

Sonoma County Art Trails 2019 General Information

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Sonoma County Art Trails 2019 General Information

Welcome to Sonoma County Art Trails! Being part of Art Trails is an exciting and fun experience. We are delighted to have you in our community! Art Trails provides you with many **benefits**: an extensive multi-media marketing program that includes the highly valued full-color Collector's Guide; electronic, print and radio ads; a dedicated Art Trails website; Preview Exhibits; and many other marketing opportunities; along with the Mentoring program for new Art Trails artists and the camaraderie of a very talented group of artists!

The success of Art Trails relies on each artist's full and enthusiastic participation. Following is a recap of the **responsibilities, commitments and deadlines** each Art Trails artist agrees to uphold. Your pledge and dedication to fulfilling these commitments is critical. As professional artists in a volunteer organization we are all responsible to each other for proactively fulfilling our Art Trails responsibilities. We appreciate your understanding and are grateful for your work and cooperation in continuing to make Art Trails such a highly respected, well-attended and thriving open studio program.

These are the expectations for all Sonoma County Art Trails artists:

1. Agree to personally host an open studio, in my own working studio, 10 am – 5 pm for the middle two weekends in October.
2. Bring one original work of specified size for sale to the preview exhibit at Sebastopol Center for the Arts (SCA). Size specifications, delivery date, etc. will be emailed to you by SCA.
3. Agree to work a minimum of 10 hours for the greater good of the Art Trails program. (I recognize that many artists make a larger time contribution.)
4. Agree to submit my up-to-date postal Mail List of at least 150 names. If I do not have an up-to-date postal mail list I will pay the \$50 Mail List fee with my application fee (see mailing list section below).
5. Understand that not submitting a Mail List or Mail List fee by the deadline will result in being billed the \$50 Mail List fee plus a \$10 billing fee, for a total of \$60.
6. Agree to submit my electronic evaluation by Tuesday October 22, 2019.
7. Understand that by not turning in the evaluation form on time I will be suspended from Art Trails for one year.
8. Accurately count visitors.
9. Submit Zip Codes of buyers.
10. Complete required visitor information data.
11. Consult with insurance agent to make sure I am properly insured for Art Trails.
12. Attend the orientation meeting/pot-luck in June (date TBD by May 1): mandatory for New Artists and Mentors; Returning Artists strongly encouraged to attend.

Additional expectations and opportunities:

- Participate and show up for your Art Trails community as much as possible. Be a positive and enthusiastic representative for Sonoma County Art Trails in the larger community. The rewards come in both giving and receiving, professional connections made and friendship bonds formed.
- Attend artist receptions and two annual meetings: one at the beginning of the Art Trails season and the Art Trails annual report wrap-up meeting and potluck.
- Participate in Art Trails mini-preview exhibits around the county.
- Attend and learn from the Art Trails Marketing seminar and other educational offerings.

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Mission Statement & Governance

Sonoma County Art Trails Mission Statement: Explore Engage Collect

Sonoma County Art Trails is an annual county-wide Open Studio Tour hosted by the juried Art Trails artists who exhibit their professional and inspiring work in their own studios. Art Trails invites and encourages the general public of all ages to **EXPLORE** beautiful Sonoma County, **ENGAGE** with the artists, their work and processes, and **COLLECT** original, stimulating and enjoyable visual art. Created in 1985, Art Trails is dedicated to enrich its customers' and community's visual arts exploration, experience, and education.

Sonoma County Art Trails promotes the arts as a significant Sonoma County asset and increases public awareness about the quality and diversity of art created in our county. The event also helps to support artists by providing a venue in which artists can exhibit and sell their work.

Goals

Sonoma County Art Trails wishes to strengthen its current flagship programming to:

- cultivate increased visual arts awareness, appreciation, participation and expertise for people of all ages
- bolster Open Studio visitorship
- augment and sustain the creative community of Art Trails artists
- ensure leadership continuity within the vibrant Art Trails organization

Sonoma County Art Trails Governance

The Sebastopol Center for the Arts (SCA) is a 501 (c)(3) nonprofit organization with a mission of "enriching lives through the arts." SCA works to make the arts visible and accessible for residents and visitors to Sonoma County. Sonoma County Art Trails is a juried program for visual artist members of the Sebastopol Center for the Arts.

The Board of Directors of the Sebastopol Center for the Arts governs Sonoma County Art Trails. The Art Trails Steering Committee oversees the Art Trails program. The Steering Committee is comprised of representative Art Trails artists. The Steering Committee initiates policy and assists with the administration of the program. The Art Trails Steering Committee meetings are open to all Art Trails members.

Steering Committee:

It is the responsibility of the Committee to ensure the growth and ongoing vitality of Sonoma County Art Trails. The Committee sets, defines and implements policy, the long range direction of the program, and stays abreast of the general operations and finances. With administrative support from SCA and its staff the fundamental goal is to annually create a smooth running well organized Art Trails program benefitting the greater good of the Art Trails artists and our community.

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Guidelines & Policies

DEFINITIONS

Sonoma County Art Trails: A juried, self-guided open studio event, that showcases the art, creative processes, and working environments of professional Sonoma County artists who are juried into the program.

Sonoma County Art Trails Artist: An artist who has successfully juried into the Sonoma County Art Trails program. S/he must be a full-time legal resident of Sonoma County and agree to follow the Sonoma County Art Trails policies, requirements, and responsibilities.

Sonoma County Art Trails Studios:

- 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.
- Safety and Presentation: Basic standards of cleanliness and safety must be observed. Your display or exhibit should be professionally handled with attention to clear, clean and uncluttered presentation. Clearly mark steps and other areas that could present safety concerns. If you have pools or ponds block those areas off or provide supervision. Be conscientious that some visitors have allergies or fear of pets.

A. ELIGIBLE ARTWORK

All work exhibited in your studio must be of professional quality. Sonoma County Art Trails is intended to be a showcase for original artwork; your art must be consistent with that initially submitted for jurying.

A sufficient quantity of work should be gallery ready (professional quality), i.e. framed, matted, mounted, or otherwise ready for the purchaser to hang or otherwise display.

Reproductions Policy: "a modest amount of artist's work offered for sale in the studio may be manufactured by others or commercially reproduced, if it is done strictly from the artist's original design and produced under the artist's supervision. **These works must be clearly labeled as commercial reproductions or manufactured items and should not exceed 20% of the overall inventory.** They may be offered to the public through the display of one example of each such work, with others available in drawers, bins, or stacks, so that the preponderance of work visible in each studio continues to be original art."

New Artwork (for returning artists only): You may show work in a new medium without re-jurying; however, this new work must not exceed 25% of your entire display, be in an approved Sonoma County Art Trails medium (refer to list of media) and be of high quality. This un-juried artwork will not add a second medium listing in the Collector's Guide. To add a new/additional medium to your listing in the Collector's Guide you must apply in the new medium category and be juried in.

Goods/services other than those relating to your artwork may not be for sale and no unrelated manufactured or commercial goods shall be exhibited or sold.

B. STUDIOS

Sonoma County Art Trails is an educational program allowing the public into your workspace. Your workplace should retain the atmosphere of art making. Educating the public to the processes, materials, and tools used in your work must be a part of your open studio.

Artists should demonstrate their processes and techniques, display their tools, show step-by-step examples of their art, or in some manner actively seek to educate visitors about their work. If you have reproductions for sale in your studio, a display conveying how the artist interfaces with an industrial process featuring the artist, as designer, would be very positive. While demonstrations may not be possible, the use of photos, video, works-in-progress, and other methods can be very effective.

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Prepare to handle the **traffic and parking** of about 100-200 visitors per weekend and about 10-20 at any given time. Post sufficient signage to assist visitors, keeping in mind that many are coming from outside Sonoma County. Signs should be prominently displayed, far enough from the studio to attract passing attention and close enough to guide the visitor directly to your door. Artists living in proximity should collaborate on signage. Please get permission of property owners to place signs on private property, and don't post signs on city property or Caltrans signs.

C. SONOMA COUNTY ART TRAILS SIGNS

Each year, each participating artist is provided with three (3) 24" wide x 32" high blue Coroplast Art Trails signs preprinted with the Art Trails insignia. Each artist is responsible to:

- Create and add their studio number and directional arrows to their signs.
- Determine how to display the signs (build a sandwich board; purchase "H" stakes, etc.)
- Determine where to locate each sign
- Put up and take down their signs for each Art Trails weekend.

Additional signs may be ordered and purchased at the time you complete your application.

Signs are to be used only on the open studio weekends and must be removed between the two weekends and promptly (by Monday noon) after the final day. **Any fines imposed by the County will be the responsibility of the artist.** For shared signs these penalties will be administered to each artist whose studio is listed on a sign that is out of compliance. Any fines must be paid in full before you will be allowed to participate in the following year's Sonoma County Art Trails event. Failure to immediately pay fees may result in suspension of the artist for 1 year.

Participating Sonoma County Art Trails artists may use the Art Trails logo to display at their studios and mention themselves as Art Trails members at exhibits and in personal promotion for the duration of their yearly membership. Artists on sabbatical in good standing have use of the logo for the year they are on sabbatical. Such identification will promote both the artist and the program. Sonoma County Art Trails signs however, should only be used during the Open Studios.

D. PROGRAM REQUIREMENTS (in addition to the Expectations listed on Page 2)

NEW Sonoma County Art Trails Artists:

- a. **must** attend the mandatory Orientation Meeting (see timeline for dates, time and location)
- b. will be on probation for the first year.

All artists are responsible for collecting, reporting, and paying sales tax to the CA Sales-Use Tax Administration. A resale license is required. Some cities may also require a business license.

Sonoma County Art Trails requires that each artist **work a minimum of 10 hours** in a support capacity. Artists who do not fulfill work hours and who have not made prior arrangements with the Art Trails Committee/SCA Staff will be billed at the opt-out rate. The opt out fee of \$200 is available only to artists who have been in Art Trails for two or more years. Most prefer to contribute their 10 work team hours and more. See Work Team section for job descriptions including time of year the duties are to be performed.

Protect the privacy of Sonoma County Art Trails members. Do not use your fellow artists' email addresses for other business, political, or solicitation purposes.

Sebastopol Center for the Arts holds an **Art Trails Preview Exhibit** and reception prior to the event. **Each artist is required to exhibit an original, recent piece that is available for purchase.** Size limits, noted in the guidelines for the exhibit, will be enforced due to limited gallery space. Your piece should reflect the quality of your work and be representative of what visitors will find at your studio. Preview Exhibit Artists agree to a 40% commission to Sebastopol Center for the Arts on the sale of their work.

Evaluation - Each artist is required to fill out the online **Artist Evaluation**. A link will be emailed to you. The Artist Evaluation helps us determine the number of visitors and revenue, for future planning purposes. **Failure to return the Artist Evaluation by the stated deadline will result in a one-year suspension from Sonoma County Art Trails, after which point you will be required to re-join into the program.**

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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 Art Trails communications.
- The sabbatical artist is eligible to participate in Art Trails workshops 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 rejoin Art Trails.

Emergency - In case of an emergency during the open studio weekends, you must report a problem to the SCA Staff immediately. If your call goes to voicemail, leave a message and include contact information. Notify the nearest Sonoma County Art Trails neighbor so they can notify visitors; post a clear explanation at your studio. **It is important to have a backup plan and someone who can fill in should an emergency arise. It is imperative that your studio remain open if at all possible.**

Studio Check - To monitor compliance with the Guidelines and to provide feedback for artists, SCA representatives are assigned studios to visit. SCA visitors introduce themselves to the artist when visiting. A simple checklist will be completed for each studio. Any problems will be referred to the Art Trails Steering Committee for resolution with the artists. This procedure is intended to be engaging and helpful.

E. COLLECTOR'S GUIDE AND PUBLICITY

All artists should update their publicity images/info yearly. Images of artists at work or interacting with visitors are often best. Images must be labeled according to directions for image submission. Each artist is allotted 25-50 Collector's Guides for distribution in your area and in your studios.

F. MAILING LIST

Each year, artists are **required** to submit an up-to-date mailing list of at least 150 names. Names on your list will be sent a Collector's Guide. Mailing lists are to be submitted directly to the mail house. Instructions regarding mailing list submission will be emailed to you by SCA Staff. When you send your mailing list, you'll indicate how many names are on your list for a receipt confirmation. For this mailing, all individual addresses are combined into a single Sonoma County Art Trails mailing list, so it is recommended that you keep a copy of your own list. Please be aware that the Collector's Guide mailing list you submit can be used for any and all Sonoma County Art Trails purposes. Artists who do not have a mail list will pay the \$50 Mail List Fee with their application. Artists who do not submit their mail list by the deadline will be billed the \$50 mail list fee + a \$10 billing fee for a total of \$60. By law, mail lists are not retained by SCA or the mail house.

DEADLINES ARE FIRM. Failure to meet deadlines could result in the artist being suspended from Art Trails for one year. No artist may open his/her studio without agreeing to all terms and conditions of the Art Trails program.

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Image Format for Collector's Guide - Digital Only

1. File size: minimum 1 MB may be up to 2.5MB.
2. File format: .jpg or .tif
3. Image size: at least 3" on the long side at 300 dpi (resolution) (900 pixels) or 12.5" at 72 dpi (the resolution some cameras provide). If you don't understand this, just send the file from your camera.
4. Color space (or mode): RGB or Grayscale (for black-and-white images).
5. File naming: name files **lastname-firstname-1.jpg** (use lowercase text, no spaces)

Providing Quality Images

The best advice is to take your work to a professional photographer who has a studio and experience photographing art. Such a person has better cameras, lighting, lenses, metering and technique than you do. Tell the photographer that the images are for a print publication. The following suggestions are for planning and evaluating pictures, whoever photographs them:

Look at your artwork in strong light from different angles. Is it irregular in shape, warped, blemished, highly reflective, framed (frames cast shadows), or reliant on details in the dark areas? These are all typical problems; you may want to choose another work.

Your work will appear at a small scale in the publication; select work which will look attractive at that size with: strong colors, clear shapes and texture and good contrast. Avoid too much fine detail or subtle color gradients. Highly detailed work may benefit from using a close-up section of the work. Three-dimensional works require a background of contrasting color, usually gray, black or white. Make sure there is enough depth-of-field so all of three-dimensional work is in focus. Be sure that your images do not contain distracting elements. **Note: an image that is square or horizontal will appear larger on the Collector's Guide pages than a vertical image.**

For good publicity pictures, choose interactive shots with you at work including the artwork in progress with materials, equipment and location if possible. Maybe show a little-known stage in your process. These shots may need to be somewhat staged and it is important to be near or adjacent to your work as photos often get cropped. Pictures with you interacting with the public are also good. Have fun; perhaps take some shots from odd angles, from above or below. Make sure there is good lighting and avoid deep shadows.

Work Teams

Artists are required to work **a minimum of 10 hours** for Art Trails. Artists who have been in Art Trails for two or more years may pay \$200 in lieu of the work hours. Artists who do not fulfill their work hours will be billed \$200. Artists are assigned to work teams, which have a designated team leader to coordinate tasks. Team leaders work closely with the Steering Committee and SCA Staff. Prior experience is very helpful and artists may indicate 3 choices for work teams. Please read descriptions and indicate 3 preferences on the application.

Artists are assigned to teams based on the artist's preference and the program's needs to fill particular teams. Please note that all preferences are considered but not guaranteed. Sonoma County Art Trails relies on the participation of its artists. Please take your assigned work team seriously. Each team will have a designated Team Leader to coordinate tasks. **If you do not receive a work assignment by September 1, it is your responsibility to contact the Program Coordinator.**

It is your responsibility to report your work hours to your Team Leader. If at that point you have not completed 10 work hours you will be billed the opt-out fee of \$200.

Team Job Descriptions

Administrative: Administrative assistance to include processing applications, image file management, data entry, etc. Familiarity with Excel & Word is mandatory. Year Round. **Team Leader: TBD**

Collector's Guide Distribution: Distribute Collector's Guides primarily throughout Sonoma, Marin and Napa Counties. Additional areas San Francisco, Bay Area and Sacramento if we have people to serve these areas. You will be provided a route with drop off locations, with several deliveries to each location. Your work will include tracking quantities and dates of delivery to be compiled into a final report. Driving and lifting of Collector's Guides required. Work to commence end of August through mid October. **Team Leader: Rene Dayan-Whitehead**

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Collector's Guide Proofing: The Proofing Committee assists in editing the Collector's Guide information to ensure accuracy as well as alignment with Art Trails policies. Must work well with others and be detailed-oriented. July & August. **Team Leader: Elizabeth Peyton**

Education: At the direction of the Steering Committee the Education Committee is responsible for outreach to Sonoma County schools, elementary through college- notifying educators and educational organizations about the value of visiting Sonoma County Art Trails studios and the Preview Exhibit. The Education Committee provides docent services for classes that sign-up for Preview Exhibit tours. Must work well with others, enjoy public interaction and have strong communication skills. Summer through Fall. **Team Leader: Barbara Kelley**

Farm Market Program: Takes place in **September** at various farmers' markets around Sonoma County and beyond. Requires a commitment of specific hours and dates, the transport and setup of a your own small table and an umbrella for shade to the market, and adherence to the rules of a particular market, including the location of the table and the hours for setup and breakdown. Artists share information about Art Trails, hand out Collector's Guides and invite people to visit studios. Artists are encouraged to show samples of their work and/or demonstrate their process. They can hand out their own postcards or brochures, but are not permitted to sell work. Members of this team must be able to lift a box of Collectors Guides (40lbs.) and provide their own table and shade umbrella. **Team Leaders: Mike Laflin**

Hospitality: Assistance for General Meeting & Wrap Up Meeting preparation to include setup / hospitality /hosting /clean-up. December. **Team Leader: TBD**

Highway Signs: This committee cleans existing 4 x 4 highway signs; transports signs from SCA to printer, and from printer back to SCA; installs signs at designated locations throughout the County and returns signs back to SCA after the open studio weekends. Must have truck or van to transport signs and physical strength to dig post holes. Additionally members of this team must find and secure new and replacement sign locations. July through October. **Team Leader: Alison Morse**

Map: The Map Committee locates all artists on the map in the Art Trails Collector's Guide, crosschecking and renumbering new and returning artists, as well as editing the roads. Must be detail oriented. Ability with Excel and Googlemaps is very helpful. Crew of 3; must be available towards end of May. **Team Leader: John Chambers**

Marketing / Publicity: The Steering Committee selects the Marketing Team.

Year-round 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
 - 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

Team Leader: Gen Zorich

Mentoring: The job of a mentor is to help first-year and returning Sonoma County Art Trails artists make sure their body of work has a consistent quality, presentation of their work is professional and ample, as well as ensuring their marketing efforts promote their own work while furthering the reach of awareness about the Art Trails Open Studios. A mentor is assigned to EVERY new Sonoma County Art Trails Artist.

Mentors must be experienced, professional Sonoma County Art Trails veterans who will engage with their mentees starting in June by visiting their mentee's studios before the end of July, assessing their body of work and their display area. Mentors continue their mentoring role through the summer, again visiting their mentees' studios prior to Art Trails and build a relationship with their mentee that continues through the post-event stages, including connecting them to other successful artists in their mediums.

All Mentors must attend a one hour mentor training meeting, and then attend the New Artists meeting and Art Trails Kick-Off potluck (June 2019 date TBD). Mentors are also asked to attend the marketing seminar with their mentees. May through October. **Team Leader: Teri Sloat**

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Preview Exhibit:

Duties include:

- Exhibit take in and pick up of artwork for the Exhibit. Must be detailed oriented and friendly.
- Installation: Organize, arrange, and install artwork for Preview Exhibit. Must be detail oriented, physically capable of lifting and installing 2D and 3D artwork, bring hammer.
- Lighting: Volunteer works with SCA's Visual Arts Director to set lighting for the Exhibit. Must have knowledge on handling track lighting and be physically capable of climbing an 8' ladder.
- Gallery prep: responsible for pre and post Preview Exhibit patch/paint of the SCA Gallery, insuring that all walls, pedestals, and partitions are adequate for the upcoming exhibit.
- Reception/Celebration: Assist with the reception to include food and supplies, setup, clean-up.

September/October. **Team Leader: Sally Baker**

Fees:

Application fee (new artists only) \$40 / \$25 SCA Members

Membership to SCA: \$50 annually

Art Trails fee: \$425

In lieu work fee: \$200 (available only to artists who have completed at least two years in Art Trails)

Sabbatical administration fee: \$20

Opt-out Mailing list fee: \$50

Sebastopol Center for the Arts membership is required to participate in Sonoma County Art Trails. Individual memberships start at \$50 and, although not required for the application, we invite new artists to join now to take advantage of a reduced members' application fee of \$25 (the application fee for non-members is \$40). For information about Sebastopol Center for the Arts, visit www.sebarts.org

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Media Categories Descriptions

Ceramics	Original clay and porcelain work only. Can be functional or sculptural. No machine-made or commercially mass produced work, no ceramic green-ware.
Digital Art	Images made with the assistance of computers.
Drawing	Works created using dry media including chalk, charcoal, pastels, pencil, wax, crayons, etc. or from fluid media such as inks and washes applied by pen or brush.
Fiber Arts	Includes, but is not limited to: leather, weaving, clothing. No pre-manufactured wearable items, regardless of additional modification or enhancement by the artist.
Furniture	Original work created as furniture in any media. No purchased wood furniture regardless of additional modification or enhancement by the artist.
Glass	Hand blown, fused, slumped, and stained glass. No pre-manufactured items, regardless of additional modification or enhancement by the artist.
Jewelry	Handmade jewelry using precious or non-precious materials. All jewelry displayed must have been juried in the jewelry category. Work can not contain more than 15% commercially available findings or materials not made by the artist. This includes but is not limited to: beads, pearls, gemstones, metal parts such as neck chains and clasps. No work made solely of restrung beads and commercially available parts.
Mixed Media	Original work incorporating more than one material.
Painting	Original works from oils, acrylics, watercolors, pastels, etc.
Photography	Photographic prints must be made from the artist's original.
Printmaking	This category is for prints created by using a transfer process of producing original art, usually in multiples. An image is created on a surface other than paper, for transfer to paper or other material.
Sculpture	Original work of any material.
Woodworking	All original work in wood that is hand-tooled, machine worked, turned, or carved.