



# Policies, Procedures & Parameters

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The following policies, procedures and parameters have been adopted by the Steering Committee for the benefit of all Sonoma County Art Trails artists and the overall Art Trails program.

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## Policies, Procedures & Parameters

**Branding and Co-branding Policy:** Any use, in any format including co-branding, of the Sonoma County Art Trails name, wordmark, logo or brand must be proactively approved by the Steering Committee.

**Adopted by Steering Committee April 24, 2017**

### **Collector's Guide Advertising Parameters:**

- Ads whose impact can be conflicting with the Art Trails Open Studio event, the Art Trails program or Art Trails brand are not acceptable.
- The Art Trails Steering Committee has the final approval of ads to be included in the Collector's Guide.

**Adopted by Steering Committee February 27, 2017**

**Collector's Guide Cover:** The Steering Committee determines the process and final selection for each Collector's Guide cover, deciding:

- If the Steering Committee wants to see 100% of the cover images submitted, or
- If the Steering Committee wants to assign a Cover Image Selection Committee the task of narrowing down the potential cover images
- The Steering Committee decides on the final cover image and overall final design of the cover.
- No Art Trails artist whose image is being considered as a finalist image may participate in the selection process.

**Adopted by Steering Committee March 13, 2017**

### **Collector's Guide Review:**

- Proofing Committee reviews the entire Collector's Guide from cover to cover to ensure:
  - logical layout, useable format
  - professional impact, proper spelling
  - accurate information
  - ads that meet Art Trails advertising parameters
- Final electronic review and approval by the Steering Committee to be completed within 48 hours after the Proofing Committee's final approval.
- Changes to the approved Collector's Guide may take place only if the Steering Committee is provided a subsequent review and sign-off opportunity.

**Adopted by Steering Committee March 13, 2017**



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### **Art Trails Emergency Situation Parameters:**

In case of an emergency that effects an artist's participation during the open studio weekends the artist (or a designated representative) must:

- Report the problem to the SCA Staff immediately at 707.829.4797.
- If your call goes to voicemail, leave a message and include contact information.
- Notify the nearest 2-3 Sonoma County Art Trails artists so they can notify visitors
- Post a clear explanation at your studio.
- Have a backup plan and someone who can fill in should an emergency arise.

**Adopted by Steering Committee February 27, 2017**

### **Art Trails Mailing List Submission Parameters:**

- Art Trails artists are required to submit a mailing list.
- The names on the submitted lists will be sent a Collector's Guide.
- Artists who do not submit the required mailing list must pay the \$25 Mail List fee at time of the application.
- Artists who do not pay the Mail List fee with their application and do not submit a mail list will be billed the \$25 mail list fee plus a \$10 billing fee for a total of \$35, due immediately.
- The Marketing Committee uses Mail List fee funds to purchase a target market mailing list that will be mailed collector's guides.

**Adopted by Steering Committee February 16, 2017**

### **Art Trails Marketing Team Parameters:**

The Steering Committee selects the Marketing Team.

The Marketing Team is responsible for:

- Creating and implementing a marketing plan that appropriately advertises the Art Trails program for the greater good of Art Trails and its artists, ensuring:
  - Consistent branding
  - Use of the "Explore Engage Collect" tagline
  - All deadlines are met
  - The plan is within budget
  - Expenditures are within budget
- Getting Steering Committee input on the proposed marketing plan
- Working with Sebastopol Center for the Arts Executive Director and the assigned graphic designer to create an engaging and consistent ad
- Approval of and changes to all Art Trails advertising

**Adopted by Steering Committee December 12, 2016**



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### **Art Trails Studio Parameters:**

- The artist must create at least 80% of their work in their Sonoma County studio.
- Studios are to be clean and safe for the public.
- Studio presentations must provide an educational experience for the public.
- Works of non-Sonoma County Art Trails artists may not be displayed or offered for sale during Art Trails. An artist found promoting and/or selling non-Sonoma County Art Trails artists' work will be dismissed from the program for one year and required to re-jury to return to the program.
- Artists must show in their own studios.
- Studios must be open and the artist present during all four days of Art Trails.
- In rare situations where a Sonoma County Art Trails artist is showing in a shared studio space, s/he MUST agree not to allow non-Sonoma County Art Trails studio mates to exhibit during the event.

**Adopted by Steering Committee February 13, 2017**

### **Art Trails Sabbatical Policy:**

Artists who have been active Art Trails artists for two or more years may elect to take a 1 year (12 month) sabbatical. To take a sabbatical the artist must:

- Notify Sebastopol Center for the Arts (SCA) by selecting the "Sabbatical" option in the Art Trails application.
- Pay the \$20 Sabbatical Administrative fee
- Retain SCA membership

During their sabbatical year:

- SCA will include the sabbatical artist in all relevant Art Trails communications.
- The sabbatical artist is eligible to participate in Art Trails workshops, community events/meetings/potlucks and unique gallery invitations.
- The sabbatical artist is not eligible to open their studio during the Art Trails event nor exhibit art at any Art Trails Preview exhibits.

Upon return from their 1 year sabbatical, the Art Trails artist does not have to rejury into Art Trails.

**Adopted by Steering Committee February 27, 2016**