

Townsend Artisan Guild Gallery Operational Guidelines and Procedures

I. Policy Statement

The purpose of the Townsend Artisan Guild dba as the Townsend Artisan Guild Gallery and Studios is to encourage artistic expression and creativity, to offer art business skills and experience to Guild members, to provide juried members an opportunity to exhibit and offer for sale their work, and to promote art within the community by making space available for studios, artist receptions, classes, and other appropriate activities as deemed appropriate by the Townsend Artisan Guild Board of Directors.

This document provides the general operating guidelines for the Townsend Artisan Guild Gallery and its participating artists and members.

II. Major Roles and Responsibilities

- A. The Board of the Townsend Artisan Guild will oversee the strategies and operations of the Gallery and Studios and have fiscal responsibilities. It will oversee the management, marketing, sales and policies of the Gallery and Studios. The Board will review any written disputes and resolving those disputes.
- B. The Gallery Manager will be responsible for the overall management, including policy implementation, marketing, sales management, operations and overall aesthetics of the Gallery.
- C. A Display Committee will organize and manage the presentation of art exhibited in the Gallery. They will ensure that each artist is well represented during each quarter and present a cohesive exhibit representing all artwork. They will make the decisions as a committee as to which art should be displayed and where it should be displayed. The Display Committee will manage the replacement of any artwork that needs to be replaced due to sales or damage.
- D. Active Juried Artists may exhibit and offer for sale their work in the category or categories which have been juried into the Guild.
- E. Studio Artists, defined as juried members of the Guild, who sublease space may create their art in the juried category or any other type of art they are pursuing. They may exhibit and sell only their work in their space. They may offer classes and have student exhibits. The Studio Artists may be invited to display a few pieces of their work, in the categories in which they are juried, in the Gallery, without the Exhibiting Fee, however commissions will be assessed.

III. Art Display Policies

- A. Artwork that is exhibited will be that of juried artists in the category(ies) in which they were juried into the Guild.
- B. Displaying artwork in the Gallery is a non-exclusive arrangement. However, the artist agrees to not sell at any other venue below the price established at the Gallery.
- C. All displayed artwork must be the Artist's original artwork presented in a professionally appropriate manner. It should be clean, free of defects or scratches, and ready to hang or display. Framed and/or matted prints and cards

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of the original artwork may be displayed for sale. The number of prints and cards may be limited to offer a balanced selection from each artist.

- a. Two dimensional artwork may be gallery wrapped or properly framed. It must be securely fastened with the center of the wire 2-4 inches below the top of the frame. String, saw-toothed hangers and clips cannot be used with our hanging system. Glass or plexiglass are acceptable. All surfaces should be dry and clean. Artwork should not exceed 5 feet in any direction, nor should its weight exceed 25 pounds. Framing and displays should highlight the artwork and not detract from it.
 - b. Three dimensional artwork should sit safely on a 12 inch shelf or pedestal. Appropriate display stands may need to be provided. Sculptures to be displayed on the walls must have an appropriate hanging apparatus. Jewelry and fiber arts must be presented on an appropriate display stand. Please discuss any unusually display requirements with the Gallery Display Manager.
- D. Artwork will be hung according to the judgment of the Gallery Manager and the Display Committee. The Gallery display will generally be designed to provide an overall pleasing aesthetic display representing the collection of TAG artwork, rather than uniquely organized around individual artists. Individual artists may provide input to the Display Committee, but the Display Committee has the final authority.
- E. In order to maintain fresh displays 25% of the art should be rotated at least every 90 days. The Gallery Manager or his/her designee will set the schedule and the Display Committee will oversee this process. This will offer new opportunities for repeat guests and ensure that each artist has varying visibility in the Gallery.
- F. Conflicts over display of artwork that cannot be resolved with discussion may be appealed in writing to the Board.
- G. The Townsend Artisan Guild is not responsible for the loss of or damage to any item(s) for any reason. Artists are responsible for their own insurance.

IV. Gallery Operating Hours

- A. The Gallery will generally be open Wednesday through Saturday, 10 am – 5 pm and Sunday, 1:30 pm-5pm. Days and hours of operation may be adjusted based on business needs.
- B. The Gallery will operate on Blount County School weather closing schedule.
- C. During special offsite exhibits sponsored by the Guild, the Gallery should be open for business.
- D. From time to time, the Gallery Manager may close the Gallery due to other Guild or business requirements.
- E. The Gallery may display promotional materials, membership applications, business information about TAG artists, and any other information deemed appropriate by the Gallery Manager. Only TAG promotional items may be offered for sale.

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- F. The Gallery will support other art events by posting advertising flyers or posters with the approval of the Gallery Manager as long as it does not detract from the visual view of the Gallery. TAG artists will be given priority. Posters should be removed when an event is completed.
- G. Pets should not be welcomed in the Gallery.

V. Staffing of the Gallery

- A. Any Guild member may staff the Gallery on a voluntary basis. Artists who are exhibiting should schedule at least two half day sessions per month as part of their privilege of exhibiting.
- B. A schedule will be maintained to provide half day sessions. The schedule may be posted on Google calendar for ease of access.
- C. A scheduled time is a commitment. If the commitment cannot be met, the member must find a substitute and update the schedule. Substitutes could include swapping time slots or paying a qualified person to work.
- D. Gallery staff will be responsible for meeting and assisting customers, resolving customer issues, overseeing the safety of the displayed artwork, collecting sales, completing sales logs and general housekeeping. (Details are in Attachments 3)
- E. Gallery staff are encouraged to demonstrate or work on their art as part of providing interest to customers and to produce more work.

VI. Artwork-Artist Responsibilities

- A. Artists will deliver their artwork in appropriate packaging to prevent damage. The work should be clean, framed or appropriately finished and ready to hang with a wire or other appropriate hanging system or ready to place on pedestals, platforms or shelves. Each piece of work must have a complete identification label (artist name, title of piece of art) attached to the back or bottom of the piece of art.
- B. The Artist will input their inventory into the Talech register including the title, description, medium, and price of each piece of work. The Artist should maintain a personal inventory of their work in the Gallery.
- C. The Artist will label each of the displayed art works in a uniform manner. Information on the card will include the name of the art, the artist, the medium, and the price. Labels should generally be black ink on white cardstock. For two dimensional work, the label will be 3.5 x 2 inches, easily readable and provide artist name, art title and medium and price. For three dimensional and smaller two dimensional work, the label will be 2 x 1.5 inches. For jewelry and smaller similar items, a small tag with the information is appropriate (A form and example are on Attachment 2)
- D. The Artist will provide a biography, artist statement and contact information that will be maintained in the TAG binder at the Gallery.
- E. The Artist will have sole responsibility to make sure the Art Inventory is kept current and accurate in the Talech system.

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- F. The Artist retains the copyright of all artwork and their work should be duly noted with the © symbol and the date.
- G. The Artist retains ownership of the artwork until it has been paid in full by a customer.
- H. Artwork should be delivered according to the announced schedule at the beginning of the quarter in which it will be displayed and should be removed within five days of the end of the period. Generally new work will not be added during the quarter. The exception is to replace a piece of artwork that is sold or damaged.
- I. It is the responsibility of the Artist to adhere to the rules and guidelines governing the management of the Gallery. Failure to comply with management prerogatives may result in removal.

VII. Artwork-Gallery Responsibilities

- A. The Gallery will take reasonable measures for securing the Gallery. Studio artists or other volunteers will be present whenever the Gallery is open. Small items will be displayed in a case.
- B. The Gallery, through its Display Committee, will make all reasonable efforts to be both fair and objective and to present a cohesive and interesting exhibit. Generally, display space for each artist will be distributed throughout the Gallery emphasize the overall appearance rather than to highlight one artist.
- C. Any artwork displayed in the Gallery is on consignment; ownership retained by the Artist until it has been paid for in full.
- D. When a piece of art is sold, the Artist will be notified within a reasonable time so that a replacement with a piece similar in size and style can be delivered to the Gallery. The Artist should update the Inventory with the new work and place their work in the back room. The Gallery Manager or Display Committee will determine where the new piece will be displayed.
- E. If a customer requests a price discount or shipment of the art, the customer will be given the Artist's contact information. It is the responsibility of the Artist to accept a discounted price and package and ship his/her artwork as negotiated with the customer.
- F. The Gallery will notify the Artist as soon as possible whenever a piece of artwork has been damaged. The Artist may make a decision to replace or discount the price.

VIII. Management Responsibilities

- A. Gallery Manager: Manage marketing, sales, operations and address issues
- B. Gallery Scheduler: Ensure staffing during Gallery hours
- C. Finance Officer of the Board: Oversee financial statements and make disbursements

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IX. Space Rental

- A. An Exhibiting Fee (Space Rental) fee for Artists is \$75 for each quarter for two dimensional, three dimensional or multiple mediums. The leased space will be approximately 30 square feet and the Display Committee will ensure that each artists is equitably represented.
- B. Each quarter will generally begin on the first business day of November, February, May, and August and end on the last business day of that quarter.
- C. Exhibiting Fees are due at the time of delivery of art. No art will be hung or stored at the Gallery without first receiving the payment. There will be no refunds in the event of early removal of artwork.

X. Pricing and Terms of Payment

- A. The Artist will be responsible for Tennessee sales tax on any items sold. Any artist who has more than \$4800 of sales in a calendar year must pay sales tax. Artists should consult their own tax advisor.
- B. The Gallery will charge 15% of the sales price to maintain the Gallery. The commission may be modified from time to time as determined to be necessary by the Board.
- C. The Gallery will maintain a record of all sales including type of payment, date, name of the artwork, and name and contact information of the customer if given.
- D. The Gallery will not discount sales. If a customer insists, the artist's contact information will be given to the customer.
- E. If a piece of art requires shipping, the Gallery will involve the Artist in the sale. It will be the responsibility of the Artist to package and ship the artwork.
- F. Payments for artwork must be made in full at the time of sale.

XI. Finance and Cash Management

- A. At the end of each day, all cash, except reserved cash in the cash register and change, will be deposited in the Cash Safe.
- B. The Finance Officer of the Guild or his/her designee will manage all deposits and monitor the bank accounts to assure that sufficient funds are available for the Gallery expenses and payments to the Artists.
- C. The Gallery Manager or his/her designee will provide the Finance Officer a sales log, monthly, detailing the sales and the amount due to each Artist. Each exhibiting artist will be given a monthly statement of art sold, associated fees and total amount of the payment.
- D. The Finance Officer will write checks to Artists for the work that has been sold within ten business days of the end of the month.
- E. The Finance Officer will advise the Board of any unusual financial needs that are beyond the regular cash flow of the Gallery bank account.
- F. An insurance policy will be maintained by the Guild to address medical, personal property, including theft, and general commercial liability of damage to premises.

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XII. Marketing, Promotion and Publicity

- A. The Gallery will advertise the exhibits on its website, social media, emails, through its business contacts, and on various electronic media.
- B. The Artist will advertise their exhibits on their websites and social media and with other opportunities.
- C. The Artist may be asked to provide quality images for use in marketing the Gallery and its exhibits either on a jump drive or email a 300dpi jpg image to townsendartisanguild@gmail.com.
- D. A guest book will be kept tracking visitors and general activity at the Gallery. Useful information includes, how they learned of the Gallery, their home location and email addresses. This will better shape marketing plans and increase the mailing list.

XIII. Miscellany

- A. The President of the Guild, Gallery Manager, and/or designee may make recommendations to the Board for their approval to remove, replace, alter or change any procedure or guideline for the benefit of the Gallery as a whole.

Approved by the Board: April 21, 2021

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Attachment 1

Artist Agreement and Exhibit Inventory

I will deliver artwork to be displayed and offered for sale from _____ until _____ at the Townsend Artisan Guild Gallery in a non-exclusive relationship. My payment of \$75 for this quarter is attached.

As a member of the Townsend Artisan Guild and as an exhibiting Artist at the Townsend Artisan Guild Gallery and Studios, I agree to:

1. Be bound by the Bylaws of TAG and the Operational Guidelines and Policies for the Gallery. Pay display fees for each quarter I request my artwork to be displayed.
2. Offer my artwork for exhibit in a professional manner and abide by the Display Committee's guidelines for the exhibition.
3. Bring replacement art due to sales or damage and place in the rear and allow time for the Display Committee to place the work in the Gallery. Advise Kathy Dittmaier, Display Committee Chair, when the new work is at the Gallery.
4. Provide display labels in the manner described for each piece of art.
5. Allow the Gallery to use images of my work for promotional activities and marketing. (a request for a 300dpi image may be made for marketing materials)
6. Offer my artwork for sale at the Gallery at a fair price and to not sell at any other venue below the price established at the Gallery.
7. Appoint TAG and the Gallery as my agent to sell all of my artwork in the Gallery. I will accept the return of any artwork that is not displayed by the judgment of the Display Committee.
8. Deliver and remove the artwork according to predetermined schedules.
9. Assist in the general maintenance and cleanliness of the Gallery.
10. Work at the Gallery at least two sessions a month to provide sales assistance and customer interactions.

Artist

Date

Contact Number

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Attachment 2

Guidelines for Labels

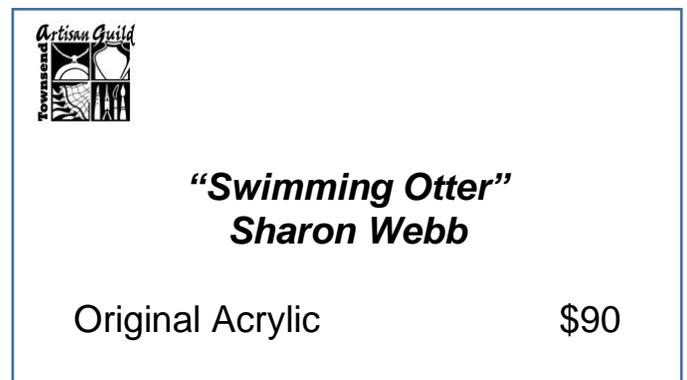
To provide a professional and aesthetically consistent appearance, a standard label is required. The standard is to use white card stock and black ink. The size must be 3.5 x 2 inches (business card size).

Please use Arial Font, 14. Put the Title of your Art (in quotation marks), and your name in bold, the medium and price in regular font. Examples are below:

If you have 3D art that will sit on tables or pedestals, a smaller standard label that does not detract from the art should be used. The size must be 2 x 1.5 inches. For certain products, a tent card formatted like the regular labels will be better presentation. For other art, such as fiber art wearables or jewelry, a small custom label is appropriate.



Tip: Download Avery template for business cards (click: [Avery Template for Business Cards for Word](#)), type your information into the template and cut to the required size. This template is on the next page for convenience.



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Attachment 3.1

Daily Operations Guideline Summary

I. Contact Information and Gallery Support

- A. Gallery Phone: no phone at this time
- B. Gallery Email: townsendartisanguild@gmail.com
- C. Gallery Website: www.townsendartisanguild.org
- D. Gallery Hours: Wednesday-Saturday, 10am-5pm and Sunday 1:30pm-5pm.
(Changes to Gallery hours determined and announced by the Board and/or the Gallery Manager)

II. Gallery Support

Mimi Eichholz	850-319-3544	Artist Assistance
Susan McCollum	765-283-5695	Artist Assistance
Susan Cooper	865-228-3792	Gallery Manager
Carol Troyer	865-406-5098	Gallery Staffing Scheduling
Kathy Barrow	865-310-6236	Sales Reports

III. Scheduling Staffing Guidelines

- A. A gallery work schedule will be distributed at the beginning of each week to remind those who have signed up and to seek additional staff as necessary. The schedule may be available at the Gallery on the iPad and members will be given access to the online Google calendar for enhanced communications.
- B. Displaying Artists should schedule at least two sessions a month, preferably at the beginning of each quarter. Other Guild members may also staff the Gallery. A substitute or 'call out' list will be available in the event a schedule person is unable to meet their commitment.
- C. Members are responsible for their own shift coverage. In the event they are unable to fulfill scheduled shift commitment, it is the Member's obligation to find a substitute for their shift.
- D. In the event the Member cannot obtain coverage of their shift, the Member should contact Gallery Support personnel.
- E. Members are asked to advise the Gallery Scheduler with any pre-determined shift changes.
- F. The Gallery will operate on Blount County School weather closing schedule. In the event a Member is unable to open Gallery due to a weather event Gallery support should be contacted.

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Attachment 3.2

Daily Operations Guideline Summary, cont.

IV. General Duties of Member in Daily Operation of Gallery

Note: Studio 321, adjacent to the Gallery, is a separate entity. The public is allowed access to the bathroom facilities but should not be allowed to browse the Studio's space without permission from the artists of Studio 321.

- A. Each Member participating as staff is responsible for the safe and efficient operation of the Gallery.
- B. Member is to open the Gallery and be ready for business at 10am – 5pm Wednesday through Saturday and 1:30pm – 5pm on Sunday. A code for the key will be provided for entry to Gallery.
- C. Greet all guests to Gallery in a polite professional manner. In casual conversations, determine if there is a specific interest and direct the customer to that work. If possible, in a conversational mode, learn where the guest is from and how they learned about the Gallery.
- D. Members should have a general knowledge of all the exhibiting artists in order to give information pertaining to an artist if asked. A notebook of biographies and artist statements and business cards will be available.
- E. Members should provide guidance to a customer in helping to understand a particular type of art or offer assistance in choosing a particular style of art. Members pledge to respect all contributing artists, promote sales equally and should not try to influence a purchase of their own art to the exclusion of others.
- F. Members should be alert to any situation that would cause physical damage to the art or guests. Discretion should always be used when addressing situations which could potentially be damaging to the reputation of members of the Guild or of the Guild.
- G. Members should not bring pets with them during their scheduled shift.
- H. Members should actively work on their own art as long as all guests are being attended in a professional and friendly fashion and time/space allow.
- I. Members should apprise Gallery Support of any needs pertaining to physical operation of the Gallery.

V. Sales Duties of Member in Daily Operation of Gallery

- A. All Members working as sales staff should be familiar with the sales processes and procedures.
- B. Any art on the display system or shelving including 3D pieces should be removed from the display by Member if purchased by a guest.
- C. Member handles all art in such a way as to not cause damage and should wrap or package art as needed for the guest.

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Attachment 3.3

Daily Operations Guideline Summary, cont.

- D. Member processes sale and completes necessary paperwork according to posted guidelines and provides any literature that may be available or requested. Thank the guest for visiting the gallery.
- E. If guests request shipping, the artist is to be contacted to arrange shipping.
- F. Members are encouraged to engage with each guest but also be cognizant of all people in the gallery.
- G. Artist contact information is given to any guest wishing to return or replace an item. This information is available as business cards or in the binder of TAG Artists.

VI. Opening and Closing Procedures of Member in Daily Operation of Gallery

A. Opening (Detailed Guidelines are at the Gallery)

- a. Log into the Talech System.
- b. Tidy the sales counter and turn on lights in various cases.
- c. Turn on Open signs and move signs outside to attract attention.
- d. Count cash drawer money. The drawer should total \$75 each morning. Secure change from the bank, if needed.
- e. Perform general housekeeping duties including dusting shelves, straightening displays, replenishing sales material, restocking bathroom facilities, empty garbage. Bathrooms should be cleaned as needed.

B. Closing

- a. Count the money in the cash drawer, leave the \$75 with optimal mix of small bills and put all cash and check sales in an envelope, with the form detailing sales in the cash safe. Note on the form, the day, a list of checks, the amount of cash money you are putting in the safe, and your name. Indicate any relevant notes.
- b. Leave any notes for next shift.
- c. Bring signs inside. Turn off open signs, lights, fans, etc. and lock door and return key to lock box.

VII. Emergency Contact Information

- A. In the event of shoplifting or theft, member should contact the Gallery Manager.
- B. In the event structural damage to building or other physical location issues including water leaks, structural damage, etc. member should contact Gallery Manager.
- C. For all other emergencies Member should contact the Townsend Police: 876-448-6875 or 911 in the event of a medical emergency.

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Attachment 4

Monthly Gallery Sales Report for Artist

Accounting for the period of _____ to _____. The following works were sold during this period:

Gross Sale	TAG Commission (15%)	Net Sale	Description of Item	Artist Check