

## **GIFT SHOP CRITERIA AND REGULATIONS**

The Objective of the Gift Shop is to offer, at an affordable cost, high quality original art, limited edition reproductions, small paintings, sculpture, jewelry and other miscellaneous items that have been created by members of the Mistlin Gallery.

### **General Regulations:**

1. Gift Shop artists must be a member of the Central California Art Association. Annual Gift shop dues of \$40 per year is due July 1 of each year, as is CCAA \$50 membership. First time members joining mid-year will pay \$20 for a half year membership.
2. Each item should not be priced over \$300 unless approved by the committee.
3. If dues are not paid in a timely manner, the Artist will be contacted and items will be removed from the display case, inventoried and placed in a secure location for artist pickup.
4. Gift Shop members must complete an application form and sign a waiver/agreement.
5. All individual pieces of art must be labeled “G” for gift shop and include the artist’s name and price.
6. Members are encouraged to complete volunteer service hours with the Mistlin Gallery. Members who do not, or complete prearranged service hours of at least 6 hours a month will be paid 75% on all items sold. Members who do not donate at least 6 service hours to the gallery will be paid 60% on all items sold.
7. Art work must be refreshed every three or four months. Gift Shop Committee members will be at the gallery on the second Saturday of every month to receive work. Items brought in other days should be placed in closet and Debbie Fountain should be notified by the artist. Sold items may be replaced with a similar item, however, please be courteous and do not move or touch other people’s work.
8. Items must be kept in a saleable condition.

9. Items not meeting the Gift Shop criteria will be removed from the Gift Shop by the Gift Shop Committee, inventoried and placed in a secure location. The Artist will be notified.
10. Gift Shop items must be original representations by the artist; no commercially made items or kits will be accepted. Works that may be accepted by the Gift Shop include: sculpture, paintings, decorative arts, textiles, drawings, pastels, watercolors, collage, prints, artists books, jewelry and pottery and other 3-dimensional work.
11. The Gift Shop Committee reserves the right to reject or remove, at any time, work that does not meet the Gift Shop criteria or the standards of the Gift Shop Committee. If there are questions or concerns about any works in the Gift Shop, they may be addressed at the monthly Gift Shop Committee meeting which is held the second Tuesday of each month from 12:00 p.m. to 4:00 p.m.

### **Jurying, Selection:**

New Gift Shop artists are selected by the Gift Shop Committee. Prospective gift shop artists must submit their work to the Gift Shop Committee the second Tuesday of any month, between the hours of 12 and 4 p.m. It is required that artists submit 5 to 10 pieces to be juried for acceptance into the Gift Shop. Submitted works will be juried by a committee of at least two experienced artists. Large works must be approved by the Gift Shop Committee and will only be accepted if space is available.

Works are selected based on the following criteria.

### **Criteria for Jewelry Artist Items:**

1. The following materials are acceptable for use in jewelry items:
  - a. Findings and beads shall be gold (list karat), sterling silver, Argenteum silver, gold-filled (list karat), gold vermeil, silver filled, surgical steel, brass, bronze, copper and pewter. All other plated metals shall be identified. Other hand-crafted items will be approved on a case by case basis by the Gift Shop Committee.
  - b. Gem Stones, authentic or otherwise, must be identified.
  - c. Glass seed beads and lamp work beads are acceptable.
  - d. Dichroic glass is acceptable.
2. There shall be no unidentified metal findings, accent beads, or metal covered plastic beads.

3. Other hand-crafted materials will be approved on a case by case basis.
4. All materials used must be listed on the tags clearly so the docent and customer know what was used to create the piece.
5. Handmade beads and findings are encouraged, as is fine beadwork, wirework and original design.
6. Handmade pieces must be identified with a tag showing price, your name and a "G" to identify it as a Gift Shop item. Put a product description on the front or back of your tag.

#### Criteria for Two-Dimensional Art

1. All art work must be original art by the artist submitting the work. Art work must be ready to hang unless it is displayed in a bin. If it is to be displayed on walls or shelves, it must be framed or wrapped canvas. The sides of wrapped canvas have to be painted.
2. Art displayed on walls or shelves may be no more than 64" in perimeter, including frame.
3. Art displayed in bins shall be limited in size to no more than 64" in perimeter. Art displayed in bins may be either prints or original art and should be matted and in protective sleeves when displayed in bins. Four wooden bins are provided for display in the Gift Shop. Bins shall not appear over filled at any time, as determined by the Gift Shop Committee. The Committee reserves the right to remove items from bins and store in a safe location.
4. Greeting cards will be displayed in card racks.
5. The Gift Shop Committee provides displays. Artists can inquire if they need accommodations for their work.
6. Appropriate labels with name, price and "G" are required on tags.

#### Criteria for Three-Dimensional Art

1. Pottery, sculpture, fabric and/or fiber art are included in this category and must be original designs.
2. Smaller works will be appreciated and will fit in better with the spirit of the Gift Shop.
3. Potential tableware shall be identified as either food safe or microwave safe.

4. Appropriate labels with name, price, title of work, medium used. and "G" are required on tags.

Special Criteria for Fabric Arts:

1. Embellished clothing may only be approved for display in the gift shop on a case-by-case basis as determined by the Gift Shop Committee, with at least two members of the Committee present for the determination.
2. No iron-on patches are allowed for embellishment.
3. Minimum embellishment of 30% is required, as determined by the Gift Shop Committee.
4. Ripped and torn clothing are not allowed, intentional or otherwise.
5. Wearable fabric art pieces must be seasonably appropriate. (Warm hats in winter).
6. Large pieces must be approved by the Gift Shop Committee and will be allowed if there is space available.
7. Appropriate labels with name, price, material and "G" are required on tags.



**Gift Shop Committee**  
Suzanne McCaslin 209-968-3464  
Debbi Fountain 209-527-4927  
Phonsie Bates 209-204-1739

### Gift Shop Agreement

Name of Artist \_\_\_\_\_ Artist's Medium \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

#### Artist's Agreement:

I agree to release the CCAA, volunteers, contractors, subcontractors, the City of Modesto or any other associate of the CCAA & Mistlin Gallery from liability or responsibility for damage, loss or theft of any and all artwork.

I understand that all work shown in the gallery will be subject to a 25% commission on all sales of members work who docent the required amount of time. A 40% commission will be charged for all sales made by members who do not fulfill the requirement for the 25% commission rate. All art works are subject to guidelines and limitations outlined in the criteria. Any piece not meeting these parameters may be rejected or removed. Art work must be ready to hang with wire; frames to be complimentary to artwork. The CCAA and the Mistlin Gallery reserve the right to remove any entry from the Gift Shop not deemed in the best interest of the CCAA, the community or CCAA sponsors.

I give my permission for my work to be photographed for CCAA website, Social Media, marketing and educational purposes only.

Signature of Acceptance: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Gift Shop Representative: \_\_\_\_\_ Date: \_\_\_\_\_

CCAA Membership Dues Paid	Invoice # _____
Annual Gift Shop Fee of \$40	Invoice # _____
Mid-Year Gift Shop Fee of \$20.00	Invoice # _____

**Parking is available in the garage at 11<sup>th</sup> & K Streets; ask the Gallery for validation cards**

Please make a photocopy of this page for your records before submitting. Make checks payable to CCAA  
The Mistlin Gallery 1015 J Street Modesto CA 95354 209-529-3369



**Join our Online Gift Shop  
(Gift Shop Members Only)**

**<https://ccaagallery.org/product-category/gift-shop/>**

Here's what to do if you'd like to be included in the online gift shop:

1. Create a **short biography or artist statement** as a word document or directly in the email.
2. **Attach up to 6 product images. These MUST be items that are NOT currently in the gallery gift shop.**
  - For each entry, include the title, medium, and price, including any details you'd like to describe the item, i.e. materials, colors, technique, measurements. See <https://ccaagallery.org/product/fine-silver-and-dichroic-glass-pendant-by-phonsie/> for an example. Please use the checklist below to make sure we have all of the necessary details. We will NOT be selling greeting cards from the website.
3. **Photo Images of the Item**
  - The main photo should show the **entire item**. You may include up to 4 additional photos that show a different view, closeup, or with framing (if it's a picture). All photos must be in focus, and clearly show your product and its actual colors and details.
  - Images must be high resolution (large). If you need assistance with photographing your items, call me for an appointment. We have a little studio setup at the gallery for this purpose.
  - Send images as separate .jpg files, with the file name containing the name of your items. For example, **aquamarine pendant.jpg** You are also welcome to bring all information to me at the gallery during our open hours on a thumb drive (NO CDs).
4. **Pricing your Items**
  - Your standard rate of commission will apply to the online item sales, based on your pre-Covid history of volunteering - either 25% or 40%.
  - **Artists will determine the shipping and handling cost and add it to the listed price.** For example, if your necklace is normally \$50, \$10 shipping will be added and it will appear as \$60 on the website.
5. **When items sell**
  - The gallery will handle all payment issues and notifications, including tax collection. Payment can be made on the website by credit card, PayPal (you DON'T need a PayPal account to use your credit card there).
  - You will be notified by phone or email if an item is sold from the website and I'll give instructions on how to proceed with shipping or delivery. Artists will be responsible for shipping and delivery of the item.

## 6. Shipping Details

- **Recommended:** Shipping prices calculated based on **USPS Flat Rate Priority** Packaging. Here is a page showing the options: [https://store.usps.com/store/results/shipping-supplies-flat-rate/\\_/N-1bzu2g5](https://store.usps.com/store/results/shipping-supplies-flat-rate/_/N-1bzu2g5)

Pricing for flat rate packaging is listed here: <https://www.usps.com/ship/priority-mail.htm> MOST jewelry will fit in a padded envelope or small box for about \$8. For other items, we recommend you use one of these packages, but if you have a way to calculate shipping for yourself, please do so. Again, it will be added to the price listed on the website and will not be added at checkout.

- Even if the item is to be delivered or picked up locally, this fee will be charged. The statement on the shop description will read: **“Shipping and handling is included in the list price. The artist will ship this item directly to you. Local (Stanislaus County) pick up or delivery may be available. Please contact us for more details using product enquiry.”**
- We are unable to ship the item from the gallery at this time. **You will be responsible for shipping or delivery in a timely manner.**
- Please package professionally and carefully. Most shipping methods provide insurance. The gallery will not be responsible for items that are lost or broken.

## 7. Promoting the Online Gift Shop:

- The gallery will share the gift shop online through social media (Facebook and Instagram) and in emails that go out to our mailing list (approx. 1200 people) at regular intervals.
- We'll have a special section for **holiday sales**. You can submit 2 additional items for holiday sales. You'll receive an email from the gift shop committee regarding deadlines and what items are appropriate to promote. These special sections will be up for a limited time prior to a holiday.
- We encourage YOU to share your section, and the gallery shop, to your friends, family and whatever contacts you have available. The more we share for each other, the better off we all are.

## 8. Need help?

- Check out the website links at the top of this page. See how items are shown, and try to get a feel for how your items might appear, and the descriptions that might help people understand your work.
- Email all images plus your short bio to [ccaagallery@gmail.com](mailto:ccaagallery@gmail.com)
- Please let me know if you have any questions... I'm happy to help. Call me at 209-247-2626 or email at the address above.

Linda Knoll

Gallery Manager

## Online Shop Item Entry Checklist

See this item for an example: <https://ccaagallery.org/product/fine-silver-and-dichroic-glass-pendant-by-phonsie/>

- Artist Name:
- Title of Item:
- Price: Item price + Shipping Cost = Total
- Short Description - appears directly under the price:
  
- Main Image (should show entire item)
- Gallery Images - up to 4 - which show close ups, frames or details. These appear under the main photo.
  
- Category
  - Jewelry
  - Home Decor
  - Ceramics
  - Art Print
  - Art Original
  - Holiday Special
  
- Tags (words that help customers find similar items):
  
- Description (longer, including a short bio or artist statement about your history or process. Buyers want to know you!):

(Everything else on the page is automatically generated)



# Policy for Gift Shop and gallery artists 25% artist fee January 1, 2019

Artists who regularly docent twice a month, serve on a committee that meets regularly, help with third Thursdays and give **volunteer** time to the gallery that equals at least 6 hours per month will be eligible for this special fee for all sales. If an artist misses a month because of illness or vacation they will be considered for dispensation only if they:

- Regularly give more than 6 hours/mo. of volunteer time to the gallery.
- Hours of service are recorded in the back of the docent binder. If you have spent time working outside the gallery walls, please include that with a brief explanation.

All docents are asked to record their hours, whether they are artists showing in the gallery or not. It is important that we have hours logged in for our docents for use in writing grants and showing accountability when we list number of hours.

Artists who would like to receive the 25% rather than the usually gallery cut of 40% must have their hours recorded in the docent binder **every month after January 1, 2019**. You may contact Rebecca Wynn for any questions on this policy.

Thank You!

## Policy for Gift Shop Dues

1. Gift Shop Artists must be a member of CCAA and be up to date on dues of \$50/Yr.
  - **Membership Dues** – Gift Shop and CCAA Membership renewal – both to have same fiscal year due dates:
    - End of June for CCAA membership and 6 months Gift Shop
    - End of December for 6 months Gift Shop
    - \$50 annual CCAA
    - \$40 annual Gift Shop (or \$20 per 6 months)