



2022 Policies and Procedures (Draft)

I. Who We Are

The Chatham Artists Guild (“CAG” or the “Guild”) is an organization of visual artists in Chatham County, North Carolina. The mission of the Guild is to connect our community's artists and arts patrons; provide educational and charitable activities and events to enrich and develop awareness and appreciation of the significance of the visual arts. The Chatham Artists Guild is an independent, artist-developed and operated registered 501(c)(3) nonprofit organization [EIN 41-2179353]. The Guild is bound by the organization’s Bylaws established in 2005, revised in 2022, and available online in the Member Resources section of the CAG website.

II. How We Work

A. *Administrative Structure*

The Guild is administered by a Board of Directors, with a President, Vice-President, Secretary, and Treasurer, and additional officers that the Board may elect. The Board oversees all aspects of Guild operation in accordance with procedures set forth in the Guild Bylaws, and consists of no less than five and no more than fifteen Guild members, each of which serves a three-year term. New Board members are elected each year at the January All-Members Meeting (AMM). No Board members or other Guild members receive compensation for work in service to the Guild except for Board-approved compensation for out-of-pocket expenses.

The Board may elect or appoint “Advisory Volunteers” who are encouraged to attend Board meetings and take an active role in Board discussions, but are not entitled to vote on issues brought before the Board

No major changes to any policy or procedure can be made without a majority vote of members of the Board. The Board meets every month on a specific day and time that works best for all Board members. The President has the option to call additional meetings as needed throughout the year.

B. Guild Officers

The officers are elected by the Juried Members at the AMM (designated the Guild's annual All Members Meeting) in January, serve a two-year term unless otherwise indicated, and may be elected for a second term. Officers assume their duties at the conclusion of the Annual Meeting at which they are elected.

- **President**— To be eligible for election, a member must have served on the Board for at least one year. The president serves a one or two-year term. The President:
 - Oversees the daily operations and management of the Guild.
 - Coordinates and disseminates information to the members.
 - Presides over the Board and the AMM.
 - Sends out email announcement two weeks in advance of upcoming Board meetings and AMMs, including time/date/location of the meeting and the planned agenda.
 - Forms all committees and appoints the chairperson of each committee with the approval of the Board.
 - Brings issues of import to the Board for further discussion and action.
 - Develops the annual budget in collaboration with the Treasurer and the Board.
 - Coordinates with committee Chairs to ensure they have the needed resources.

- **Vice-President**—The Vice-President works closely with the President, and may be eligible for election as President after one to two years as Vice-President. The Vice-President:
 - Assists the President in day-to-day operation of the Guild.
 - Presides at meetings in the absence of the President, and assumes the role if the President is unable to fulfill the duties temporarily or permanently.
 - Takes on special projects as assigned by the President and the Board.
 - Serves as a liaison for artists on the Tour to answer questions and resolve issues, and as a general contact person to answer members questions and to assist with Guild problems or challenges encountered by members.

- **Treasurer**—The Treasurer administers all Guild funds. The Treasurer:
 - Maintains QuickBooks files of CAG accounts.
 - Monitors CAG PayPal account for deposits and bank transfers.
 - Makes deposits, pays invoices & reimbursements, and provides monthly Treasurer's report.
 - Sees that the budget is adhered to.
 - Files any required NC Secretary of State forms/reports.
 - Files or confirms filing of annual 990N form with IRS.
 - Pays mailbox rent, picks up the mail, holds lone key to PO box.

- **Secretary**—The Secretary oversees the preparation of the minutes of all AMMs and Board meetings.

C. Membership and Jury Process

Visual artists 18 years of age and older who maintain an artist's studio in Chatham County are eligible to apply to the Chatham Artists Guild. There is a non-refundable application fee of \$20. Applications are accepted from September 1 to October 31 every year via an application form on the Guild website. The President selects, with Board approval, a Guild member to serve as Chair of the Jury Subcommittee and as Jury Master.

The Jury Master recruits a Guild member on the Operations Committee (not on the jury) to act as Slide Master. Once the application period has closed, the Slide Master accesses the application forms, redacts any identification of artists by name and identifiable signatures on the applicant's images, and assembles the images and artist's statements into a digital slideshow, with the applicants identified only by number. The Slide Master also prepares a key sheet identifying the applicants by name.

The Jury meets within the first two weeks of November, views the digital slideshow, discusses the pros and cons of each applicant's work, and fills out ballots for each applicant, including juror comments identifying strengths and weaknesses in the work. Upon completion of the jurying, the Jury Master collects the ballots and tabulates the results. Once the results are tabulated, the Jury Master consults the key sheet, identifies the accepted applicants, and announces the accepted applicants to the Board.

The Jury Master prepares standardized acceptance and rejection letters, including edited juror comments. Rejected applicants are offered mentoring on how to improve their submission for a future application. The letters are emailed to the applicants as PDF attachments by the end of November, and all applicants are encouraged to visit studios during the Tour and attend the associated exhibitions. Copies of all ballots and acceptance/rejection letters are uploaded for permanent storage in a folder on the Guild cloud drive.

Accepted applicants have until December 31 to pay membership dues in order to become Guild members. Once dues are paid, the webmaster sets up the member's artist profile page, allowing new members to edit/update their page and access documents on the member resources page. The timing of the application period and jurying and the deadline for paying dues give the new members an entire year of Guild membership benefits. The timing also allows us to encourage new members to visit studios during the Studio Tour a year before they might participate in the tour, giving the opportunity to meet current Guild members and see how the tour is conducted.

D. Fee Structure and Guild Service

Each January, returning Guild members pay annual membership dues. The deadline for payment of dues is February 14. Membership is from January to January. Annual

membership dues are \$60 for working members and \$120 for non-working members. “Working members” are those who commit volunteer hours on a Guild committee or other Guild service. Working members not on Tour commit 10 or more hours per year, and those on Tour commit 24 or more hours per year. A non-working member is one who chooses not to volunteer for Guild services. **Members who pay their dues or Tour fees as working members but do not fulfill the associated hours of service will be required to pay non-working dues and fees the following year.**

The deadline for payment of Studio Tour fees is April 1, but fees may be paid at any time before the deadline. Tour fees are \$225 for working members or \$425 for non-working members.

The Guild conducts **All-Members Meetings** three times a year. The main meeting is referred to as the Annual Meeting and occurs in January, with additional All Members Meetings scheduled in the spring and fall. Members are expected to attend the All-Members Meetings as an important part of Guild membership, and at some point during their membership, serve for three years on the CAG Board.

E. Guild Committees

The Guild is a volunteer-operated organization and could not exist without a significant percentage of members actively participating in committees and other Guild service. In paying annual membership dues at the start of each calendar year, members specify their committee preferences. The President and the Board evaluate the preferences and assign committee service including a Chairperson for each committee, and “working members” are notified of their committee assignments during the latter part of February. Some committees are informally split into subcommittees, and in that case the separation of responsibilities is flexible depending on needs in each area. Note: Committee Chairs may periodically ask for assistance from the larger membership. A committee contact list as well as the yearly roster will be posted to Member Resource page each February.

- **Education**—The **Education Committee** works to fulfill the Guild mission of providing educational and charitable activities and events to enrich the arts in Chatham County and to develop awareness and appreciation for the significance of the visual arts. The committee develops educational and presentation opportunities for visual artists, such as professional development sessions and workshops. When possible and practical, these activities are open to the larger community. The committee provides activities, support, and outreach to the local arts education community. The committee is active throughout the year.
- **Exhibitions**—The **Exhibitions Committee** is split into two subcommittees:
 - The **Exhibition Subcommittee** conceives, plans, organizes, and installs exhibitions of Guild artists’ works. A primary activity of this group centers on the preview exhibition(s) for the annual Chatham Studio Tour. Additionally, the committee

seeks other appropriate venues for exhibitions of Guild artwork.

- The **Reception Subcommittee** organizes receptions for CAG events—planning and executing food, drink, music, volunteers, setup/cleanup. Both groups are active to some extent throughout the year, but the busiest season is in the late summer and fall, leading up to the exhibitions occurring in conjunction with the Studio Tour. There may be considerable crossover between these two groups depending on the demands of exhibitions and receptions.
- **Finance**— The Finance Committee oversees assets owned or under the supervision of the Guild and assists in financial planning for the Guild for short-term cash flow needs and long-term planning and projects. It also monitors the investment of funds by the Guild. The committee meets with the Treasurer a minimum of four times per year to review and coordinate compliance with all applicable federal and state tax laws and regulations.
- **Fundraising**—The Fundraising Committee focuses on recruiting sponsorships, applying for grants and awards, and soliciting individual donations. The committee coordinates with the Guild treasurer to provide receipts and donation acknowledgement letters to contributors for tax purposes. The committee is split into two subcommittees:
 - The **Ad/Sponsorship Subcommittee** is most active during the spring/summer push to get sponsorships before the brochure goes to press, but sponsorship recruitment continues all year for online support.
 - The **Grants/Donations Subcommittee** is active throughout the year.
- **Membership**—The **Membership Committee** oversees orientation of new members, including developing, updating, and distributing resources to integrate new members into the Guild. Nominations of new Guild officers and other Board members fall under the Membership Committee’s jurisdiction. The Committee may also keep lists to match artists willing to share studios during the Studio Tour with artists wanting to show in a shared studio. The committee is most active through the fall and winter. The Membership Committee includes two subcommittees:
 - The **Nominating Subcommittee** seeks members interested in serving on the Board and as officers. Three months prior to the Annual Meeting, the Board entertains suggestions for new Board members and officers and investigate their qualifications and availability. The Board informs the membership of proposed candidates, who are voted on by the membership at the January AMM.
 - The **Mentoring Subcommittee** welcomes new members, assists with orientation, coordinates new artist interviews, and offers or coordinates mentoring. This subcommittee is most active through winter and spring.
 - The **Jury Subcommittee** is composed of a Jury Master, Slide Master, and 8 to 10 members working in various disciplines with varying types of experience. The jury

assesses applicants for membership each year and selects those invited to join the Guild. The new member application period runs through September and October, and the committee is most active in November and December every year.

- **Operations**—The **Operations Committee** provides shared access to resources for members, based on their assigned tasks and the materials they need for use in their committees. The committee oversees and maintains online administration & archival records. It provides analysis and recommendations for hardware/software needs for the Guild to work effectively. The committee is active throughout the year.
- **Public Relations**—The **PR Committee** utilizes appropriate media venues to promote Guild events and membership. This includes both free and paid advertising, social media (Facebook, NextDoor, Instagram), Guild newsletters, email blasts, press releases, new artist interviews, local print, radio, and digital advertising. The PR Committee is responsible for ensuring the Guild logo is properly used and that the branding guidelines are followed in all communications, including website, brochure, other printed materials, and social media. It determines the Tour brochure press run and distribution tactics as a major expenditure of the annual PR budget. The committee is active throughout the year and its members are responsible for maintaining follower engagement via social media posts.
 - The **Brochure Subcommittee** works closely with the PR Committee and the graphic designer to coordinate design & production of the Studio Tour brochure, including receiving and preparing members' photos and information for the brochure, arranging creation of the Tour map of studios, and proofreading final copy before going to press. The Brochure Subcommittee is active through the Spring, Summer and early Fall.
- **Tour**—The **Tour Committee** handles the mechanics of brochure and triangle sign distribution and the placement of banners and sandwich boards. The Committee is split into two subcommittees:
 - The **Distribution Subcommittee** handles distribution of the brochure to locations around Chatham and surrounding counties and maintains a list of distribution locations. The Subcommittee is active in the fall.
 - The **Sign Subcommittee** is responsible for signage for the Studio Tour. It maintains and distributes numbered triangle signs, and arranges for other appropriate signage including large signs, banners, and sandwich boards. After the Tour, it collects signs and visitor logs from the Tour artists and makes recommendations for any needed repairs or replacements. The Subcommittee is active in the fall and early winter.
- **Website**—The **Website Committee** oversees all aspects of the website and its functionality. It provides technical assistance to artists creating their profile page. The committee

uploads new member interviews, Guild news, and sponsor ads; edits text; and seeks and organizes informational documents for the member resources page. It acts as liaison between the Guild and the webmaster and makes recommendations for revisions/updates/upgrades. The Website Committee is active throughout the year.

III. The Studio Tour

The Chatham Studio Tour occurs annually on the first two weekends of December with the objective of supporting artists and local economic development in Chatham County, North Carolina. The Tour brings large numbers of visitors into Chatham County. The goal of the Tour is to contribute to the economic and cultural wellbeing and development of the county, and to stimulate and inspire new artists, patrons, and students of art. While the Tour is the centerpiece of the Chatham Artists Guild, the Guild's primary purpose is to serve the Chatham County community and its artists, and a member of the Guild need not participate in the Tour as long as they remain actively involved in the Guild's non-Tour activities and exhibitions.

A. Requirements for Participation in Studio Tour

- Artists on the Tour must maintain a studio in Chatham County and be a professional artist/craftsperson. It is not necessary for the artist to live in the county.
- All artists must submit images and information requested by the Brochure Subcommittee in a timely fashion by the established deadline.
- All work shown on the Tour must be original and the primary portion determining the originality and expression of each piece must be produced by the artist.
- No other artist's work can be shown in the artist's studio during the weekends of the Tour except in the case of shared studios, where several Guild artists show in one studio.
- No studio on the Tour will be a commercial establishment such as a restaurant, antique shop, etc.
- Artists not juried into the Guild may not show or sell their work at any studio which is part of the Studio Tour event during the Tour weekends.
- Studio outdoor signs should reflect the logo of the Studio Tour whenever possible.
- All studios should remain open during the hours advertised for the Tour.
- Tour artists may not show work done collaboratively with non-Guild artists.
- The established fee for the Tour must be paid by the set deadline. If an artist is unable to meet the fee deadline, the President or Vice-President should be notified and alternate payment methods may be arranged.
- Aside from the different fees for working and non-working artists, all artist fees are the same. There are no special rates.
- Each artist on the Tour will be responsible for disseminating information about the Tour to their personal list of clients and for publicizing the Tour any way they see fit.

- The Guild does not take a commission on any Studio Sales during the Tour.

To assist members preparing for the Tour, the Guild publishes and updates a Tour Checklist with ideas and suggestions arranged beginning a month before the Tour starts until after the Tour has ended. You can find *Tour Checklist—How to Have a Successful Studio Tour* in Member Resources and in the *Orientation Guide*.

IV. Guild Resources

A. *The Chatham Artists Guild Website*

The CAG website (chathamartistsguild.org) is a significant part of the Guild's public face and includes a range of features that benefit all Guild members. Each member is responsible for editing and updating the content of their personal Artist Profile page on the website, including descriptive text, studio video links, social media links, optional online sales portal, and a gallery of up to 25 images.

All members are listed on the Our Artists page with a featured image of their artwork that links to the member's Artist Profile page. If a member has loaded a link to a featured studio video, the video automatically cycles through the selection at the top of the Our Artists page.

A significant feature accessible to members logged into the website is the Member Resources page, which includes useful documents that address many aspects of Guild operation and membership. Those documents change somewhat through the year, including a range of special items made available as the Studio Tour approaches. Whenever in need of information about Guild operations and activities, members can check the Member Resources page.

B. *CAG Google Group*

As a means of enhancing communication and collaboration among members, the Guild set up a Google Group that includes all members' email addresses. Any member can send a message to membership@chathamartistsguild.org and it will be delivered to all members of the Guild. This group messaging option is for Guild business or information that will genuinely benefit Guild artists or the Guild as a whole. The objective is to keep the content pared down to appropriate Guild-related information of interest to most members, or of significant interest or benefit to smaller numbers or individual members. Note: inappropriate comments, topics, or requests will be deleted. A PDF explaining appropriate content can be found on the Member Resources Page.

C. *CAG Newsletter*

The Guild e-newsletter is published 6 times each year (Feb, Apr, Jun, Aug, Oct, & Dec) to more than 1400 subscribers. All members are invited to send stories about awards, projects, class announcements, exhibit news, etc. to news@chathamartistsguild.org The

Guild sends reminders and deadlines for each issue. Submissions should include location, address, dates, & links. Stories are better with images. Send stories written in **3rd person**. We may edit for consistency and length. Remember to answer those questions from your journalism class—Who, What, When, Where, Why (& How much?)

Image Size and Rendering

For best results, provide images in the following format:

- PNG or JPG format, RGB color profile is preferred
- 72 dpi, and no more than 6" or about 600 pixels wide
- File size of roughly 100 KB

Attribution

At the end of each story, include an attribution for readers to get more info. Send us your preferences. Such as:

- Name and/or studio name
- Website
- Email Address

D. Member News

Monthly e-newsletter from PR Committee to membership shares information, updates, deadlines, calls for entry, resource links, tips & tricks, professional development opportunities, and calendar updates. If you have information to share with members, send an email to news@chathamartistsguild.org with the subject: *CAG Member News Item*.

E. Social Media

The Guild maintains and posts regularly to several social media platforms. Tag your relevant personal posts with **#ChathamArtistsGuild** so we can find you and re-post, extending your reach. Periodically will also have event- and Tour-specific hashtags you can add as well. Send the PR Committee **your** social media page information so the Guild can follow you and promote your work.

- **CAG Facebook Page** <https://www.facebook.com/chathamartistsguild>
The Guild administers this page.
[There is also a CAG Private Group page, administered by a former CAG president.]
- **CAG Instagram** <https://www.instagram.com/chathamartistsguild/>
- **CAG Pinterest Page** https://www.pinterest.com/chathamartists0137/_created/

F. Guild Google Calendar

Scheduled Board Meetings, Committee Meetings, Exhibits, Deadlines, etc.

<https://calendar.google.com/calendar/u/1?cid=aHA5amJ2YzdsOWpuMDlucWhjdTE3cTY5czRAZ3JvdXAuY2FsZW5kYXluZ29vZ2xlLmNvbQ>

G. Happy Hour

The Guild hosts a weekly Zoom Happy Hour each Friday from 4:30 to 5:30pm. Part of the mission of the Guild is to build community and connection between artists throughout the County. Friday afternoon Happy Hour offers that opportunity. It is a casual gathering of Guild members with no cliques and no “meeting” agenda. Talk, listen, or both. Drop in briefly or stay for the hour. Enjoy your favorite beverage if you wish. A link to the meeting is sent out each week.

V. Timeline of Guild Activities and Deadlines

January

- Collect Tour signs and visitor log forms from Tour artists.
- Hold All-Members Annual Meeting. The meeting agenda includes:
 - Discussion/evaluation of Studio Tour based on feedback survey and member ideas for improvements for the coming year.
 - Presentation of Annual Report.
 - Introduction of new members.
 - Election of New Board members.
 - Approval of any edits to the Policies and Procedures document.
 - Announcements and any plans for the new year.
- January 23– Deadline for February/March Newsletter submissions.

February

- February 14– deadline for returning members to pay their dues.
- First meeting of all committees to establish schedule and plans for the year.
- Working members assigned to committees, and committee chairs selected.

March

- Brochure Subcommittee meets to secure a graphic designer and begin Tour brochure preparation.
- President sends out Notice & Agenda at least 2 weeks in advance of Spring AMM.
- Mar 22–Deadline for Apr/May Newsletter Submission.

April

- April 1–Tour fees due.
- April 1–Women of Farrington Grant Application available.
- Brochure Subcommittee emails all members requesting submission of Tour brochure photos and information, with guidelines for photo submissions.
- Spring AMM
 - Update on general business and Guild activities.

May

- Grassroots Grant Applications available.
- May 3 –Women of Farrington Grant Submissions due.

- May 20—Deadline for Jun/Jul Newsletter Submission.
- May 31—Grassroots Final Reports due.
- May 31—Deadline for submission of brochure photos and information to submission form on CAG website.

June

- Brochure Subcommittee checks submitted photos and makes any needed edits.
- Operations Committee prepares Tour map.
- June 11—Grassroots Grant Submission Deadline.
- June 30—Deadline for all brochure files proofed and uploaded to the cloud for graphic designer to access, including text, image files, maps. Image files should be labeled, “CAG_[artist’s last name]_[artist’s first initial].”

July

- July 10—Graphic designer sends first brochure proof to Brochure Subcommittee.
- July 15—Brochure Subcommittee submits first round of edits/changes to designer.
- July 20—Designer sends second proof to Brochure Subcommittee.
- July 20—Deadline for Aug/Sep Newsletter Submission.
- July 25— Brochure Subcommittee sends second round of edits/changes to designer.
- July 30—Designer sends third proof to Brochure Subcommittee.

August

- Galloway Ridge Charitable Trust Grant Applications Available.
- Launch social media campaign for Membership Drive.
- August 5—Brochure Subcommittee reviews third proof and sends it out to Tour participants to proof their own information.
- August 15—Deadline for members to submit any edits/changes to Brochure Subcommittee.
- August 18—Brochure Subcommittee submits third round of edits/changes to designer.
- August 22—Designer sends final brochure file to Brochure Subcommittee for final approval.
- August 26—Brochure Subcommittee approves final file and gives designer the go-ahead to send the brochure files to *Chatham Magazine*.
- August 28—Designer emails camera-ready printer files to *Chatham Magazine*.

September

- September 1—New member applications open on the website.
- President sends out notice and agenda at two weeks in advance of Fall AMM.
- Continue social media campaign for Membership Drive.
- Launch social media campaign for Studio Tour.
- The PR Committee arranges for other Studio Tour advertising.
- Graphic designer prepares interactive PDF brochure and separate map. Both are uploaded to CAG website.
- Sep 21—Deadline for Oct/Nov Newsletter Submission.

- September 30—Deadline for online submission of images for Tour preview show at the ArtsCenter.

October

- New member applications continue.
- Continue social media campaign for Studio Tour and Membership Drive.
- October 8—Galloway Ridge Charitable Trust Grant Submission Deadline.
- Fall AMM.
 - Focus on preparations for the Studio Tour.
- Education Committee plans Student Art Exhibition.
- Last week of October—Tour participants deliver work to Tour Preview Exhibition at ArtsCenter. Exhibition Committee receives the work and sets up exhibition.
- Jury master schedules jury meeting for second week in November.
- October 31—Deadline for new member applications.
- October 31—Deadline for online submission of images for All-Members Exhibition.

November

- Begin distributing Studio Tour brochures.
- PR Committee launches any additional Tour advertising.
- Sign Subcommittee places banners, large signs, and sandwich boards in appropriate community locations.
- First week of November—Jury Slide Master harvests applicant images and artist's statements, assembles digital slideshow, and uploads it to CAG Google Drive.
- Jury Master notifies jurors as soon as digital slideshow is available.
- Second week of November—Jury meets to evaluate new member applications. Ballots are submitted to Jury Master.
- Reception for Tour Preview Exhibition at ArtsCenter, usually in conjunction with 2nd Friday ArtWalk.
- Deliver work for Tour Preview Exhibition at Chatham Library.
- Continue social media campaign for Studio Tour
- Send out final press release for Tour.
- Last week of November—Members deliver work to All-Members Exhibition. Exhibition Committee receives the work and sets up the exhibition.
- Last week of November—Tour participants pick up work from Tour Preview Exhibition at the ArtsCenter.
- Last week of November—Jury Master emails acceptance and rejection letters to applicants. Applicants are invited to attend the Tour and the All-Members Exhibition.

December

- Reception for All-Members Exhibition.
- Reception for Student Exhibition.
- Studio Tour first two weekends.

- President sends out notice & Agenda for winter AMM at least 2 weeks in advance of meeting to occur in January.
- Link for Studio Tour survey emailed to Tour participants.
- PR Committee thanks Guild sponsors in social media posts (can be done earlier).