



The Main Street Gallery -- Guidelines

October 2018 Version 14

Section I. Purpose

The Cambridge Main Street Gallery (MSG) is a Co-operative (co-op) artist group dedicated to supporting and nurturing the visual arts on the Eastern Shore through:

- A. Providing artists with an opportunity to develop, exhibit and sell their artwork
- B. Increasing awareness and appreciation of the visual arts
- C. Building an art community through mutual support, cooperation and education

Section II. History

MSG was created in October 2008 under the not-for-profit umbrella (501c3) of Cambridge Main Street, which provided guidance, insurance, administrative support and publicity.

Rising fees of operation prompted the need to create an artist-run gallery to support the costs associated with keeping the gallery open in the Cambridge Arts and Entertainment District. With a strong start as a co-op artists' gallery in 2011, MSG began its move towards independence

from Cambridge Main Street, even though it was still under their not-for-profit umbrella.

In November of 2012, MSG relocated from its long-standing stunning space on Muir Street in Cambridge to another beautiful gallery space at 447 Race Street. After losing our lease in August 2014, MSG repainted, installed lighting and moved into our current “jewel box” at 518 Poplar Street.

Section III. Membership, Members’ Obligations and Responsibilities

Initial membership in the gallery was by invitation. After June 30, 2011, membership was extended after a successful application and jury process using procedures established for new member juries and evaluations as presented in Appendix C.

The success of our gallery depends on the active cooperation of all its members. Each member has the responsibility to fulfill his or her gallery duties and abide by the guidelines and membership agreement. In the unlikely event that a member is unwilling or unable to fulfill these obligations, he or she may be asked to leave the gallery by a majority vote of the board of directors.

A. There are two types of memberships, full members and associate members.

Full members are individuals who pay quarterly membership fees and commit to membership for that quarter. They also pay a 20% commission on all sales in the gallery. They are entitled to display their art in the gallery and vote on all gallery matters. Members may

display their art on the walls, in the windows, or on pedestals, and will be required to:

1. attend monthly members meetings, when possible;
2. actively participate on at least one committee;
3. sit the gallery as required to maintain open hours;
4. participate on new member jury panels;
5. be present at special gallery events when possible;
6. work a reception (greeter, cashier or host -- replenish wine/cheese, etc. and prepare food displays) on Second Saturdays and during special events on at least two evenings a year, or as required in accordance with the number of members at the time;
7. provide a substitute gallery member or volunteer to sit for them or take charge on a Cambridge Second Saturday, if they are unable to do so.

Associate members are individuals who pay quarterly membership fees and commit to membership for the quarter. They also pay a 30% commission on all sales in the gallery. They are entitled to display their art in the gallery on the walls, in the windows, or on pedestals. Associate members pay a higher fee per quarter and a higher commission in return for less direct participation in daily gallery affairs. Associate members are:

1. allotted the same amount of hanging or shelf space as full members;
2. not required to sit the gallery or serve on a committee;
3. can be asked to jury new members, but do not have voting rights unless asked by the board to vote on special issues;
4. expected to refresh their art with each change of art in the gallery;

5. required to attend one members meeting a year;
6. required to work (cashier, greeter or host) at two opening nights a year;
7. expected to attend any opening where they are the featured member;
8. expected to gallery sit twice for every month they are featured artist in any exhibit.

Any accepted member may purchase a second membership in order to have more display space should s/he desire. All full members who purchase a second membership will continue to have only one vote on gallery matters and identical member or associate responsibilities to the gallery.

B. Display space and fees are established as follows:

Six feet of space extending horizontally and then vertically up the wall (WS) or any combination of smaller space up to 6 feet: \$40 per month/\$120 per quarter (\$180 per quarter for associate members).

Six feet of space extending horizontally along a shelf, window or counter, in a display case or on a pedestal (DS): \$40 per month/\$120 per quarter (\$180 per quarter for associate members).

The gallery has shelves, pedestals and other display items that may be used by members, but members are also welcome to provide their own display cases. Such items must be approved by the exhibition committee before they can be used in the gallery.

The exhibition committee may provide display members additional footage commensurate with their needs and available space.

Fees are due on the first day of the quarter. Once paid, they are not refundable. **A 30-day notice will be required for withdrawal from gallery membership.** If a 30-day notice is not given, one month's fee will be due.

Fees overdue for more than 30 days will result in artwork being removed from the gallery until fees are paid.

All funds from sales minus commissions due will be forwarded to members monthly. MSG will collect the sales tax from the customer and pay the tax to the State of Maryland.

C. The exhibition committee may recommend that membership be capped when all reasonable space has been allocated. This recommendation must be approved by the board of directors. If necessary, a waiting list will be established.

IV. Featured Artist

All members are eligible to be featured artists at the gallery after serving as an active member for one year and fulfilling the duties defined by their membership level, unless by specific request to and approval of the exhibition committee.

The exhibition committee will coordinate with members who have expressed an interest in being featured. No member

may be featured artist more than once, until all other members have had an opportunity to show, unless by specific request to and approval of the exhibition committee.

See Appendix B for further information about featured member artists.

V. Other Gallery Participation

Gallery patrons are individuals or organizations who wish to donate funds/services for gallery operations and activities. Contributions will be acknowledged by letter within 30 days of receipt. Patrons will be honored as determined by the board of directors.

Volunteers are those individuals who wish to assist with gallery operations. They are not members and may not vote on gallery matters. Volunteers will be honored as determined by the board of directors.

VI. Artisans and Guest Artists

Non-member participation and guests, in special exhibits or projects, may be allowed at the discretion of the board of directors. Such participants will pay 30% commission on all sales.

All non-member invitees must comply with all guidelines for hanging artwork in the gallery, including those regarding pricing and labeling of work. Guest artists will be charged \$75 a month for a minimum of 2 months for an 8-foot feature

wall and two panels which are 3 feet wide by 8 feet tall. Three-dimensional artists will have the use of comparable space on shelves and pedestals.

All funds from sales minus commissions due will be forwarded to guests monthly. MSG will collect the sales tax from the customer and pay the tax to the State of Maryland.

Artwork must be removed from the gallery on pick-up dates. Artwork that remains 30 days after pick-up dates will become the property of the gallery.

VII. Displaying in the Gallery

- A. Work must be original in concept and design and created by the artist.
- B. Only members who have a signed membership agreement on file, have completed inventory forms and whose fees are up-to-date may participate in any exhibit.
- C. The exhibition committee will be responsible for allocating space, hanging each exhibit and preparing artwork labels.
- D. Wall and large display artwork will be refreshed every two months prior to Cambridge Second Saturday, in accordance with Appendix A, *Procedures for Refreshing Artwork*. Once displayed that same artwork may not be exhibited in the gallery again for four

months. Small display artwork will be refreshed as needed.

E. Members who cannot meet this schedule should contact the exhibition chair to arrange an alternative drop off or pick up, but these are the exceptions to the rule. Although we try to accommodate everyone's schedule, hanging day is long and hard, and we must adhere to the set schedule. Having the work already at the gallery and ready for placement is best for all concerned.

The exhibition committee has the right to review all artwork for exhibit to ensure that they meet aesthetic standards.

VIII. Hours of Operation

Our goal is to have the gallery open as much as possible, commensurate with membership numbers and Cambridge gallery practices.

IX. Board of Directors

The gallery board of directors consists of 5 members of the following group:

- Director
- Assistant Director
- Secretary
- Financial Officer
- Exhibition Chair

In many instances, board members fill more than one role. In

the event that is necessary, other officers can be elevated to the board, as necessary on the recommendation of a majority of the board.

Members of the board of directors will meet monthly and as otherwise required, but such meetings may be held on the Internet or via telephone, as necessary. For each meeting, committee chairs and officers will provide a report of activities, proposals and concerns.

Members of the board must be approved by the membership annually.

X. Gallery Committees and Officers

Operating committees and officers are established as follows:

A. Director

Responsible for overall coordination of gallery operation and events, fund raising, marketing, publicity, etc.
Ensures the gallery runs smoothly.

Maintains the non-financial records of the gallery.

Represents the gallery in contacts with the public.

Develops and supervises implementation of annual work plan/goals for the gallery, to include fundraising, special gallery projects, and marketing.

Develops relationships with local businesses to promote the gallery and the arts in Dorchester County.

Conducts meetings of the board of directors and the membership.

B. Assistant Director

Helps the director with the above mentioned items.

Serves as acting director in the director's absence.

C. Secretary

Takes/keeps notes of meetings of the board of directors and the membership.

Maintains the Sitters' Log.

Prepares mailing labels and processes bulk mailings.

Prepares correspondence for the gallery.

D. Financial Officer

Tracks/manages gallery income and overall finances including payment of royalties to artists and the gallery's overhead costs.

Tracks/supervises execution of financial plan, including identifying income shortfalls and expense overruns that may impact other ongoing work.

Working in concert with director and board members, helps to develop the gallery's annual budget and

fundraising plan.

Reports monthly to the board.

E. Exhibition Committee

Supervises all aspects of gallery exhibits, including arrangement: allocation of space, exhibit labels, inventory control, displays, bi-monthly art "swap outs," and the like.

Develops relationships with area artists; attracts well-known local artists to exhibit.

With other members of the exhibition committee and board of directors, plans for specific gallery exhibits, determines themed shows, coordinates with featured artists.

F. Publicity Committee

Prepares press releases, newsletters, and other advertising; maintains a website and a social media presence.

Designs and orders postcards and posters for bi-monthly shows.

Establishes and maintains mailing lists and email lists.

Engages customers through Facebook.

Distributes postcards to businesses in Cambridge and Easton.

G. Membership Committee

Recruits and coordinates with new members, artisans and the like.

Selects member panels to jury in new members.

H. Facilities Committee

Helps to coordinate cleaning of the gallery to include windows, wall and floor maintenance.

Maintains the physical aspects of the gallery in tip-top shape – painting/spackling/cleaning, etc.

Ensures all gallery systems are operating properly; purchases all supplies needed for facility maintenance.

I. Reception Group

Coordinates food, beverages and supplies for all receptions.

J. Sitting Scheduler

Creates and maintains the sitters' sign up spreadsheet.

Determines, with the director's help, how best to have gallery open with number of sitters available.

Notifies sitting members when new schedules are posted.

Reminds members of open sittings times or when

members have not signed up for required sittings. Each chair and officer solicits members to help with their duties and committee. Committee members meet and coordinate as necessary. New committees may be added at the discretion of the board of directors.

The names of current officers and chairs can be found in Appendix D.

XI. Expenditures

All gallery expenses must be approved by the board of directors, except that those expenditures of \$250 or more (not including rent payment), require the approval of the entire membership.

XII. Revisions

The board of directors may make revisions to this document, as needed.

Approved by the membership on June 16, 2011

Amended by the board of directors on August 9, 2011

Amended by the board of directors on November 7, 2011

Amended by the membership December 8, 2011

Amended by the membership March 10, 2013

Revised by the director and approved by the membership, September 2015

Revised by the director and assistant director, October 2016

Approved by the membership on [FILL IN](#)

Revised by the director and assistant director, October 2018

Approved by the membership on [FILL IN](#)

Appendix A

Procedures for Refreshing Artwork

1. On dates to be determined by the exhibition committee, 11am to 5pm, members may bring in artwork to be refreshed and take out artwork to be removed.
2. Members should not remove or replace wall or large display art from the gallery at any other time without the approval of the exhibition committee.
3. Framed or wrapped canvas artwork to be hung on the walls must be wired for hanging. No saw tooth hangers or other methods of hanging will be acceptable. Place an artwork identification label on the back of each piece. Frames and glaze must not be scratched, dented or otherwise defaced.
4. Art that is not to hang on the wall also must be properly identified with an artwork identification label attached to the item or its display.
5. On drop-off day, place wall artwork along the walls on the floor in places where it will be safe. Do not hang.
6. Exhibiting members must update their inventory forms online, listing name, title, media and price to facilitate this activity. This will be in advance of hanging day, at a time designated by the exhibition committee.
7. Members will have no fixed or rotating areas. The

- exhibition committee will hang the show as it sees best, but will bear in mind the member's space allocation.
8. Until gallery membership is full and all space is allocated, the gallery committee will hang additional art to make a good presentation and members are encouraged to bring in extra artwork.
 9. All work must be equipped for safe installation; gallery personnel will determine compliance. Works considered too fragile for hanging by gallery personnel will not be accepted. Paintings must be dry.
 10. Framed artwork that is to be hung must be wired for hanging. No saw tooth or other hangers will be accepted.
 11. Frames and glaze must not be scratched, dented or otherwise defaced. Matted art must be firmly backed and shrink-wrapped or enclosed in an art-quality plastic sleeve.
 12. Uniform labels will be prepared by the exhibition committee. Labels will include the title of the work, the media, the name of the artist and the price. Prices are indicated as whole numbers, but without dollar signs.
 13. Display space members and artisans must put their own price tags on small items, such as jewelry, to include artist initials and price.

Appendix B

Responsibilities of Featured Member Artists

1. Being a featured artist is not the same as having a solo show. Main Street Gallery is a co-op and all members exhibit in every show.
2. A featured artist's work must remain in the gallery for the duration of the show, unless sold. Replacements are at the discretion of the exhibition committee.
3. Featured artists will be allotted extra space in the gallery not to exceed more than two to three times the space allotted to individual members, depending on the number of members at the time and space available in the gallery.
4. The exhibition committee will be exclusively responsible for selecting and hanging the show and have final say on art placement.
5. Featured artists are welcome to make suggestions and indicate preferences in hanging the show, but since **Main Street Gallery is not an allocated-space gallery** and members have no fixed or rotating areas, the exhibition committee will hang the show as it sees best, bearing in mind the member's space allocation.
6. Featured member artists will approve and pay for a proportion of the posters and postcards that promote their work and the gallery for that two-month show. One featured artist will pay 50% of these costs. If there

are additional featured artists, the costs will be split between each of them and the gallery. For instance, for two featured artists, each will pay one-third of the costs; three will pay 25%, etc. The featured artist/s will be notified by the financial officer about his/her share of the costs.

7. If at any time the gallery feels that it cannot afford to help with the costs of publicity, the featured member artist/s will pay the entire cost.
8. Non-member artists will not be responsible for the cost of posters and postcards.
9. The publicity committee designs the advertising (posters, postcards) but the featured member artist/s may have input into the design of the postcard if he/she desires.
 - a. Publicity information for featured member exhibits must be provided to the publicity committee in a timely fashion. Some publications need a six-week lead-time. A biography, artist statement, and high resolution images of artwork are needed for press releases, posters, email advertising and Facebook and the gallery website. The publicity committee will notify the featured artist when publicity material is needed.

Appendix C

New Member Application Processing

1. New member applications are delivered to the gallery.
2. The membership chair receives the application and ensures that all required materials are present and complete: fee, photos, application form. No application will be processed until all items are received.
3. The \$10 member application fee should be left in the cash box for the financial officer. It should be clearly marked "application fee."
4. Five panel members, preferably from the same media as the applicant, are selected by the membership chair to jury the applicant. All full members have an obligation to participate as panel members.
5. Electronic materials are distributed to the panel for review. Panel members should evaluate the application and vote independently.
6. The panel votes on whether to accept the application and a majority rules.
7. Successful applicants will receive a note from the membership chair inviting them to become members. The notification email to the applicant should include the member agreement and the process by which dues can be paid. This email should also alert the applicant

that additional information (guidelines, procedures, door code) will be presented at a mutually agreed upon time during a gallery procedures walk-through. The new member is also advised that the membership agreement must be signed and fees paid before work can be displayed.

8. The director, financial officer and exhibition chair are sent the full name, address, phone, and email of the new member.
9. New members may begin to display at the earliest convenience of the exhibition committee. The exhibition chair will coordinate with his/her committee to see that labels and inventory sheets get completed.
10. The financial officer sends the new member a bill for the remainder of the quarter, pro-rating by week. The new member's check is to be sent to officer or left at the gallery.
11. If an applicant is rejected, the membership chair will write a gentle note, but urge the applicant to try again when they have additional work to share. If possible, share with the applicant the reason s/he was rejected.

Appendix D Check this Page

Current Members of the Board of Directors, Officers and Committee Chairs (2016)

Director: Laura Hofherr

Assistant Director: Linda Starling

Secretary: Linda Starling

Financial Officer:

Exhibition Committee: Maureen Farrell

Publicity Committee:

Facilities Committee: Fran Gross

Membership Committee: Theresa McFadden

Reception Group: Maureen Farrell

Sitting Scheduler: Karen Bearman