



Artists' Co-op of Mendocino
 Traditional and Contemporary Fine Art
 Since 1988

<http://www.artcoopmendocino.com>
 (707) 937-2217
 POBox 1943, Mendocino, CA 95460

Gallery located at the NW corner of Kasten and Albion Streets, in Mendocino

Thank you for your interest in the Artists' Coop of Mendocino. We look forward to meeting you and helping you find out about our organization. Please submit your application and additional questions to: Karen Bowers, Chair of Membership/Guest Artist Committee highpt@mcn.org or by mail to the address above Attn: Chairperson, Karen Bowers

APPLICATION for ___ GUEST ARTIST or ___ ACM MEMBERSHIP (Check one)

A **Guest Artist** is invited to exhibit work for sale in an available 2D or 3D display space on a month by month basis. If you are interested, check "Guest Artist" above and provide the information requested below.

Becoming a Co-op Member involves a three-month Trial Membership, paying an initiation fee, paying a monthly display space assessment, "sitting" the gallery (about 2 days per month), attending monthly meetings (first Tues pm), and serving on certain committees. A decision to continue by the trial member and a vote by the Board of Directors at the end of the trial period determines full membership status. If the trial member decides not to be considered for full membership, the initial fee is refunded. If you are interested, check "ACM Membership" above and provide the information requested below.

NAME: DATE:

ADDRESS:ZIP:

EMAIL: PHONE: (.....).....

PLEASE ATTACH the following information:

1. Description of your artistic work, including medium(s), style, content, and other characteristics as appropriate. If you engage in diverse forms of artmaking, focus on the kinds of art that you would be displaying in the gallery. Please include your approach to determining prices.
2. Artist Statement (not more than 300 words)
3. Description of your art background, art experience, and/or a resumé
4. Reasons for applying to the Artists' Coop of Mendocino
5. Name of the ACM member or local artist who recommends you, if applicable.
6. A website or CD/DVD with examples of your work.
7. Another question we should ask you, perhaps during an interview.

Read the information describing the Path to Membership. Submit your application to the Chairperson of the Membership Committee, Karen Bowers. You may submit by hand (bring it to the gallery), OR mail it (Artists' Coop of Mendocino, POBox 1943, Mendocino CA 94560, attn: Membership Chair), OR use email with attached documents highpt@mcn.org with attn Membership Chair in the subject line. Phone messages for the Committee Chairperson can be left using (707) 937-2217.

<p>FOR USE by MEMBERSHIP COMMITTEE Date Received: Reviewed: Action:</p>
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Artists' Coop of Mendocino Path to Membership

Are you an active artist interested in exhibiting your work and becoming a Coop member? We would like to encourage you to find out about our organization and submit an application if you are interested. We often have openings and you might fit right in.

Our Mission:

The Artists' Coop of Mendocino is an incorporated for-profit business owned and operated by the members for the purpose of selling members' art.

Ancillary Roles:

In the process of promoting our mission, the Co-op contributes to the art culture on the coast and indirectly provides information and informal education for the public.

Suggested Preliminary Explorations:

- Visit a variety of galleries in Mendocino and in other communities on the coast. See what kinds of art are being exhibited, consider pricing trends, talk to attendants, and compare opportunities available to you.
- Attend monthly openings and receptions to meet artists and members of the community. Mendocino: Second Saturdays; Fort Bragg: First Fridays.
- Visit our Coop Gallery to browse the member, guest artist, and monthly featured exhibits. The attendant is a Coop member. You can pick up an Application and "Path to Membership" information sheet.
- Check out our web site and those of other galleries in the area. <http://www.artcoopmendocino.com>
- Think about your own art and how you might fit into our organization. Identify questions to ask and concerns you have. Consider the logistics of participating in our Coop, e.g., personal schedule, transportation, art productivity, financial costs.
- You might want to apply to exhibit as a **Guest Artist** before applying for membership. A Guest Artist, if approved, pays rent on exhibit space on a month-by-month basis and has no gallery sitting or meeting obligations.

Suitability for Membership

Whether membership in our Coop is in your near future is determined by

- the quality of your art;
- the style and content of your art, and medium(s) you use, with consideration of art already featured in our gallery; and
- personal attributes and skills that contribute to the operation of the Coop.

You might be invited to join immediately or be placed on a "wait list" for future consideration.

Becoming a Member

1. **Get an Application.** Obtain an Application for Membership online (www.artcoopmendocino.com) or at the gallery. Use the same form to apply to be a Guest Artist. Phone the gallery if you have questions (707) 937-0067.
2. **Submit.** Submit the form by mail, in person at the gallery, or by email (see information on the application).
3. **Application Review.** The Membership Committee will review the application and make information available to Coop members. The review will be carried out in a timely manner, but please allow a few weeks to a month.
4. **Interview and orientation.** Depending on results, the Membership Committee Chairperson will contact you to arrange an interview with the committee members. Issues addressed during an interview would include your reasons for joining the coop, characteristics of your art, pricing structure, personal skills/talents you can contribute, and questions/concerns that you have. You also will be scheduled for an orientation to the gallery and coop operations and activities.
5. **Yes/No/Maybe.** You then will be invited to join as a Trial Member (for three months) or placed on a "waiting list," or informed that your membership cannot be accommodated at this time.
6. **Trial Period.** If you accept the invitation to be a Trial Member, you pay half of the initiation fee (\$125) and begin a three month period for orientation (training) as a non-voting member, but with exhibition space, gallery sitting responsibilities and some committee obligations. At this time you submit an artist's statement and images for your artist's page on the website and biographical information and images for the BioBook. Remember that the trial period is meant for you to "try out the co-op experience" as well as for the co-op to "try you out."
7. **Opting out.** If you decide to discontinue the process within the three month trial period, you receive your initiation payment back free and clear. You may reapply any time in the future.
8. **The vote.** At the end of the three month trial period, the Board of Directors (all full members) votes whether or not to invite you to be a member with full privileges. If the membership votes to invite you as a "full" member, you pay the remaining half of the initiation fee (\$125) and assume full responsibilities in the Co-op. If the membership votes not to invite you, you receive a full refund of the initiation fee you have paid. You may reapply for membership, or to be a guest artist, anytime in the future.

Computer Literacy

Members communicate online using an IO Users Group as well as through individual email. It is important for each member to be able to send and receive email, and to access files and post on the group site. Additional computer skills are necessary for certain co-op tasks. A willingness to learn new skills is important.

How Members Contribute to the Coop

Attend monthly Board meetings

Pay assessment (rent) fees for member exhibit space

Sit the gallery about two days per month, dependent on month and number of members.

Carry out tasks to maintain the gallery (vacuum, dust, take out trash, etc)

Serve as elected officers (president, vice president, secretary, treasurer)

Serve on committees (membership, exhibition, reception, PR, calendar, etc.)

Serve on ad hoc committees

Keep their artist's pages and biographical information up to date

Curate monthly shows

Recruit guest artists and new members

Mentor new members

Paint walls and pedestals

Share good ideas and help carry out some of them

Contribute to Second Saturday reception refreshments and interaction with guests

Bring flowers from your garden for the gallery anytime

Financial Details

Although we use many strategies to invite visitors (customers) to our gallery and to market our art, we cannot guarantee that you will become richer or more famous. Factors include time of year, presentation of the art, prices, appeal of the content and style of the art, PR, economics, and other influences. Here is an overview of financial aspects of membership.

1. Commission on Sales

Member sales: 20% to the gallery; 80% to the artist.

Trial member sales: 30% to the gallery, 70% to the artist.

Guest artist sales: 40% to the gallery; 60% to the artist.

Discount of 10% on purchases of member artworks by a member or trial member. This reduces the gallery percentage, not the percentage to the artist. No discounts for guest artists.

Conditions for discounts for customers on member art are set on an individual artist basis and recorded in the binder at the gallery desk. Customer discounts reduces the base on which gallery and artist percentages are calculated.

If a buyer arranges to purchase art privately from a member as a result of visiting the gallery, the gallery expects to receive 20% for work seen in the gallery and 10% for other work sold.

2. Wall Rent

Wall assessments (wall rents) are based on length of the exhibit space (\$8.50 per usable foot). Wall spaces are assigned based on seniority and member preferences. Artists may change walls, following the assignment rules. when wall spaces are vacated.

3. Displaying and Shipping Art

Costs of framing, glazing, and shipping are assumed by the individual artist. A surcharge for shipping may be charged on gallery sales. The rate established by each artist is recorded in the binder at the desk.

4. Initiation Fee

A one-time fee of \$250 is assessed for new members. The payment may be paid in two installments at the beginning and end of the three month trial period. The fee will be returned if the trial member does not become a full member.

5. Insurance

The gallery does not have insurance to cover art in the gallery. So far, no instances of theft or damage have occurred.

6. Miscellaneous costs

a. In order to relieve a show curator or show exhibitor of having to carry out all the tasks related to a show, the Coop provides support through various committees: the PR committee facilitates poster production and distribution as well as media coverage; the exhibition committee members are available for advice and to help with hanging a show; the reception committee coordinates the Second Saturday reception; *each Coop member* contributes to the appetizers and beverages served on Second Second.

b. Travel expenses to and from the gallery are the responsibility of the member.

c. Payments made by members for supplies or approved PR services are reimbursed by the Co-op Treasurer upon submission of receipts.

Updated March 5, 2019/KR

ACM Artists: Levels of Participation

Participation level	Member	Trial Member	Guest Artist
Tenure	Permanent	3 month trial	Month by month
Board of Directors (vote, hold elected office, committee chairs)	Yes	No	No
Attend meetings	Yes	Yes	Optional
Assessment Fees (\$10/ft for wall; 3D space varies)	Monthly assessment \$90-\$100 (est average)	One time initiation fee \$250 (in 2 payments, refundable) Monthly assessment \$100 (est average)	Monthly assessment \$90-\$100 (est average). No assessment for certain featured show participation.
Sales split (ACM/Artist)	20%/80%	30%/70%	40%/60% if renting space; 40%/60% if not renting space in a featured show, e.g., Ekphrasis, EcoArtists.
Display area	Priority choice by seniority	Priority choice by seniority	Space available
Gallery sitting	Yes	Yes	No
Committee service	Yes	Yes, selected committees	No
Support 2 nd Sat reception (attend, contribute food/beverage)	Yes	Yes	Yes