



General Policies and Procedures, V2 updated February 2025

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1. Art Critique Guidelines - Benefits all if preparing for a juried show

** At least 3 members participating in a critique session.

Critiques are meant to inspire creative growth in the artist. It should be presented in a respectful, positive and sensitive manner. The creator artist should realize that the artist offering feedback will be giving their opinion(s) so, all feedback will be based on their personal preferences and perspectives. Try to listen with an open mind but know that all direction and decisions for the piece are yours to make.

Initial Questions for the Artist- Asked by the Moderator:

1. Is this the style in which you typically paint or do your styles vary? How would you describe the style of the piece?
2. What medium(s) are you using?
3. Do you feel the piece is finished, almost finished or halfway finished?
4. If it is halfway finished, do you feel you are stuck or do you have a general idea in which you want to take the piece?
5. Do you have a specific message you want to convey with the piece or not?

OBSERVATIONS BY THE GROUP - ONE PERSON AT A TIME

Observations of Composition:

- What type of composition has the artist used? Suggested terms or concepts:
 - Balanced or unbalanced?
 - Vertically or horizontally oriented?
 - Action with movement / rhythm or still and serene?
 - Can the beholder enter the piece and exit the piece easily?

Observations of Design Components:

- What types of design emphasis has the artist used? Suggested terms or concepts:
 - Types of mark-making- lines, repetition of patterns?
 - Variety of textures or minimal textures?
 - Shape repetition, layering, positive and negative space?

Observations of Color and Value Use:

- What types of color and values has the artist used? Suggested terms or concepts:
 - Strong vibrant colors or soft colors or neutrals?
 - One hit wonder use of color?
 - Enough contrast in values?
 - Are colors adjacent to each other different enough in value and / or saturation to make an impact?

ANALYSIS BY THE GROUP- ONE PERSON & ONE CATEGORY AT A TIME

Analysis of Composition:

- In your opinion, is the composition successful and why?
- In your opinion, what in terms of composition could be improved?

Analysis of Design Components:

- In your opinion, is there enough variation and use of design components?
- In your opinion, what in terms of design components could be improved?

Analysis of Color and Value:

- In your opinion, is the use of color and value successful and why?
- In your opinion, what in terms of color and value could be improved?

ANALYSIS BY THE GROUP- ONE PERSON AT A TIME

Overall Analysis of the Piece of Art:

- In your opinion, is the artist on the right track with their piece or not and why?

2. Commission Structure for CAAGA Art Sales

2025 – Forward:

If Gallery or Venue Takes 50% / CAAGA Takes 3%
If Gallery or Venue Takes 45% / CAAGA Takes 4.5%
If Gallery or Venue Takes 40% / CAAGA Takes 6%
If Gallery or Venue Takes 35% / CAAGA Takes 7.5%
If Gallery or Venue Takes 30% / CAAGA Takes 9%
If Gallery or Venue Takes 25% / CAAGA Takes 10.5%
If Gallery or Venue Takes 20% / CAAGA Takes 12%
If Gallery or Venue Takes 15% / CAAGA Takes 13.5%
If Gallery or Venue Takes 10% / CAAGA Takes 15%
If Gallery or Venue Takes 5% / CAAGA Takes 16.5%
If Gallery or Venue Takes 0% / CAAGA Takes 18%

Note: All members are responsible for taking their art sales through their own personal or business tax structure. CAAGA does not collect taxes on sales and therefore does not pay taxes to any government authorities.

3. CAAGA Member Application Process

All candidates applying for CAAGA membership shall fill out an application on the CAAGA website and submit with the requested images of their work

The applications will come to the current President's (Bettina Dickson Rusher's) email to be reviewed and to make sure images are clear and all questions are answered.

ALL applications will be submitted to our group for anonymous voting:

- All applicants must be primarily abstract artists and their portfolio should be 75% abstract in nature.
- All Sustaining members vote for applicants applying to be a Sustaining member.
- All Sustaining and Associate members will vote for an applicant applying for an Associate membership.
- All Sustaining members will meet the person and see the applicants' work. This can be accomplished in person or via video conferencing.
- If there is a tie in the voting results, Kevin Pullen will break the tie with his vote.

The current President (Bettina Dickson Rusher) will send out a CAAGA email letter to the applicant either accepting them or saying they are not accepted at this time.

If the voting results are very close or the group feels the candidate is almost ready, CAAGA can ask them to re-apply within a certain short-term time frame.

If the candidate feels strongly that we need to reconsider them for membership -AND - He / She requests to appeal in writing it will be up to the current President to decide whether to grant the candidate an appeal and reconsideration for membership.

A 90 day grace period may be offered to make sure CAAGA and the new member feel it's a good fit. If either party decides it is not a good fit then CAAGA will offer to return their initial dues that were paid.

4. Social Media Guidelines and Procedure's

GOAL- to grow our social media presence and for art lover/ collector awareness

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**Social Media volunteer just has to add CAAGA.art to their Instagram account

When you volunteer, you will be given the user name & password.

- We will need to obtain handles from all members IF they have Facebook and / or Instagram accounts for their art (i.e. [facebook.com/bettinadrusher](https://www.facebook.com/bettinadrusher)), so we can include these with each post.

- TEXT Social Media Volunteer. Send your images, any related commentary, and any SPECIAL # you want CAAGA to use. TIP- IF the picture(s) go through text, then the image is small enough for social media. IF pic does not go through you will need to reduce its size. Always best to use small files for social. Larger files can be used for website.
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 - Send 1 image per week -OR- 4 at a time and they will be scheduled
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OTHER IMPORTANT SOCIAL MEDIA TASKS FOR ALL MEMBERS:

- Every member needs to follow artists & suppliers you love then hopefully they will follow us back! WHEN YOU FOLLOW SOMEONE OR A COMPANY MAKE SURE YOU PUT IN THE COMMENT SECTION:

@CAAGA

- Example of companies might be Dick Blick, Michaels, frame shops you like, etc.

5. CAAGA Executive Committee Main Roles and Responsibilities

August 2024- **REVISIONS TO BE DETERMINED**

Executive Committee (**EC**) will meet on a regular basis and all work closely to create a unified leadership entity for CAAGA. Voting will occur within the **EC** on divided issues, if necessary.

PRESIDENT (P) - (recommended 3-year term) - Creates strategic plan on a yearly basis; finds, applies and meets with owners for exhibit opportunities; approves expenditures; determines items that need to go to a vote; recruits new members; sets agendas; leads all

meetings; surveys the members on bi-annual basis for feedback. Steps in when necessary to fulfill time sensitive issues or others needing attention. Works closely with CAAGA **Advisor** for guidance.

VICE PRESIDENT (VP) - (recommended 3-year term) – Helps to locate exhibit opportunities; recruits new members; manages educational / practice sessions, critiques, art field trips along with **P**; finds juried opportunities for members; assists **P** as needed.

MARKETING / COMMUNICATIONS (MC) - (recommended 3-year term) – Manages CAAGA website, schedules social media posts, trains new members on how information is submitted to **MC**; coordinates with media outlets for articles and photo shoots; designs all print materials for approval and implementation.

TREASURER (TR) - (recommended 3-year term) – Keeps bank account, writes checks; receives members dues; reports monthly to the group on financial status; other financial duties as needed.

SECRETARY (SEC) - (recommended 3-year term) – Creates minutes from all general meetings; submits minutes to **P** for approval and submits to **MC** person for the website member's section.

EXHIBIT COORDINATOR (S) – Currently is comprised of 3 people , two curators and one food and beverage coordinator. Plans and curates our exhibits where there is not a person with the venue already in place. Responsible for labels, placement of art and reception management. All Sustaining members vote on the art selected.

The roles of **P** and **VP** should be filled by sustaining members. The other three positions can be filled with either Sustaining or Associate members. The ratio of Sustaining versus Associate members within the **EC** should be 3:2 (Sustaining vs Associate) but if this is not possible due to not enough interest from members, at least a 4:1 ratio is recommended.

Nomination Procedure for Executive Committee Roles

All members, both Sustaining and Associate have the opportunity to nominate a fellow member(s) or themselves for a position on the **EC**. Nominations will be requested by the **P** when a vacancy in a position(s) occurs. The timeframe to call for nominations will be at the **P** discretion.

Members preparing to nominate a fellow member must get the person's approval for the nomination. Also, the member must give the potential nominee time to reflect for themselves if the position is something they have the correct skills for and can dedicate the required time to do well in the position.

After a person is nominated, the nominee will need to prepare a few words to the group before the voting process occurs. All members will have voting rights for all positions on

the **EC**. The voting will be conducted anonymously in person at a CAAGA meeting. All members must be present to vote for **EC** positions.

6. OTHER MISC GENERAL POLICIES

- Decisions made at planning meetings by the attending members when time is of the essence need to be honored. If a member was unable to attend the meeting, they should refer to the meeting notes in the Member Section to catch up. Understanding our deadlines is key to our success.
- There will be a 30 day post-exhibit time frame where sales made after the show will be counted towards the general sales of the exact show dates. Commissions will be paid accordingly. The items must have been promoted at the show and the customer should verify that they saw the art at the said show.
- All members are responsible for transporting their own art to our exhibits. Members are also responsible for any damage to their art while being transported and handled. If the venue does not provide liability insurance, it is the responsibility of the member to ensure their art should they deem necessary.
- There is a 90-day trial period where each party (the artist and CAAGA the group) can determine whether the new member is a good fit . If either party wants to terminate the membership for any reason dues paid by the artist will be refunded to the member leaving the group.