



NEW MEMBER ORIENTATION MANUAL

Trail's End Art Association & Gallery

656 A Street/PO Box 2351, Gearhart, OR. 97138 503-741-9458
trailsendartassociation@gmail.com www.trailsendart.org



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All information can also be found at trailsendart.org



WELCOME!

Welcome to Trail's End Art Association! Our doors are open to you for a whole new experience of fun and exploration!

Trail's End Art Association (TEAA) is made up of artists who work in many mediums: oil, watercolor, glass, fiber, pastel, ceramic, acrylic, wood and more! Members will tell you they enjoy opportunities to experience and share many new and intriguing forms of art in groups, classes, and workshops throughout the year. The summer is reserved for our region-wide Annual Judged Art Show as well as intriguing workshops by locally and nationally known artists.

Our quarterly membership meetings are a time to meet and mingle with members, listen to interesting guest speakers, and provide your own input and insights. We have a Main Gallery and Entrance Gallery to exhibit and sell your work. *A video orientation can be found on our online [Membership page](#).* An artist book (Red Book) on the table in the Main Gallery informs visitors about each member. Please be sure to fill out your own Member Art Background form enclosed in this Orientation Manual or create your own with some photos of your work (in standard letter size) so we can add it to the book. More membership benefits can be found in this packet and on the TEAA website (www.trailsendart.org).

Each year members like you are asked to join a committee or become a member of the Board of Directors. Your fees give you a stake in this wonderful organization and we depend on your help in keeping the Gallery running smoothly. Volunteering at TEAA is encouraged as part of your membership to foster and strengthen artistic fellowship.

We look forward to welcoming you! Feel free to contact the Board with any questions you may have!

Warmly,
TEAA Board of Directors



OUR MISSION AND WHO WE ARE

Our Mission

The mission and purpose of Trail's End Art Association is to provide educational opportunities in the fine arts, to foster creation of original fine art in all media, and to enhance enjoyment of art by the community.

Governance

Trail's End Art Association is guided by board members elected by the entire membership. We are a 501(C)(3) non-profit organization. Quarterly meetings provide structured time for input from all members, whose input is welcomed and valued.

Officers include President, Secretary, Treasurer, VP Operations, VP Communications, VP Membership and Member-at-Large. Current board members may be found on our website, trailsendart.org. Benefits, bylaws and more can be found on the TEAA website, www.trailsendart.org. Several committees help manage the gallery, such as the group focused on hanging each new monthly show.

Who We Are

The Trail's End Art Center building has been shown in photographs as early as 1908. It was once a two-room schoolhouse and then used as an annex space for the old Gearhart School on the Ridgepath. When the new Gearhart School was built it was no longer needed, and eventually fell into disrepair. In 1950 an amazing group of artists who had been meeting in each other's homes, were looking for a place to meet, paint, and store their supplies. They purchased the building in 1952 and created a gallery to display their artwork, and a studio to work. The organization soon became a non-profit and is presently a thriving group of artists who work together as a co-operative. Read the history on our website, www.trailsendart.org.



MEMBER BENEFITS

Since we are a volunteer-run organization with no paid staff, we all are asked to take on a volunteer activity regardless of membership status. It can be a lot of fun and is a way to interact with other members. With those responsibilities also come benefits. We hope you'll take advantage of them!

1. **The studio is yours** to use during regular business hours, including weekends, when classes and workshops aren't in session. If a free group is meeting just pull up a chair. The studio and gallery are not to be used after the gallery is closed, unless for a board-approved special event.
2. **Show Your Art in the Main Gallery and Entrance Gallery:** Members can show up to four pieces of original art each month in the Main Gallery. The Entrance Gallery is the place for prints, cards, and smaller pieces of original art. Gallery policies are contained in this manual and on our website, www.trailsendart.org.
3. **Featured Artist Show:** Members joining for the entire year can participate in a drawing for a featured show at the December General Meeting. See *Guide to Featured Artists* in this manual. Also two videos: *How to Become a [Featured Artist](#)* and hints can be found online
4. **Annual Judged Show:** Tell your friends they can join you for the Annual Judged Show in the summer. This is the only time of the year that TEAA is open to all artists, members or not, to enter their work for judging by local/state art professionals.
5. **Classes, Groups, and Workshops:** TEAA holds a variety of groups, classes, and workshops. Summer also attracts a variety of locally and nationally known artists to teach at the gallery. See *Classes and Workshops* on our website.
6. **A Well-Stocked Library:** The Studio has an incredible library of art books for two-week check-out by members.
7. **Discounts:** Members receive discounts for most classes and workshops at TEAA. Entry to the Annual Judged Show is free.
8. **Scholarships:** Members can apply for scholarship funds to supplement art-related classes, workshop tuition, and/or membership dues. See *Scholarship Application* in this packet or on our website.
9. **Webpage:** Members can opt for a web presence on the TEAA website, trailsendart.org. Just send a short biography about you and your work and two or three jpgs of your art to the webmaster.
10. **Communication:** A monthly newsletter, with Calendar of Events, is sent electronically or mailed if you do not have email.

VOLUNTEER OPPORTUNITIES

Trail's End Art Association is a cooperative that relies on volunteers. All members are expected to help to insure we continue to be a vibrant and effective organization. The Board has identified critical tasks and responsible coordinators. Some committees already exist but others may need your energy and skills. Many tasks are seasonal or only involve a few hours a month. Many hands make less work! Please indicate below the areas in which you are willing to help when called upon.

Communications:

- Member Communications: Help with emails to members, a monthly newsletter, social media, and digital presence; assist in finding ways to get information to all members. Email, word processing, and graphic design skills are needed and Facebook and Instagram experience are helpful.
- Public Relations: Press releases, interviewing Featured Artists, and other community relations. Skill in Word processing and email including attaching jpg pictures.
- Photography: Take photos at events, gallery shows, and promotional photos. Photography skills needed, including sending various image formats via email. Must have own cell phone or camera.
- Graphic Art: Design print ads, flyers and postcards, and digital materials. Skills in graphic design and software helpful.

Operations:

- Office Management: Organizational and computer skills. Office products inventory and procurement. Knowledge using Square helpful. Willingness to call or email other members.
- Gallery Hanging Committee: Willing to meet once a month to hang and display art. Computer skills helpful for making artwork labels.
- Gallery Shift Coordinator: Willing to make calls or send emails to members required to staff the Gallery to make sure the Gallery is open during regular scheduled hours.
- Building & Landscape Maintenance: Help with building and landscape maintenance. Report building needs and be available to help make simple fixes. Seasonal help with weeding and planting.

Hospitality & Special Events:

- Receptions: Help host monthly ArtWalk events, featured show receptions and special events, such as General Meetings.

Would you be willing to serve as a Committee Chair or assume a Board Position? If so, what is your interest?

What else can you contribute?



TEAA SCHOLARSHIP APPLICATION

Dear TEAA Member,

We are pleased to be able to offer scholarships to assist in paying Membership Fees and/or for TEAA workshops and classes. The following questions will be used by the selection committee. Please type or write legibly. We appreciate your membership in TEAA! **(Please mail form to Trail's End Art Association, Attn: Scholarship, PO Box 2351, Gearhart, OR 97138)**

Name _____ Date _____

1. I request assistance for: ___ TEAA membership fee ___ workshop/class (Name of workshop or class: _____)

2. If assistance is for a workshop/class, why are you interested in taking it? For instance, will it be a new art form to you or will it enhance your current work? If applying for help with membership fees, what does TEAA mean to you and your work?

3. What is the cost of the workshop/class? (Supplies can't be purchased with this fund) \$ _____

4. How much money are you are requesting to help with the cost/fees? \$ _____

5. What is the date(s) of the workshop/class? _____

6. What is the latest date you need the funds? _____

7. Are you willing to share with TEAA members what you have learned in this workshop? If so, would it be a brief report, a demonstration for members, share art you created from the experience in a TEAA General Meeting, or something else? ___ Yes ___ No ___ Maybe

If yes, what would you like to do?



TEAA POLICY FOR DISPLAYING & SELLING ARTWORK IN THE MAIN GALLERY

The purpose of this policy is for members to show and sell their original work or prints of their work. The Gallery Manager, Entrance Gallery Manager, or a President appointee will orient new members prior to accepting their artwork for a show or inclusion in the Entrance Gallery for the first time.

Main Gallery

1. Only Original art, Digital art and Photographs will be allowed to hang in the Main Gallery and will be on display for one month (or two months if the Entrance Gallery Manager is contacted). Art is submitted on published art intake/pick up dates. Art must be picked up on published art intake/pickup dates. Original art must be framed, gallery wrap canvas, or on metal or other rigid material designed for hanging without a frame. An artist can bring up to four pieces at a time. When a piece sells the artist will be notified and allowed to bring in a replacement piece.
2. Artists may also present for sale in the racks or basket in the Main Gallery up to 10 matted pieces of original art, digital art, or photographs in sleeves (or shrink wrapped) with backers. No duplicates are permitted, and work must be the artist's own, not copies of other artist's work. Size and packaging of these items will be monitored by the Gallery Manager, and those that are too large for the racks or are not packaged properly will be removed. Artists are encouraged to change out their work every couple of months.
3. Sculpture, wood art, glass, pottery and other 3 D art are also permitted to be displayed in the Main Gallery and will be placed appropriately by the Gallery Committee.

Entrance Gallery

1. Artwork may also be displayed for sale in the Entrance Gallery. Up to 20 prints, giclee, digital art, and photographs may be placed in the bins or hung on the walls. Other items may be displayed on shelves or on/in display cases.
2. To display your work in the Entrance Gallery, contact the Entrance Gallery Manager to find out how much space is available and how long your item(s) can be on display. Please next page for Entrance Gallery artwork submission procedures. **Note: The Entrance Gallery Manager is the only person allowed to arrange items (except cards) in the Entrance Gallery.**
3. Members may sell cards in the Entrance Gallery. To put cards in this space, contact the Entrance Gallery Manager who will assign a space for your cards. Individual artists are responsible for keeping their space filled and managing their inventory.

Labelling (applied in both galleries)

1. All digital art and photographs, prints, and giclées must be identified as such by an appropriate label on the back of each piece. Labels are provided by TEAA.
2. All art (including cards) must be priced in \$1 increments.



SUBMITTING ARTWORK FOR THE ENTRANCE GALLERY

Prints:

1. Prints must be in plastic sleeves.
2. Prints must have your name, price, and note that it is a “print”. Any notes about you or the title of the print is optional.
3. Place prints in the print racks by the bathroom door.
4. Prints can be placed or removed by member at any time.

Cards:

1. Cards must be in plastic sleeves.
2. Cards must have your name and price on each one.
3. If putting cards in the card rack for the first time notify Entrance Gallery Manager for a space in the card rack and name label. Place cards on the front table in the studio clearly marked Entrance Gallery.
4. Cards can be placed or removed by member at any time.
5. Cards must be priced in \$1 increments.

Framed Prints, Small Original Paintings, and Items for the Cubbies:

1. New pieces can be brought in during art intake for the Main Gallery. Existing pieces do not have to be removed. If there is no room on the walls or in the cubbies, the Entrance Gallery Manager will notify you.
2. Put all information in the Entrance Gallery binder as you would for the Main Gallery. Both binders are on the front table in the studio.
3. Tag each item with the **blue** labels to be filled out the same way used for the Main Gallery.
4. Small, framed pieces can also be displayed in the cubbies per the Entrance Gallery Manager’s discretion.

General:

All art pieces can remain in the Entrance Gallery until they sell or up to 6 months unless the pieces are seasonal. Please notify Entrance Gallery Manager if you remove any items from the Entrance Gallery. ***The Entrance Gallery Manager is the only person allowed to arrange items (except cards) in the Entrance Gallery.***

Inventory Binder:

The Entrance Gallery Inventory Binder is for members to keep track of their items placed and removed from the Entrance Gallery. Each member is responsible to keep track of their own items, not the Entrance Gallery Manager. It is located next to the art intake binder on the front table in the studio.



MATTING AND FRAMING GUIDELINES

Simplicity is the rule – period frames look very good on pictures from the same period. Frames and pictures should present a single, complete entity. Strive to present your work in a very professional manner.

Framing Conventions:

- For watercolor, water media (including some acrylics), pen and ink, pastel, some collage: Mat, metal or wooden frame, and Plexiglas or glass.
- For photographs: Mat, metal or wooden frame, and Plexiglas or glass.
- For oils, some acrylics, some collages: Wooden frame or wooden frame with linen insert.
- D-rings or screw eyes for wire: On sides of frame 1/3 down from top.
- Wire: Use picture wire; adjust length so wall hook will be about 1" below top of frame.

Color of Mat(s):

- Bright colors if there is a lot of white space in the painting.
- Complements of a color in the painting (could be the prominent color or a minor color).
- Soft pastel colors or neutral colors for delicate watercolor paintings.
- Mid-tone or color from the art piece for outer mat, and complementary color for the inner mat.
- White or off-white is usually preferred for juried competitions.

Size of Mat:

- Narrow mat surface for art pieces with large white areas.
- Wide mat surface for other art pieces – an average mat width of 2 ½" to 3".
- Equal width mat on all sides for most horizontal paintings; sometimes a bit wider at the bottom for vertical painting/picture.
- Equal width on all sides of inner liner.
- At least an inch of difference in size of mat compared to frame.
- Large enough mat opening (the window) to display all the artwork but not so large as to expose the edges of the painting.
- Up to 3/8" distance from signature to edge of painting so signature is exposed.

Condition of a Mat:

- Perfectly straight mat edges.
- No ragged edges on the mat anywhere – window should fall out if cut correctly.
- No visible overlap of cuts at mat corners.
- No smudges, coffee stains or fingerprints on the mat, frame, or glass.



GUIDE FOR FEATURED ARTISTS

To be a Featured Artist, enter your name in the lottery just before the December General Meeting. There will be a notice in the Newsletter and an email sent to all members. Please contact the Hanging Committee Chair if you need more information.

TEAA provides the following services with the information you provide:

- Gearhart Saturday ArtWalk notice in Coast Weekend
- Prominent feature in the TEAA monthly Newsletter
- Shared TEAA quarterly ad in Coast Weekend
- Front Page with pictures & press release on trailsendart.org
- Paid and boosted ad on Facebook
- Featured artist reception in the gallery

Artist Reception

The Featured Artist Reception is held the first Saturday of the month from 2-5 pm to coincide with the Gearhart Art Walk. A light fare is served along with wine options and non-alcoholic beverages. Volunteers from among your fellow artists will provide refreshments, including set-up and clean-up.

Your Responsibilities

- When called (or six weeks before the show), write a brief two paragraph biography with an artist statement. The PR Committee may provide you with a series of questions to answer. Be aware that the committee must submit information for publication at least 6 weeks before the show.
- Create 2-3 digital images (jpg.) of your work for the PR Committee.
- Create at least two 8" X 11" posters or two half-page flyers (4" X 5.5"). One is for the box outside the building and one is for the office. (If you need help, local printing companies often can put a poster together for you. Feel free to print more to distribute yourself.
- A one-page biography and artist statement to put next to your show in the gallery.

Some helpful hints:

3 months before your show: Take an inventory of your work. All paintings should be framed and gallery ready with wire hangers. If you bring work you don't wish to sell, be sure to mark them NFS (not for sale).

2 months before your show: Design and print a postcard announcing your show and inviting people to the reception. Include the name of the gallery, address, phone number, dates and times of exhibit and reception, and that you are a featured artist. A few print vendors: Laser Print & Copy (Seaside & Astoria), PS Print, Vista Print, Polk Riley (Astoria). You can place your information in the KMUN Calendar coastradio.org.

1 month before your show: Mail postcards to friends, family, and co-workers. Send and post to social media sites (the show will be boosted on FB by TEAA reaching 500-700 residents).

2-3 weeks before your show: Place biography, poster, and postcards in TEAA gallery to remind folks of upcoming show and prompt Artists on Duty to talk about your art. Consult with the Hanging Committee about exhibit. Typically shows are hung the Tuesday before opening.

TEAA MEMBER ART BACKGROUND FORM

We encourage you to place a short bio in the big Red Book in the Main Gallery so visitors can learn more about you and your artwork. If you don't have a bio, here's a form to help you create one. Place it in the book or email it to the VP Membership.

Name: _____ Date: _____

What kind of art do you create and why?

How did you get involved in creating art?

Visitors can contact me for more information about my artwork at: **(FOR PUBLICATION AT THE GALLERY)**

Email: _____ Phone: _____

Website: _____