

Farmland Preservation Artists of Central Pennsylvania

Operating Policies and Procedures

Mission Statement:

The Farmland Preservation Artists of Central Pennsylvania formed in 2005. We are a joint enterprise of the Art Alliance of Central Pennsylvania and the Centre County Farmland Trust. Our mission is to promote the preservation and appreciation of farmland through the visual arts.

Our artists work in a variety of media and focus upon the following goals:

- * To portray the beauty of the rural landscape, the local farms and agricultural products they yield
- * To highlight farm life, local food markets and economy
- * To illustrate the issues facing farmers that affect our communities
- * To increase support for farmland preservation through exhibition and sale of art
- * To promote the goals of the cosponsoring organizations, the Art Alliance of Central Pennsylvania and Centre County Farmland Trust

All Artist Members are required to do the following:

Pay \$20.00 annually in dues at January meeting.
Maintain membership in the Art Alliance and status as friend of the Centre County Farmland Trust.
Submit art work for at least one exhibition a year.
Help with at least one exhibition a year, i.e., assist with organization and publicity of show, set up show, represent artists and promote sales at a show.
Contribute with new ideas, places to paint and/or exhibit.
Attend meetings regularly and not miss more than 3 consecutive meetings without without explanation and approval of members.

Those wishing to become an artist member of the FPA should:

Candidates for artist membership must have participated in at least one juried show in the past 3 years.

Any interested candidate will submit copies of art work along with a brief resume and statement of interest in the group for consideration.

Be voted in by a 2/3rds majority of the FPA artist membership present at the meeting provided there are at least 9 artist members present at a the meeting.

At this time, the FPA wishes to limit the total number of artists members to 14. If a member leaves the group, new candidates will be considered.

It is the intention of the group to review candidates once a year in November during years that openings exist.

Officers:

The FPA will nominate and elect officers annually in November and those elected will take those roles in January at the first meeting of the year.

There will be at least a President, Secretary and Treasurer.

The President will set the agenda for and preside over meetings, keep the organizations mission in the fore front, solicit discussion when appropriate, delegate tasks and/or ask for volunteers, keep members alert to up coming events and duties of the group.

The Secretary will record meeting minutes and get them out to members by e-mail in a timely fashion, redo membership roster when new officers are elected, or membership changes, periodically review minutes to bring up items for the agenda that we suggested or tabled for future meetings.

The Treasurer will keep accurate accounts of funds, coordinate with representative of the Art Alliance for distribution of sales after an exhibit, report to membership earnings and treasury balance at meetings write check and pay bills as necessary.

Partner Membership:

FPA wishes to have a member of the Art Alliance (preferably the executive director) and at least one member of the Centre County Farmland Trust in our membership.

Partner members are present to help guide the general direction of our collaboration and to contribute ideas for shows, fundraising and sites on which to produce art. They will vote on the business of the organization, but will not vote on issues pertaining specifically to Artist members such as acceptance of new artist members.

Associate Membership:

FPA also wishes to have no more than 4 members who express enthusiasm and support for the group and who may have interest in becoming an artist member. These associate members do not need to adhere to the requirement of the Artist members, but their assistance with organizing shows, representing the FPA at shows by promoting artwork and sales, and help to find exhibit and painting locations will be greatly appreciated. Associate members are encouraged to join us on our painting days, to attend meetings and to contribute to the groups discussions and thinking, but will not have a vote in the group's decisions.

Publicity:

The FPA will:

1. Identify publications to submit information to for prospective shows
2. Work up standard press releases with blanks for dates, times and places to be sent to the CDT, other publications that are appropriate and timely as well as radio and public bulletins.
3. Submit information about the art work to the Executive Director of the Art Alliance (Marie Doll) 2 weeks prior to the event, or agreed upon time, for exhibit so that labels for each piece of art work will be created by Art Alliance personnel.
4. If invitations are in order the members will approve to have a flyer or post card created by an FPA member. The number of flyers needed will be determined based on location of show and data based mailing lists at the Art Alliance and submitted with the flyer to Pro Copy, or other copy service, for copying. If the cost of the flyers is under \$75, it will be assumed that the group authorized the cost by approving a flyer. Should the cost exceed \$75, an e-mail to members for confirmation of payment of the additional cost will be sent out for approval. The Bulk mailing logo of the Art Alliance will be utilized for postage and printed on the back side of the flyer.
5. All mailing labels for FPA shows to which we can invite the public will be in a data base at the Art Alliance. They will include FPA members mailing lists (FPA members will be responsible for entering their own lists into the data base at the Art Alliance), Art Alliance mailing lists, CCFT mailing lists.
6. Mailing labels specific to the upcoming event will be obtained from the Art Alliance by whomever is working on sending out flyers. The addressed flyers will be sorted by zip code and then taken to the Art Alliance for

mailing. The Art Alliance will assume the costs of the bulk postage mailings.

Shows

The FPA will:

1. Develop locations for shows each Fall and commit to the place and number of shows by November for the coming year. The names, dates and location of shows will be posted on the FPA website by the web master.
2. Limit to 3 or 4 planned shows per year, and the possibility of 2 additional spontaneous shows, i.e. unplanned, per year. A minimum of 5 FPA artists will be needed to consider it a FPA sponsored show.
4. Minutes will reflect decisions about the shows so that members can remain informed.
5. Identify volunteer chair or co-chairs for each show to work with representative at show location.
6. Leader and co-leader will evaluate the space for the show for which they are responsible. Assessment will include such issues as lighting, security, size of space and possible number of paintings to be hung, options for hanging such as portable screens and/or walls.
8. Get a commitment from artists as to who will be submitting art work, and then determine how many pieces each artist will be able to submit, bearing in mind size.
7. Obtain information from each artist regarding title, price and medium of each art work 2 weeks prior to show and submit to Art Alliance for label preparation.
7. Engage volunteers from FPA membership for tending the show and promoting sales, and develop a schedule for these "tending" responsibilities.

At Show Time:

FPA show organizers will:

1. Create an 8 1/2 by 11 inch poster with information about the show and sale to be posted on the 2 boards promoting the group for entrance to exhibit. boards promoting the show are stored with the screens.
2. Obtain display screens from storage and set up for art work if being utilized.
3. If show is at a location at which we must oversee sales, obtain credit card machine, cash box, red dots, credit card sales receipts, procedures

for credit cards from the Art Alliance.

4. If show is at a location such as a gallery where owner or manager is in charge of sales, negotiate the issue of percentage of sales with the approval of the FPA membership and determine payment mechanism for check and credit card sales prior to opening.

5. Receive work at designated location

6. Hang art work for show

7. Attach labels to screen or wall for each piece of art (Art Alliance will make labels)

8. Obtain copy of schedule or overseeing show and names and phone numbers of sales promoters in the event of any necessary changes.

9. Create inventory of sold works and picked up works at end of show.

10. Create final accounting of sales and get information, checks, cash and credit card receipts to the Art Alliance who will do the final distribution of cash to organizations and artists. A copy of the final accounting will be sent to the FPA treasurer and president using our designated format.

11. Return cash box, credit card machine, screens etc.

12. Note who purchased paintings and send notices to respective artists so they will have a record.

Promotional materials that should be on a shelf at each show include:

Flyers for FPA, Art Alliance and CCFT.

Name tags for artists.

Posters for entrances.