, all dishes washed and returned to shelves, all trash taken to dumpster and classroom left completely clean.
- After opening (next day): do all laundry. Tablecloths and rags must be cleaned after each opening by someone on the committee
- **If the Openings Committee has to manage special requests from Exhibitors, those requests must be in writing and made part of the Gallery contract.**

COMMITTEE DUTIES – YEARLY:

- The Openings Committee is responsible for ordering champagne for the New Members Reception on the First Friday in January. The New Members Reception begins at 5pm.

**PUBLICITY: (9 people; 1-2 chairs and 2 subcommittee chairs) – Heavily REVISED 2018**

*This committee is responsible for promoting McGuffey events and monthly shows. (Ideally, these events and shows have been placed on the Publicity calendar at the May Association meeting. In addition to the shows, Publicity has a capacity for up to 20 additional events.)*

*Typically that promotion includes: preparation of and sending press releases to local media (artists are responsible for getting quality images to the committee), 2-3 posts to Facebook and Instagram, the creation of a Facebook event, inclusion in our bi-monthly newsletter, website event listing and (currently) Frist Friday print ads in the Cville Weekly and Albemarle Magazine. Individual show postcards, additional social media support and other publicity are options for each individual artist to pursue on their own.*

*The committee is also responsible for designing and producing flyers for committees as requested. Flyers are not typically part of the promotion of an event unless requested at least two weeks in advance.*

*The members of the committee MAY, if they have time, assist committees with additional publicity requests outside of these general parameters, but they are not required to.*

*All requests to the Publicity Committee must be made at least two weeks in advance of the event.*

*All requests must come through the Members portal at [www.McGuffeyArtCenter.com](http://www.McGuffeyArtCenter.com)*

GENERAL RULES for all McGuffey publicity efforts (in committee and outside of the committee):

- Uses “McGuffey” as a second reference in publicity and graphics
- Works with committees to prepare a calendar of McGuffey events needing publicity – this calendar should be voted on at the May Association meeting
- Maintains the Publicity folder on the Google Drive
- Processes requests for Publicity that come through the Members Portal
- Submits itemized budget request to Council; reviews quarterly budget reports pertaining to committee expenses
- Publicity does not do promotion for individual members.
- The McGuffey logo should be on all promotion by or for McGuffey members.
- The full McGuffey Style Guide is available on the Publicity Google Drive and must be followed by all members

CHAIR: (1 -2 people)

- Oversees the workflow and coordinates with Office, Council and other committees (especially Community Relations) regarding current and future publicity efforts
- Keeps calendar of events needing publicity

- - manage all print ads, postcards and flyer creation (11 print ads, 3x postcards and 9-10 flyers)
- - meet with COO and Dev Director 3-4x a year to go over flow of info, press release updates etc.
- - meet with each Publicity subcommittee (or all at once) - web, social media, newsletter, graphic creation (flyers, postcards, ads), portal coordinator, press releases - to get updates on changes, ideas, directions and present at monthly McGuffey Association meeting
- - manage the main calendar for all publicity, marketing and advertising for McGuffey
- - talk to external clients about ad placement, cost, new directions
- - manage the full publicity budget
- - be the "go to" for all things Publicity (internal issues, new ideas, etc)
- - be the liason between Community Outreach and publicity
- - call meetings, make agenda, run meetings for Publicity 3-4x a year
- - brainstorm ways to get more people interested in McGuffey (surveys, banners, events, etc)
- - help serve as a community liason with other arts groups (Friday Art Walk or City Space partnership) and help get a team together
- - assist on portal creation, continuation and ideas
- - meet with portal coordinator to keep tied into what the requests are
- - meet with all other McGuffey committees 1-2x a year to understand their publicity needs
- - assist with signage (being passed onto someone on committee but this should be noted somewhere)

#### PRESS RELEASES/free calendar listings for MONTHLY SHOWS (1 person)

- Sends out early letter to McGuffey exhibitors prior to shows requesting show info, images, and brief show description: compiles for Albemarle Magazine which publishes every other month and includes more text and photos than the other free calendar listings.
- Sends out second letter to McGuffey exhibitors closer to show time requesting show info and images if not already sent; explains specifics about MAC publicity and signage to artists.
- Collects show information and images from exhibiting artists and compiles into a general press release. Sends to various media, city council, associates, MAC web/social media. (Artists handle detailed publicity such as bios, additional photos, etc. individually.)

#### ADDITIONAL PRESS RELEASES (varies)

- Requests and images should come through the Members Portal
- There is a template for a press release in the Publicity Folder on the Google Drive (in Press Release subfolder)
- The Office can assist with drafting these press releases as needed

#### PRINT – 1 subcommittee chair

##### PRINT ADS (1 person)

- Communicates with media representatives to plan/discuss MAC's advertising commitments. Negotiates prices in relation to existing budget or for budget planning.

- Designs ads (unless designed by media team, such as with C-Ville). Sends ads to media; reviews ad proofs and published ads.
- Sends ad to Website/Social media
- Reviews advertising bills and submits to office.

#### Flyers and Rack Cards and Postcards (2 people)

- Designs flyers and posters to promote MAC special events and ongoing activities for the public (drawing groups, artist gallery talks, critique group, jury applications).
- Sends image to Website/Social media (if requested through Portal)
- Maintains list of where flyers should be distributed (in person and electronically) and pass that list on to the committee or requester
- The committee or requester shall have 50 flyers printed at ALC or Staples
- The committee or requester shall contact member responsible for delivering flyers and give them 40 and give 10 to the Office
- Designs and orders postcards for the Holiday, New Members' and Summer MAC group shows
- Delivers printed cards to office to be sent out in a timely manner
- Sends image to Website/Social media

#### GRAPHICS (1 person)

- Produces all signage in building (except artist door signs – that is the Office's responsibility) including monthly exhibit signs for artists who request them

#### DIGITAL – 1 subcommittee chair

#### WEB (2-3 people)

- Maintain the workability and design coherence of the McGuffey website; coordinate with outgoing committee members about passwords and template structure
- “Center of the Universe” person who manages the requests that come through the Portal and distributes the work to committee members
- Must be familiar with SquareSpace (we also use JotForm)
- Update the exhibits/images on the home page and exhibits page
- Update exhibit schedule: collaborate with gallery committee on exhibit schedule
- Respond to artist requests for artist website update, artist page updates and changes
- Add/edit pages as necessary for special events/exhibits
- Work on design aspects of the web.

- Coordinate with Nina/office on the design/layout of the website.
- Trouble shoot Squarespace issues
- Work on the member's portal
- Handle McGuffey tech issues and questions outside of publicity
- Create Forms for different committees
- Coordinate content creators

#### SOCIAL MEDIA (1-2 people)

- Promote upcoming exhibits and special events through Facebook and Instagram. A good practice is 2-3 posts per event if sufficient notice has been provided
- Create Facebook Events for McGuffey events
- When there is time, reach out to member artists to highlight their work, take photos, interview and write posts. This can be in a Q and A format using a template that changes each year.
- Social Media does not publicize individual artist's events outside of shows at McGuffey unless a request has been received through the Portal and approved by the Committee with two weeks notice.
- Stay current with best practices in social media promotion
- Provide a budget for boosting social media posts

#### Susan Northington's ideas:

- *These are just my thoughts after talking to Lindsay about a few things as well as looking into other organizations and how their social media works, as well as looking into best practices for social media. I have also listed the number of posts since being in this position.*
- *There have been over 136 posts on Facebook, including- gallery(exhibitions), rentals, figure drawing, community relations, classes, shop, incubators, tours, individual artists, performing arts as well as candid shots of visitors and artists, videos of artists at Demo Day, videos of events, artists that have won awards, shows and McGuffey artists participating in other events,*
- *For Instagram there have been over 90 posts. Our followers have definitely increased since I came on, and no I am not saying because of me, it's the popularity of Instagram.*
- *I have been trying to humanize McGuffey as well. I have posted 9 artists in their studios with them working as well as candid shots or events while at McGuffey.*
- *I will in a separate document create a best practice for social media to share with the association, through McGuffey Media.*
- *After talks with other organizations and reading about practices **the portal seems to be the best practice.** This is new to McGuffey. This system is straightforward and serves its purpose.*



- *One person for social media. There is a responsibility of response and voice to be considered. If people are wanting something posted immediately then they should post on their own accounts. They can always submit to the portal. A best practice can be sent out through McGuffey Media. Members can tag, check in , mention us on their posts.*
- *The association needs to have reminders of “to submit”, “how to use”, and “be respectful of turn around”. I am willing to send that to McGuffey Media as a reminder to be sent out once a month.*
- *\*In consideration of artists showing at McGuffey, perhaps a mention of what will be covered for them as far as publicity should be in their contract. An add, Social Media for opening, location of show and images. If there is an artist talk, they should provide information for that event. This could be discussed more. The artists need to promote as well, once again with best practices.*
- *After the live video of Demo Day, I did question its purpose. I am not opposed to this but feel as though this should be discussed with a plan. It did bring up the fact that conversations in the room are no longer private. I do know that I have overheard many conversations in my own studio that I don't think I should have overheard. All of a sudden it can be captured with the filming. Should McGuffey put up signage while filming? Discuss the placement of the camera, not only for the video but for the audio. The acoustics in the building are not the best. As far as filming Demo Days- Is the purpose to get the public into the building? Would a short video maybe with some thoughtful editing serve us better? There were views, but low in comments. Again not opposed and I understand it was an experiment but maybe have a discussion. Does the filming represent the best of McGuffey or particular artists?*

#### NEWSLETTER (1 person)

- Prepares and sends out newsletter twice a month using press releases and other sources
- We currently use Mail Chimp which is automatically updated from Lite Green Light (but check with office to make sure)
- Include calls for artists that are forwarded from MacMedia at the bottom of newsletter (helps us fulfill outreach mission)

**RENTALS & EVENTS (2-3 people) – NOW OFFICE as of 2018 (still need people to be event coordinators on the day of the event – those job duties are below.)**

**Rentals Flier**

- Design, update, and distribute MAC Rentals Flier to community
- Initial contact: MAC@mcguffeyartcenter.com
- Determine preliminary event information (names, contact information, nature of the event, approximate number of guests, date(s) and times).

**Schedule**

- Check MAC Master Calendar and MAC Exhibition schedule: for availability of date, classroom schedule, jurying, summer closing, types of work that will be on exhibit at the event time (regarding fragility, 3D works that could not be moved, content of the works relative to the event, etc.)
- McGuffey Rental Events take precedence over performance events.) Therefore MAC performance groups *must* schedule all performance events through the MAC Master Calendar to prevent conflicts.
- All artists must check the MAC Master Calendar: no group activity may be scheduled in any studio during a Rental Event.
- Contact potential renters to offer the space and discuss the rental:
- Schedule a walk-through.
- Pencil in the pending event into MAC Master Schedule
- With friendly congeniality, promote the rental of MAC space.

**Fee and Contract:**

- Using the MAC Rental Contract, negotiate the rental fee according to the special needs of the event.
- The Rental Contract is a 'cafeteria style' omnibus contract intended to be custom designed for each event. The Rentals Chair writes and signs the contract for MAC.
- Classroom Rental Fee- Non-members will pay \$25 and members \$15 per hour for an event or class or scheduled meeting in the classroom. The independent classroom use must not interfere with the posted classroom schedule. Rentals Committee will work with artist/teachers to reschedule classes or activities in the Starnes classroom for whole building event. Otherwise, scheduled classes take precedent over "casual" space/time rentals of the classroom.

**The Client signs the contract.**

- Not-for-profit organizations may receive up to a 50% discount for rental. In such case, the rental fee must exceed the direct costs of the Desk Liaison and Parking Attendant.
- MAC members may receive up to a 50% discount for rental. In such case, the rental fee must exceed the direct costs of the Desk Liaison and Parking Attendant.

**Requirements of the contract:**

- Honor legal occupancy limits and alcohol consumption laws, maintenance of the premises, preservation of Artworks, abusive behaviors, non-smoking.
- Deposit: 50% at contract signing; remainder 3 days prior to event
- Security Deposit: Amount to be agreed
- Insurance: Client must provide Certificate of Liability Insurance covering the Event (30 days prior)

**Desk Liaison:**

- All after hours Rental events require and must compensate a desk liaison.
- Rental Fees include a Desk Liaison (paid by Rentals committee out of rental income at rate \$17.50/hour; \$25.00 after 10 pm)
- If the Council decides waive the fees for an event, the cost of the Desk Liaison will be required of the Client as Direct Costs
- Desk Liaison will represent MAC during the event, assist the Client as needed, and facilitate the clean-up of the spaces.

**Event Coordinators will:**

- Consult with Client's caterer, as necessary
- Work with desk liaison
- Coordinate with the rental company for delivery/pickup of tables, chairs, floral arrangements, etc. not to interfere with classes.
- Place notices inside and outside MAC reminding member of the Event and reserve parking spaces as contract requires
- Be present at the set-up and beginning of the Event to troubleshoot and to ensure the event is beginning smoothly.
- Stay through the event and help Desk liaison close the building
- Send thank you for having the event at MAC, also requesting suggestions for future improvement.

## **SHOP (2 people) NOT REVISED**

- Maintains packing supplies and upkeep, purchases needed display items (or asks Office to purchase same)
- Coordinates with office re shop displays and supplies
- Establishes, replenishes, and rotates displays in the shop monthly; May show one person's work on the walls or several artists' work at one time.
- Oversees all changes to shop displays during the month
- Creates labels for the shop in coordination with Gallery Committee label person
- Has full power to determine what and how pieces are displayed in the shop; however special requests will be considered.) If a shop item sells mid-month, then the artist can replace it with a like item. It is the responsibility of the artist to take care of this.
- Works in the shop are not insured
- August clean-up- responsible for over seeing clean-up or painting

**TOURS (EDUCATION/OUTREACH): (2 people) NOT REVISED**

- Coordinates and schedules official tours of the building at specified times
- Helps out ad-hoc committee(s) for special events sponsored by McGuffey.
- Acts as a liaison to the public with respect to educational programs, providing guides drawn from the membership.
- Actively pursue tours from outside organizations, i.e. university, senior centers etc.

School and civic organizations often request tours of the gallery and studios. The minimum age for a tour for children is five years old. The Tours committee manages a rotation system of all artists. Artists may be scheduled for a maximum of three tours per year. Each tour consists of three or four consecutive demonstrations that last approximately fifteen to twenty minutes each. By vote of the Association, additional events and activities for the public are offered. These have included brown bag lunch talks and demonstrations, first Saturdays, the use of the building by arts related organizations, receptions, outside art shows, and open house days.