Art Market Gallery
2012 Committees

Role of Officers

President
The President is responsible for guiding the work of the Board of Directors of the Art Market Gallery, which includes leading the Directors in determining a vision and setting goals for the Gallery; setting agendas for and conducting Board meetings; ensuring that the corporation adheres to the bylaws and, as needed, setting up a committee to propose changes to the bylaws; ensuring compliance with all policies and procedures adopted by the Board; ensuring the fiduciary responsibilities of the Board are met; referring questions and suggestions from external organizations and the membership to the appropriate Standing Committee to handle or to provide a recommendation to the Board (e.g., anything requiring an expenditure of funds should be voted on by the Board); and providing guidance to the Standing Committees in handling the day-to-day activities of the Art Market Gallery.

Vice President
The Vice President fills in for the President when she or he is unavailable; sets up and runs all jury processes on behalf of the Gallery; and acts as the Board Liaison for the Membership Committee (see Membership Committee description below).

Secretary
The Secretary takes minutes of all Board meetings and the Annual Meeting with the membership, provides them to the Board for approval in a timely manner, and keeps a record of all approved minutes of the Corporation. The Secretary provides information to the Board about policies and procedures approved by the current or past Boards when questions arise.

Treasurer
The Treasurer handles all banking, accounting, and financial responsibilities for the Corporation. The Treasurer is responsible for ensuring that the bookkeeping and accounting for the Art Market Gallery is done according to generally accepted accounting procedures. The Treasurer ensures the Board’s financial policies are being followed; provides up-to-date financial reports to the Board prior to its monthly meetings; receives and deposits all funds into the bank account and maintains the bank accounts; handles all financial transactions, including paying all certified bills and state and local taxes; and performs all other duties commonly assigned to the Treasurer of a corporation. The Treasurer is the primary contact for AMG with the bookkeeper, accounting firm, and auditor. The Treasurer is responsible for leading the annual budgeting process, including submitting a proposed annual budget to the Board no later than February and providing updates to the Board on the budget status at least quarterly.
Role of Standing Committees:

Standing Committees are for permanent, ongoing activities. Standing Committees may be added or deleted by the Board, depending upon the ongoing needs of the gallery. The current Standing Committees include:

Administration
The Administration Committee is responsible for making sure that major maintenance activities for the gallery and its computers are handled. This includes making sure that light bulbs are replaced, that computers are in good working order, that floors are mopped when needed, and that anything else needed to keep the gallery in good order gets done. It also makes sure that all supplies (kitchen, office, gallery, etc.) are available as needed.

Displays/Exhibits
The Display/Exhibits Committee is responsible for making sure that all displays and exhibits that feature the Art Market Gallery’s name are updated on a timely basis and that they reflect the highest standards of professionalism. The goal is to ensure that all Art Market Gallery exhibits compare favorably with the best galleries across the country. The Display/Exhibits Committee currently has several galleries/exhibits to maintain, including the Featured Artist Wall in the main gallery, all exhibits in the main gallery, the windows and gallery in the Phoenix Building, and the month-long show at the Clayton Center for the Arts. The number of galleries and exhibits will likely change over the years due to the Board’s outreach to other locations/venues to spread the word about AMG throughout Knoxville and surrounding communities.

First Friday Receptions
The First Friday Receptions Committee is responsible for hosting the reception at the gallery on the First Friday of each month. This includes ensuring that food is donated by gallery members on a rotating basis, and that gallery members are available to set up the food and drinks for the reception, serve food and drinks during the reception, and clean up following the reception.

Marketing & Special Events
The work of the Marketing & Special Events Committee includes determining which events and festivals in Knoxville and the surrounding area would increase traffic to the Art Market Gallery, determining how we can best participate in those events and festivals, and coordinating our participation in those events. The Committee will provide a Calendar of Events to members listing its selections as early in the year as feasible. It is likely that these events and festivals will vary from year-to-year, depending upon how much benefit the gallery has received from them in past years. Examples of participation in past and current festivals include Dogwood Arts, Biscuit, and Rossini Festivals. Various special events, such as juried art shows, children’s art shows, and the Clayton Center for the Arts Show are examples of other marketing techniques used to increase knowledge about and traffic to the Art Market Gallery.
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Membership

The Membership Committee is responsible for organizing and conducting two jury processes per year—one in the spring (March/April) and one in the fall (September/October). Other juries may be conducted as needed to ensure adequate staffing. The Committee is responsible for ensuring that we have enough members to adequately staff the Gallery at all times, according to the needs defined by the Scheduler. The Committee provides Roster Updates to the Board and the membership each time there is a change in the membership. The Committee is also responsible for ensuring by February of each year that all Art Market Gallery Members are on a committee (as outlined in the Bylaws and Member Contracts). The Committee is responsible for staying in touch with members who are going through “major milestones” in their lives, such as births, deaths, illnesses, etc. The Board Liaison for the Membership Committee is always the Vice President of the Art Market Gallery.

Newsletter

The Newsletter Committee is responsible for publishing a newsletter for the members every two months. This includes soliciting information from the President and Board Liaisons about the work of the Board and Committees, information from the members about their activities, and information from the arts community about items of interest to the membership.

Nominations & Featured Artist Schedule

The Nominations Committee is responsible for soliciting nominations for Board vacancies for the next year and presenting a slate of candidates to the general membership for a vote at the Art Market Gallery’s Annual Meeting, which is usually held in September each year. After Board members are elected for the coming year by the membership, the Committee then is responsible for preparing a slate of officers to serve for the next fiscal year to be voted on by the Board at its December meeting. The Committee is also responsible for preparing the Featured Artist Schedule each year.

Publicity

The Publicity Committee is responsible for writing, designing and distributing all advertising, press releases, monthly email invitations and print collateral pieces (e.g., rack cards, posters). It creates a media plan outline and researches/evaluates media options and proposals that are presented or otherwise discovered. It must stay attuned to all gallery activities, exhibits, etc. and perform research on such in order to properly promote them. It is on the lookout for ways to improve customer’s/potential customer’s perception of the gallery’s image (e.g., new logo, improved signage, shopping bags) and make proposals to the board for such. The committee is also responsible for collecting images submitted by AMG artists in a central repository for use by other AMG committees (Social Media & Website, Newsletter, etc.).

Social Media & Website

The Social Media & Website Committee is responsible for keeping the website up to date with accessible information about the gallery and artists targeted to current and potential customers and for providing current information about the business for its members. It is also responsible for making sure the website looks great and serves the on-going business needs of AMG. It keeps the AMG Facebook page current and relevant to current and potential customers. It also is responsible on an ongoing basis for exploring whether other social media, such as Twitter or blogs, would be useful in drawing customers to the gallery, and, if so, in finding
Appropriate ways to use that media for AMG. This committee also maintains the email lists for customers and members and responds to inquiries coming to info@artmarketgallery.net and webmaster@artmarketgallery.net.

**Sponsorships/Fundraising**

The Sponsorship and Fundraising Committee is responsible for raising funds to offset the costs of running the business, including soliciting monthly sponsorships, and for conducting fundraising activities, like the annual AMG Auction. The Committee should discuss financial needs with the Board in January and determine a target amount to be raised for the year. It should provide a plan to the Board no later than March on its target amount and how it will raise that amount through sponsorships and activities.

**Role of Special Committees:**

Special Committees are for one-time, short-term activities. For example, we created four special committees to help us celebrate the 30th Anniversary of the Art Market Gallery. As soon as these committees finish their work, the committee will be eliminated. Special Committees could be created to celebrate a special occasion, open a new gallery, etc., or they could be used to develop a proposal for the Board on a complicated, time-consuming project, such as reducing the electricity used by the gallery or exploring an improved sales system (e.g., point-of-sale).

**Role of Committee Coordinators**

- Find committee members
- Organize, call, and run meetings (at least quarterly) to meet goal(s) set by Board
- Provide monthly updates on committee activities to the committee’s Board liaison
- Provide ideas and suggestions to the Board to promote the goals of the gallery

**Role of the Board Liaisons**

- Find committee Coordinator
- Relay goals from the Board and discuss potential committee activities to meet those goals
- Contact the Committee Coordinator prior to each Board meeting to get an update on committee activities
- Report on committee activities to the Board, including any recommendations from the committee—it is fine to invite the committee coordinator to make recommendations (just be sure to notify the president so it gets on the agenda)
- Meet with the committee periodically (preferably at least quarterly)