

Off Track Gallery

Gallery Handbook

First Edition

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San Dieguito Art Guild Mission Statement

The San Dieguito Art Guild is an organization dedicated to furthering artistic understanding and fostering artistic growth of members and the community at large by promoting interest, education, knowledge and skills in the visual arts.

Background

The San Dieguito Art Guild (SDAG) was founded in 1965 by a group of forward thinking artists who wanted to “engage primarily in the promoting and understanding of art in the community”. They also wanted to “provide a place for artists to display their work, establish a scholarship fund for young artists, and to further maintain a gallery workshop for members.”

SDAG is a non-profit organization 501(c) 4 dedicated to furthering artistic understanding in the local community. SDAG is managed and operated entirely by its members. SDAG is committed to fostering the artistic growth of individual members through social and educational events. SDAG exists whether or not there is a gallery.

General membership meetings are held quarterly. SDAG is managed by its Board of Directors. The Board of Directors is elected by the membership annually at the Annual Membership Meeting. Board meetings are held on the fourth Monday of the month. A current roster of Board Members and a meeting calendar are available on the website.

Since its founding in 1965 SDAG has operated the Blue Lantern Gallery, The Chateau Gallery and two other galleries in Del Mar. The guild moved to Leucadia in 1976 and took over the Off Track Gallery in 1994 when the two entities became one. After three more moves, the Off Track Gallery, owned and operated by the San Dieguito Art Guild, has a permanent home in the Lumberyard Shopping Center in downtown Encinitas. The gallery is operated for the purpose of showcasing the work of SDAG members. Artwork in a variety of mediums including digital art, watercolor, oils, sculpture, photography, acrylics, mixed media, glass, fiber, pastel and jewelry are displayed and for sale.

Benefits of Membership in the Guild

Membership in SDAG is a rewarding experience and provides numerous benefits. SDAG members pay annual dues. Membership is renewed every September 1st. To be in the Guild Directory dues must be paid by October 1. New members joining in the preceding months of July and August are considered paid up through the following year. Membership fees vary based on type of membership. Please refer to the website, www.offtrackgallery.com or contact the Membership Chairperson for current information.

There are many opportunities to interact with fellow members both at Guild sponsored functions and on a day-to-day basis at Off Track Gallery. Many loving and lasting friendships have formed between fellow SDAG members over the course of its rich history. Valuable learning experiences, personal motivation and inspiration are another wonderful benefit of membership in SDAG. Some of the membership opportunities are listed below (for more information on any of the following, please refer to the website, www.offtrackgallery.com):

Environmental Painters - The Environmental Painters meet regularly in local areas such as Torrey Pines State Reserve, Del Mar, San Diego Botanic Garden and Batiquitos Lagoon.

Paint Rag - SDAG's monthly members' newsletter includes a calendar of upcoming events, news about its members, shows, gallery news and other opportunities. Advertising opportunities are also available for a small fee.

Website - SDAG maintains a website, offtrackgallery.com. Members may have one thumbnail of their art work posted for free on the website. Members may also have their own web page on SDAG's website for a nominal fee. Please contact the Website Chair for more information.

Card Racks are available to all members to display their cards, based upon availability of space. Cards placement is managed by the Card Rack Coordinator.

Shrink Wrap Bins - Shrink wrap bins and racks are available to all members to display their original artwork and limited edition copies of their original artwork. The bins are limited in number and space so the quantity of pieces allowed for each member is also limited. The Shrink Wrap Coordinator manages the bins and racks.

Continued Learning - Members may attend free demonstrations sponsored by SDAG. The demonstrations given by well-known artists are entertaining and provide a wealth of information. As part of SDAG's community outreach demonstrations are open to the public at no charge.

Monthly Art Show - The Monthly Art Show is a non-juried show where members display and sell their artwork. Entries are judged and ribbons are awarded in several categories. A cash award is made for the entry selected as Best of Show. Judges are artists from outside SDAG membership and are well-known local artists. Reproductions of original artwork are accepted but are not eligible for ribbons or cash awards.

Annual Small Image Show - Each December, in lieu of a Monthly Art Show, SDAG has its Small Image Show. This is a non-juried show. Entries are judged and ribbons are awarded for Best of Show, First, Second and Third places in five categories. Cash awards are given. The show is open to both members and nonmembers and is timed for the holiday shopping season.

Gallery Space Rental - SDAG members are encouraged to show and sell their original art work and prints at Off Track Gallery. Members may rent wall or floor space in the gallery. Detailed information on renting gallery space can be found later in this handbook.

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Mother's Day Weekend Artists' Studio and Garden Tour - This annual event is SDAG's primary fundraiser. It has grown along with the Guild, is a proven success as a local event and is a major sales opportunity for members. Members are encouraged to participate in a variety of ways; serving as a Studio Host, showing art at one of the studio locations, selling tickets, staffing a studio location, and, distributing information.

Off Site Shows -- SDAG looks for opportunities to display members' work in shows that take place outside of Off Track Gallery. Past shows have included the Solana Beach Chamber of Commerce, The Encinitas Chamber of Commerce, The Encinitas City Hall, San Diego Botanic Garden Ecke Building, an Oncology Center, and The Calle Magdalena Gallery in the Encinitas public works building.

Biography Book- The gallery exhibits a notebook which allocates two pages for each artist to promote themselves. Artists are encouraged to place a sample of their work as well as contact information in the book. The Biography Book Coordinator is responsible for maintaining the book.

As a non-profit, volunteer operated organization there are many ways in which members can contribute to the Guild. Off Track Gallery and all SDAG events depend on member volunteers for staff and other help. Please be generous with your time and please help when you are able.

Off Track Gallery

The Off Track Gallery is open daily (except Thanksgiving, Christmas and New Year's Day). Hours vary based on season. Please refer to the website, www.offtrackgallery.com for the current hours of operation.

The Off Track Gallery will not accept anything that contains vulgarity, profanity, or graphically explicit sexuality. SDAG and Off Track Gallery and their representatives and agents reserve the right to refuse any art work that does not meet SDAG standards.

SDAG does not carry insurance for any exhibited artwork and is not liable for any damage or theft that may occur in the gallery or storage areas. Monthly Show Entrants, Small Image Show Entrants, Card Rack Artists, Shrink Wrap Artists and Wall and Floor Renters are responsible for obtaining their own insurance. All Gallery Display Artists must sign this Waiver of Responsibility prior to exhibiting their work in the Off Track Gallery.

Fees, Tax and Commissions

Space rental fees and commissions collected from the sale of members' artwork help support SDAG and gallery. The gallery collects fees as follows:

1. Display (gallery rental, monthly show, Small Image Show, etc.) fees will be collected when the artwork is received by the gallery. These fees depend on which program the artwork is entering and are described in detail in the gallery.
2. Applicable sales tax is collected on all artwork sold in the gallery. Sales taxes collected are sent to the Franchise Tax Board quarterly. Artists do not have to handle their own sales tax for artwork sold through the gallery.
3. Fifteen percent (15%) commission is charged to the artist for each sale. Commissions will be deducted from the payment to the artist.

Payments to Artists

Payments for sales are made monthly and are mailed out at the end of the accounting period. ***Payments due to artists are processed when the amount total owed reaches a minimum of \$50. Occasionally the books are "cleared" and checks less than \$50 may be issued to artists.*** If you have any questions about payments due, please contact the SDAG Treasurer. The guild sends out 1099's at the end of the year to artists receiving over the government's required amount of income (currently \$600).

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Card Racks

1. All artists' cards will be placed by the Card Rack Chair and/or Assistant.
2. All Cards must be reproductions of the artists' original art or be original one of a kind card.
3. Artist must be a member in good standing of the San Dieguito Art Guild.
4. The artist must meet requirements of gallery standards at time of submission of cards.
5. All cards must be enclosed in crystal clear fitting envelopes.
6. The price of the cards must be clearly visible on the outside of the crystal clear envelope.
7. The artist's name must be clearly visible on the outside of the crystal clear envelope.
8. Standard 5x7 size cards with 5-1/4 x 7-1/4 envelopes are encouraged to prevent bent cards.
9. The amount of cards and spaces will depend on the number of participating artists.

Shrink Wrap Bins and Racks

Each member may put 2 pieces (up to 16" x 20" in size including mat) in the Art Bins. In addition, 3 pieces (up to 8" x 10" in size including mat) may go in the Art Rack. From this total of 5 pieces, one may be put in the Art Bins that are placed outside the front door. As soon as a shrink wrap is sold, it may be replaced. The artwork needs a mat board backing of the same size. This is then enclosed in a crystal clear envelope (which needs to be replaced or cleaned once a year). The total thickness of the resulting shrink wrap piece is not to exceed 1/4". The salesperson needs to see the artist's name, price, title of the piece and either "Original" or "Limited Edition Print" somewhere on the back or front of the piece. Members pay no charge for shrink wraps; however, there is a 15% commission. For the name of the current card rack coordinator please refer to the website.

Monthly Shows

Monthly Shows are open to all members and are an excellent way to show artwork and have the opportunity to sell art in the gallery. Entry fees are reasonable. All artwork must be for sale. The artwork is judged by a local artist, awards are given in each category and a cash award is given for Best of Show. Monthly Show artists are not required to staff the gallery, however they are expected to contribute, as a volunteer, to the gallery or guild.

Monthly Show Artwork Rules

1. Each member may enter up to three pieces of art in the Monthly Show, subject to gallery space limitations and size of artwork being entered
2. Current entry fees are shown on the website, in the Paint Rag and on the entry form.
3. Works, including frame are measured on the diagonal.

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4. Take in is the last Tuesday of the month from 9:30 - noon. Confirm the take-in date on the website or in the Paint Rag. Dates may change due to holidays.
5. Please complete your take in sheet and take in tags before take in. For your convenience forms will be available at take-in and on the website.
6. All work must be original, or prints made from your own original and, must be for sale.
7. Giclees or prints made from your originals must be clearly labeled as such (including prints in the shrink wrap bin) and **will not be included in the judging.**
8. Work must be framed unless you use wrap-around canvas stapled on the back (no staples on the sides). Wrap around canvas must be painted on the sides. Frames must be attached in a professional manner (guidelines are on the website).
9. Use multi-strand wire that is attached securely to the frame for hanging. The multi-strand wire should be approximately $\frac{1}{4}$ of the way down from the top of the frame and slack enough to come to approximately two inches from the top of the frame. Please tape the wire ends to prevent injuries while hanging. Saw tooth hangers are not allowed.
10. Please label your piece with your name and its title on its reverse side.
11. Do not bring in wet paintings.
12. Fifteen percent (15%) sales commission will be charged on all sales.
13. Any piece of artwork that has won a ribbon in the Monthly Show is not eligible to be entered into the show again.
14. Artwork in the Monthly Show cannot be duplicated in any other form elsewhere in the gallery.
15. Artwork cannot be removed from the show once it is entered unless it is sold.
16. Artists are not allowed to relocate any artwork entered into the show. Only the Monthly Show Chair and the MS hanging crew are allowed to move any artwork entered into the Monthly Show.

SDAG and Off Track Gallery reserve the right to refuse entries that do not meet their standards.

Small Image Show

Once every year, the Off Track Gallery holds an open show where SDAG members and non-members may enter up to three images that are less than 12 inches square including the frame. This show is not juried and it is judged by a renowned local artist. Cash prizes are awarded for Best of Show and in five categories. The categories are:

- **Oil and Acrylic:** Oil, acrylic, casein, or a combination of oil, acrylic, or casein on canvas, Masonite, or wood.

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- **Water Medium under Glass/Plexiglas:** Any water medium on paper or illustration board framed under glass or Plexiglas. Watercolor, acrylic, casein or gauche.
- **Photography:** Color, black and white, digital prints (unmanipulated) or Polaroid transfer.
- **Mixed Media:** Two or more Medias together like pastels and watercolor or one media on a built up surface. Many combinations of media are possible.
- **Other Media:**
 - Pastels, Oil pastels or regular pastels
 - Drawing
 - Sculpture
 - Printmaking
 - Encaustic
 - Copper Enameling
 - Digital Art
 - Digitally Manipulated Photography

Details regarding the schedule or prizes awarded are posted in the Paint Rag and on the website.

Gallery Space Rental

Overview

Off Track Gallery makes space available to rent to SDAG members so that they may display and sell their artwork. All SDAG members are encouraged and welcomed to display their art in the gallery.

When considering renting gallery space, keep in mind that floor and wall art has to be original (not copied from a published pattern or copied from another artist's work). Artwork is rotated every two months to allow floor and wall renters the opportunity to show in all the spaces in the gallery. If a member has a limited supply of artwork they may want to wait until they have enough to display for more than one rotation.

For SDAG purposes:

Wall Art is defined as any artwork that will be hung on the walls of the gallery. This includes oil, acrylic and watercolor paintings, pastels, photography, mixed media pieces, collages and any 3-D art that hangs on the wall. Wall areas of the gallery are divided into sections where an artist can rent a space on the wall for a monthly fee. The breakdown of wall art by medium is: 25% Oil and Acrylic, 25% Water Media and Pastels, 25% Mixed Media, Collage, Glass, Mosaic, Fiber Art, and 25% Photography and Digital Art.

Floor Art is defined as any artwork that will not be displayed on the walls. Floor Art consists of jewelry and 3-D art that does not hang on the wall. Display cases and towers are provided by the gallery and can be rented by member artists for a monthly fee. The breakdown of floor art by medium is: 25% jewelry, 25% pottery and glass, 25% Sculpture, Mosaics, Wood and Stone, 25% Fiber Arts, Textiles, and Gourds.

Terms of Gallery Space Renting

The Off Track Gallery will rent gallery display space to member artists of the San Dieguito Art Guild under the following conditions:

1. New display artists must be juried into the gallery through the new artist acceptance program.
2. The SDAG is a volunteer based organization and relies on its members to sustain its programs. Display artists are required to participate in a committee as a member or a chairperson.
3. A deposit equal to one month's rent will be collected at the time the artist signs a contract. The deposit will be returned to the artist after they vacate their space and have given required notice to vacate, met all of their staffing requirements and paid all of their rental fees. Allow two weeks for the deposit to be refunded.
4. Written notice of intent to vacate the display space must be given to the chairperson thirty days before vacating.
5. Artists must pay their rent for each cycle before the end of the rotation. Failure to pay rent by the last day of the rotation will result in the gallery space being given to the next person on the waiting list and forfeiture of the deposit.
6. Display artists are required to staff the gallery in which their artwork is on display. The amount of staffing time is dependent on the amount of gallery space rented. For a wall space, jewelry cubes, large cubes or one tower the artist staffs the gallery for two shifts a month.

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7. In order to provide equal opportunity to all of our artists the artists rotate artwork between galleries (if we operate more than one gallery) and within the galleries. A rotation schedule is available in the gallery. Each artist will have the opportunity to display in every section of our galleries during the course of one complete rotation cycle.
8. The initial term of the gallery space rental contract is two rotations (four months).
9. All art has to be original (not copied from a published pattern or copied from another artist's painting or photograph). Items identified as "purchased for resale" cannot be displayed in the gallery. If you display these items, you will be informed that the items must be removed immediately. If the items are not removed, the Gallery Committee will have them removed.
10. Artwork displayed is required to remain on display for the entire rotation unless it is sold. When sold it can be replaced with another piece.
11. The wall artist is required to provide an inventory of displayed artwork to the wall chairperson at each rotation.
12. Space rented may not be shared without approval of the appropriate chairperson.
13. Rented space may not be assigned to another member or artist.
14. Rental artists must keep their display areas and artwork dusted and organized at all times. Gallery staffers will not clean or rearrange any display space. Artists must meet the gallery requirements for framing and hanging hardware and displaying artwork.
15. Gallery Renters must comply with all gallery rules and regulations, listed herein as well as any changes that may be made in the future.
16. Artist must replace at least 50% of their art pieces at each rotation. Twenty five percent of the artwork can be reproductions.
17. The commission charged for artwork sold is 15%.

Rental rates and spaces available are posted in the gallery.

Jurying Process

Prior to entering the jury process the prospective artist must enter the Monthly Show at least three times. This gives the artist a chance to get to know the Guild as well as the Guild getting to know the artist. It also allows the gallery committee an opportunity to view the artists work and offer suggestions for presentation improvement if necessary. Before a member artist can display art in rented space within the Off Track Gallery their work must be selected through a jurying process. The New Artist Jury Committee is responsible for jurying in new Gallery Renters. The jurying committee consists of three member artists and the Gallery Committee members. Selection is based on:

1. Quality of art: bring your best art to show the committee.
2. Presentation: present your art as you propose to display in the gallery. This is very important, poor presentation will automatically disqualify an artist.
3. Professionalism:
4. Evidence of their desire to become involved in SDAG activities (volunteering for at least one SDAG committee or project per year)

The New Artist Jury Committee meets regularly, the dates and times will be posted in the Paint Rag. A prospective artist should show up for the orientation at the designated time. Late arrivals will have to wait until the next jury meeting. After the orientation the artists will be asked to display their artwork as they would want to show it in the gallery. The artists then leave their work for the committee members to review. After the jury committee has finished evaluating the artwork the prospective renter can return and pick up their art. The decision of the jury will be communicated to the artist by the appropriate chairperson as soon as possible. If the artist is not accepted, an outline of improvements needed may be developed between the member and the committee.

Gallery Space Rental

Upon having their work accepted by the New Artist Jurying Committee, the member's name will be placed on the appropriate (floor or wall) renter's waiting list. As space becomes available, the artist will be contacted to make rental arrangements.

When a member is ready to rent gallery space in the Off Track Gallery and has successfully completed the jurying process, the artist must:

1. Thoroughly read and understand all the rental requirements. Displaying artists will be required to have a complete understanding of the gallery operation, procedures and their obligations.
2. Complete orientation and gallery staffing training. Training must be completed prior to displaying any artwork in the gallery.
3. Sign the Waiver of Responsibility (Hold Harmless), Copyright Warranty, Honor Code documents and pay the required deposit at the time a gallery space is allocated. Your deposit is refundable when you cease to be a gallery renter and have met all of the requirements for a full refund. Rental fees associated with the allocated space are due in advance.
4. Schedule staffing times by the 27th of the month prior to the beginning of the rotation period.
5. Participate in every rotation. Each rotation lasts 2 months. The rotation schedule is posted in the gallery as well as on the website, www.offtrackgallery.com. Once a year, Gallery Renters must assist with the following rotation duties:
 - Take down of artists displays.
 - Document information for artwork removed by gallery staff.
 - Check incoming artwork for adherence to SDAG's exhibition requirements.
 - Hanging artwork and setting up displays.
 - Verify display artists staffing schedules for the entire rotation.
 - Collect rent payments and write receipts.
6. Prepare labels for their artwork. Labels identify the artist, name of piece, medium and price. All labels must be uniform as identified by the wall chairperson and monthly show chairperson.

Gallery Staffing

Training

Before representing the guild and the gallery, gallery renters must complete staffer training. During the training session new gallery renters will be acquainted with gallery policies, procedures and customer service. The artist must schedule training with the Training Coordinator or Gallery Manager.

Gallery hours are listed on the website. Each day is divided into three or four shifts depending on the hours the gallery is open. Gallery staffers may not staff the Off Track Gallery until they have received full orientation and training.

As a Gallery staffer, you are in responsible for selling art and running the gallery business for the time you are there. When staffing the gallery you are most often the sole representative of SDAG and the Off Track Gallery. This is an important responsibility and should be taken on with charm and warmth. All of us are counting on **you** to represent, promote and sell our works.

Staffers are required to **arrive ten minutes prior** to the start of their shift. **Under no circumstances are staffers to close before the scheduled closing time.** If an emergency should arise, do not leave before calling someone to relieve you.

Gallery renters must staff the gallery in accordance with Rental Agreement.

- *If gallery renters do not sign up for staffing assignments at the rotation they will be assigned times and dates that are still open by the Calendar Chairperson. It then becomes the gallery renter's responsibility to make arrangements to ensure that the gallery is staffed during that time.*
- *On the 27th of each month the staffing calendar is closed for the next month. No changes will be allowed between the 27th and the 1st of the next month.*
- *You may not change your staffing date and/or time without making arrangements for a qualified substitute AND informing the Calendar Chair. It is critical that we are able to depend on our staffers. If you cannot staff the gallery during the month:*
 - You must make your own arrangements with one of the approved substitute staffers to man your assigned shift.
 - Once you have found a substitute, contact the Calendar Chairperson so that the official change to the gallery staffing calendar can be made.
 - Call the Gallery and ask the staffer on duty to correctly note your changes on the calendar.
 - You are responsible for reminding your substitute of their staffing time prior to your assigned time.
 - If you or your substitute does not show up for your assigned staffing time you will be charged \$45. You must pay this penalty within one week or your artwork will be removed and you space given to the next person on the waiting list.
 - The second time you do not show up, your work will be removed from the gallery and your deposit **will** be forfeited.

Opening the Gallery

1. Arrive ten minutes early.
2. Unlock the front door and **immediately replace the lock box key** and lock the door again from inside until you count the cash in the cash drawer.

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3. Turn on the lights as you go through the gallery. There are two switches adjacent to the front door and one inside the office/storeroom. Note that the office/storeroom light remains on during open hours since it is on the same circuit as the gallery lights.
4. Turn the Closed signs around to Open.
5. Place sidewalk sign outside.
6. Unlock the deadbolt on the back door as required by the Fire Marshall. This door will still be locked and no one can enter from the outside.

During Your Shift

1. Remove the cash drawer from the middle drawer near the sink.
2. Count the cash in the cash drawer while in the office/storeroom and fill out the white cash envelope in accordance with the section "Cash Report Envelope" below.
3. Take the cash drawer to the front desk and open the door.
4. Open the Daily Log Book to the daily log pages. Read through them back to the last time you staffed the gallery. This is where we communicate with our fellow artists and relay information. The left side of this page is for counting visitors during each shift.
5. Check for the section which is tagged "Check Sheet." These are columned sheets intended to help you get through each shift. Enter the date and initial then read down the page. This is your guide.
6. Locate the Receipt Book, Sales Tax Charts, the Calendar and the Daily Cash Journal. The Daily Cash Journal has the daily sales recorded. Each receipt number should be recorded, even those that are voided. This is a valid bookkeeping record for our Treasurer. It generates our sales records. It is important to have items recorded correctly.
7. Record all receipts during your shift by following the instructions on the envelope. Start a new envelope for each shift even if it is the second shift of the day. After putting your cash receipts in the Cash Envelope at the end of your shift, there should be \$100.00 left in the cash box. Seal your envelope, sign it and put it in Treasurer's box in the office/storeroom. The small cardboard box is marked.
8. Should a customer show interest in a locked display, please offer to open it. Relock the display after the customer has left. The key for all of the locked displays is located in the center drawer in the desk. Place it back where you removed it when you are finished.
9. When a staffer sells a piece of art they must call the artist and tell them which piece has sold so the artist may bring in a replacement.
10. Staffers for the first shift of the day must clean the outside of the windows. They must call the members scheduled to staff all shifts tomorrow to remind them of their obligation. Place a check mark by the member's name to indicate that you have called them. If you are staffing second shift, please check to make sure that the staffers for the following day have been called. If not, please call them.
11. Staffers for the second shift should check the mail in the mailbox slot #5 located in the center mailbox group which is located outside of the gallery down the breezeway past the restrooms. The key is located in the center drawer. They should also sweep or vacuum the gallery.
12. Staffers for the third shift should take out all of the trash in the wastebaskets before leaving. The trash goes into one of the dumpsters outside the back door and down to the right.
13. At the end of your shift, record all the items you have handled on your Daily Cash Envelope, showing their receipt numbers and whether cash, charge or check. Be sure to record all items in the Daily Cash Envelope.

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Daily Cash Report Envelope

The business part of staffing the gallery entails selling artwork and correctly recording all business transactions (filling out receipts in full, including all necessary details) and making sure that all information is posted to the appropriate files and ledger sheets (as per your orientation and training instructions). The list of gallery activities posted by the gallery manager should be worked on when there are no patrons or customers in the gallery

Every business transaction must be documented completely and clearly for the bookkeeper. The following procedures will explain how to do this accurately and efficiently. Illustrations of the Sales Receipts, Daily Cash Report Envelope and Sales Journal are attached in Appendix A.

- 1) The Daily Cash Report Envelope for your shift has special sections for recording the cash in the cash box, keeping track of your transactions and writing explanatory notes to the bookkeeper. On the outside of the envelope, please print:
- 2) Today's date, circle the shift you are working.
- 3) Your full name
- 4) Your home phone number (in case the bookkeeper has any questions about one of your transactions)
- 5) Include any other identifying information that would help eliminate confusion
- 6) At the beginning of your shift, count the money in the cash box including the extra rolls of coins and the coins in the self counting tray. The total in the cash box should be \$100.00 at the start and end of the day.
 - a) In the "**opening cash**" section of your Cash Report Envelope, write down the number of bills and coins by denomination. Multiply the denomination by the number of bills or coins to get the amount. (This will make researching any discrepancies much easier.) Include the extra rolls of coins in your count. (For example, if there are three ten dollar bills, the entry would be 3 x \$10 = \$30)
 - b) Add up the cash. The total should be \$100.00. If it does not equal \$100.00, recount the money and double check your figures. Also look at the record on the Cash Report Envelope from the previous shift to see if there was a discrepancy noted there. **DO NOT OPEN THIS ENVELOPE.**
 - c) If there is a question or discrepancy with the information or Cash Report Envelope from the previous staffer, please contact him/her and politely discuss it.
 - d) **Note:** This \$100.00 is not recorded in the transaction section of your Cash Report Envelope nor is it recorded in the Journal.
- 7) During your shift put the following items into your Cash Report Envelope:
 - a) White copy of sales receipt. Remember white copy, white envelope
 - b) Signed credit card receipts (verify that the number and expiration date are clear)
 - c) Checks
 - d) Cash from transactions during your shift should be placed in the envelope at the end of your shift
- 8) On the front of the envelope in the Transaction section record the amount of money from each transaction by category. The categories are:
- 9) Cash
- 10) Charge
- 11) Check
- 12) At the end of your shift make sure that all payments (checks, credit card receipts and cash) as well as the accompanying paper work have been placed in your Cash Report Envelope
 - a) **Note:** If there have been no transactions during the day please write, "No Transactions"
 - b) Make sure that all payments have been accurately recorded in the Transactions section

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- c) Add up the amounts in each column (checks, charges, and cash) and record the subtotals
- d) Add the subtotals together and record the Grand Total
- 13) The Grand Total must equal your final entry for the day in the Journal. If it does not, research and resolve the problem.
- 14) Recount the money in the cash box (including the extra rolls of coins and the loose coins in the self-counting tray)
- 15) In the "Closing Cash" section of your Cash Report Envelope write down the number of bills and coins by denomination and multiply to find the amount. The total should be \$100.00. If it does not, recount and find the error. (It will be easier for you to find the discrepancy than it will be for the next staffer or bookkeeper.)
- 16) Sign and seal your Cash Report Envelope and put it in the box at the designated spot.
- 17) If a customer tells you to "keep the change" put it in the envelope with an explanation.
- 18) Paperwork for each transaction must be placed in your own Cash Report Envelope and recorded on the front of the envelope and in the Journal. Cash in the cash box at the end of the day must equal \$100.00.

THERE IS A REASON FOR THIS PROCEDURE: IF EVERY SALE OR CASH RECEIVED ITEM IS RECORDED, THE BOOKKEEPER CAN TRACE LOST ITEMS. THIS PROTECTS YOU, OTHER MEMBERS AND THE GALLERY.

Sales Journal

After the customer has gone record the sale in the Journal. Please include the following information:

- Date
- First initial and last name of the artist
- Complete number of the sales receipt
- Total amount of purchase including sales tax

Add each new purchase to the previous balance and write in the new balance.

At the end of each shift the Journal total must agree with the Grand Total in the Transaction section of your Cash Report Envelope. It is your responsibility to research and resolve any discrepancies between the Journal and the Cash Report Envelope before you leave for the day. Do not depend on the next staffer or bookkeeper to resolve your discrepancies.

Closing the Gallery

1. Turn the Open sign to Closed
2. Bring in the sidewalk sign as well as anything else from outside.
3. Turn off the all the lights.
4. Turn off the copy machine and computer.
5. Lock the doors, including the dead bolt on the rear door.

Representing the Guild and the Gallery

The most important part of a gallery staffer's responsibilities is representing SDAG and the gallery. Our goal as a gallery staffer is to make every gallery visitor feel special and to enjoy their experience so much that they want to return and bring friends and family with them.

When a patron enters the gallery, please:

- Greet them warmly and welcome them to the gallery.
- If you are on the phone look up and acknowledge the patron with a smile and then try to end the conversation quickly if it is a business call. Hang up if it is a personal call. Please do not make long distance personal calls, we get the phone bill each month and can track your calls.
- Promote dialogue with open-ended questions. This gives you somewhere to go with a conversation. By building rapport with the customer, we have a much better chance of not only selling our art work but also making a good impression and leaving the patron with a good feeling about the gallery.
- If you make a good impression, chances are that the customer will not only return to the gallery but will also tell someone else about our gallery. This word-of-mouth advertising is critical to increase our revenues and all of our sales.

Gallery staffers may paint, draw, sculpt, make jewelry, craft, etc. while staffing at the Off Track Gallery. ***However, do not let any activity distract attention from attending to business in the gallery. Staffing is first and foremost a business/public relations job. We are all here to exhibit and SELL our artwork.*** Reading a novel/book/magazine is acceptable only when there are NO patrons or customers in the gallery and all sales paperwork and gallery activities have been completed.

Thank you very much for your time and for being a part of San Dieguito Art Guild and Off Track Gallery

San Dieguito Art Guild
Off Track Gallery
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