



Muddy Creek Artists Guild

Standing Committee Roles and Responsibilities

The following standing committees are specified in the MCAG Bylaws, with the exception of Hospitality. The subcommittees represent key components of the work of that committee and allows us to break apart some of these big responsibilities and share the workload. Any committee may decide to add subcommittees to further refine roles with the committee, with Board approval.

1. Membership Committee

Overall responsibility to maintain the roster of active members (artist and patrons) overseeing the process of bringing new members into the Guild.

- Conducts at least 2 new member review sessions annually
- Advertises new member review via MCAG website, email blast to guest list
- Provides new members with information packet about the Guild (TBD)
- Prints and maintains member name tags
- Assign mentors for new members to assist in the learning of Guild processes.
- Uses opportunities in the community to raise awareness of the Guild to seek members and Patrons
- Conducts organized effort to contact current and inactive members to renew their membership after July 1 annually
- Develop and maintain a Guild brochure to solicit members and patrons (TBD)

Subcommittee – Patron Relations

- Solicit and develop relationships with patrons to ensure ongoing contact and engagement with them and that they receive patron benefits to include early access to shows, “gift” basket, solicitation to become involved in guild activities, etc.

2. Exhibits Committee

Note: Acquisition and Finance rolled into this committee in 2016.

- Looks for opportunities for Guild shows and brings to attention of the Board
- Works with Executive Committee to schedule shows and contract with venues
- Seeks Show Captains and works with them to get things rolling for new shows
- Helps create show budgets with Treasurer and Show Captains
- Maintains “Show Book/Bible” and updates after every show
- Resource of information for Show Captains

Subcommittee – Asset Management

- maintains inventory of Guild holdings
- replace and repair items as needed

Subcommittee – Inventory System Management

- Maintain the hardware and software for the show inventory system
- Recruit and oversee volunteers trained in the full operation of the inventory system

3. Standards Committee

- Maintain the standards documents for each medium – update as needed with membership approval, ensure new members receive a copy. Encourage participation from members representing all mediums in the committee.
- Support the check-in team for each Guild show to insure that they are following the latest version of the standards requirements.
- Provide oversight during the show concerning standards. This chair is the “backstop” for any conflicts concerning standards at the show.

4. Acquisition and Finance – this committee has been rolled into Exhibits

5. Outreach and Education Committee

- Responsible for recommending, planning and executing all outreach and education programs/scholarships.
- Support Studio Intrepid at Guild shows.

Subcommittee – DoArt

- Solicit and plan DoART opportunities
- Working with the Treasurer secure payment from participants
- Secure facility, instructors and materials

Subcommittee – Young Artist Development

- Keep board informed of art camp or classes being scheduled by MCAG artists
- Engage with school art programs to identify opportunities for showing student work, joint projects (ie. mural project), etc.

Subcommittee – Scholarship Program

- Oversee all fundraising efforts in support of scholarship
- Bring recommendation to Board annually as to scholarships to be awarded and process
- As appropriate, establish scholarship application guidelines and distribute information to high schools if process will include HS student awards
- As appropriate, oversee the scholarship award review process using a committee of members
- Coordinate any scholarship student involvement in Guild art shows

Subcommittee – Partner Development

- Solicit local businesses or other organizations to display member art
- Follow up with those businesses to ensure they had a good outcome with MCAG artists
- Work with webmaster and social media managers to solicit partnerships and sponsorships

Subcommittee – Muddy Creek in the Community

- Organize twice yearly Muddy Creek Road cleanup
- Look for opportunities to have a MCAG presence at community events and bring to Board and membership for action

6. Publicity and Marketing Committee

Responsible for overall publicity and promotion of the Guild for all activities and shows. Due to the importance of marketing and publicity to the success of the Guild and the large amount of time and effort required a strong group of committee members is required to distribute the tasks. The committee chair will provide oversight and guidance to the members.

- Ongoing effort to build and support our “brand” in South County by sending out press releases, photos, etc. to highlight MCAG activities year-round, including photos of shows, road cleanup, etc.
- Ensure consistent “messaging” throughout the year
- Direct and work with show-specific member volunteers to create the necessary promotional materials to support the shows

Subcommittee – Social Media Team

- Use Facebook, Instagram and any other social media platform that might be helpful to promoting the Guild shows and activities

Subcommittee – Guild Website

- Maintain and update the Guild website to promote Guild shows and activities.
- Provide a section on the website where Guild members can access information and documents related to Guild activities.

7. Professional Development Committee

Responsible for soliciting and conducting seminars, lectures or workshops for members for the purpose of enhancing their artistic skills, marketing skills and such other skills that might benefit the Guild members.

Subcommittee – Monthly Membership Presentations

- Plan a speaker or other presentation for each monthly general meeting.
- Encourage Guild members to share their artistic techniques or experience.
- Invite people from outside the Guild to share some interesting information.
- Invite Guild artists to share their work

Subcommittee – Member Collaborations

- Schedule an “artists walk” for fellow members at shows so we can all better explain the work of our peers
- Set up periodic critique sessions within medium
- Organize activities that will encourage Guild members to interface (Book Club, Photo shoots, etc.)

Subcommittee – Field Trips and Special Programming

- Set up field trip 4x/year to include members and, perhaps, non-members
- Bring any budget needs to the Board for consideration
- Organize any special programs for artist development – guest speaker, view a movie...

8. Hospitality Committee

- Keep the paper products and bring to meetings and events as needed.
- Maintain inventory of MCAG owned serving materials and seek funding for replacement/additional items as needed
- Support the food/beverage committee chair for each show.
- Oversee preparations for all potluck dinners (meeting after a Show) and ensure notice goes out to direct members what to bring; setup for all potluck dinners

Other Ad Hoc Committees will be created to handle special needs, such as Bylaws review.

Other ideas that may be added:

Create and maintain a member booklet with member photo, medium and contact info

Show-Specific Committees

These show-specific committees will be overseen by the standing committees noted above and all member artists in a show will be involved in at least one of the committee below

Operations – An Operations Chair is identified for each show with the responsibility to schedule adequate volunteer force to “man” the show, provide training to member volunteers on show duties, work with Treasurer and inventory subcommittee to ensure proper processing of all sales. Support provided by the Exhibits Committee.

Set-Up – Setup Chair is identified for each show and is responsible for bringing all show setup materials to the site, assembling, and then returning to storage after the show.

Check-In – Manages the check-in process with member volunteers assisting to insure compliance with Guild standards and proper documentation in the inventory system. Support provided by the Standards Committee and Inventory system subcommittee.

Hanging – A Hanging Chair is identified for each show with the responsibility of overall layout of the show to accommodate all participating artists with proper presentation of the artwork. Typically this is a co-chair arrangement with a 2D and 3D co-chair. Support provided by the Exhibit Committee .

Publicity – Overseen by Publicity and Marketing Committee. A Publicity chair is identified for each show and with the P&M Committee is responsible for coordinating creation of marketing materials, banners, signs (creation and placement), and for providing necessary information to Ongoing Online Presence subcommittee to keep flow of information going out.

Refreshments – A Refreshments Chair is identified for each show with the responsibility to identify catering options for artist reception and any other food/beverage needs are budgeted for and met. Support provided by Hospitality Committee.

Studio Intrepid – A Studio Intrepid Chair is identified for each show with the responsibility to schedule member volunteers to staff the studio during prescribed show hours, materials are acquired, and PR information provided to Publicity to promote the program. Support provided by the Outreach & Education Committee.

Outreach/Scholarship – Responsible for raffle and other fund raising events during the show to support the scholarship program. Also coordinates student or other outside artist participation in the show working with the hanging chair to placement of the art and coordination of a reception if desired. This may be split between two chairs. Support provided by the Outreach & Education Committee.

Entertainment – Responsible to schedule and coordinate entertainment during the show. This would include during receptions or throughout the show if desired.