

THE OTTAWA WEST  
ARTS ASSOCIATION  
&  
**owaa gallery**



***MEMBERS'***  
***HANDBOOK***

Version 9  
July 2025

## TABLE OF CONTENTS

<b>1</b>	<b>OWAA MISSION AND GOALS</b> .....	<b>1</b>
1.1	Mission Statement .....	1
1.2	Long-Term Goals.....	1
1.3	OWAA Historical Notes.....	1
<b>2</b>	<b>OWAA EXECUTIVE</b> .....	<b>2</b>
2.1	Chairperson .....	2
2.2	1 <sup>st</sup> and 2 <sup>nd</sup> Co-Chairs.....	2
2.3	Treasurer.....	2
2.4	Membership Coordinator .....	2
2.5	Gallery Coordinator.....	3
<b>3</b>	<b>OWAA BOARD OF DIRECTORS</b> .....	<b>3</b>
<b>4</b>	<b>MEMBERSHIPS</b> .....	<b>3</b>
4.1	Membership Requirements .....	3
4.2	Exhibiting Members .....	4
4.3	Non-Exhibiting Members .....	4
4.4	Membership Fee.....	4
4.5	Members Mandatory Coordinator Roles (MMCR) .....	4
<b>5</b>	<b>MMCR DESCRIPTIONS</b> .....	<b>5</b>
5.2	Publicity Coordinator.....	5
5.3	Special Events Coordinator .....	5
5.4	Peoples' Choice Box Coordinator .....	6
5.5	Website Coordinator .....	6
5.6	Curator .....	6
5.7	Artists' Catalogue Coordinator .....	6
5.8	Arts Community Liaison .....	7
5.9	Other MMCR Positions.....	7
<b>6</b>	<b>COORDINATOR ROLES NOT INCLUDED IN MMCR</b> .....	<b>7</b>
6.1	Graphic Designer.....	7
<b>7</b>	<b>RESPONSIBILITIES AND OPPORTUNITIES</b> .....	<b>7</b>
7.1	OWAA Responsibilities to Members .....	7
7.2	Member Responsibilities to OWAA.....	8
7.3	Opportunities .....	8
7.3.1	Regular Exhibitions.....	8
7.3.2	Special Exhibitions .....	8
7.3.3	Artists Catalogues.....	8
7.3.4	OWAA Website.....	8
7.3.5	Workshop/Speakers.....	9
7.3.6	Leadership.....	9
7.3.7	Fundraising / Sponsorship .....	9
<b>8</b>	<b>EXHIBITION INFORMATION</b> .....	<b>9</b>

8.1	Gallery Etiquette.....	9
8.2	Artwork .....	9
8.3	Installation of Artwork .....	10
8.4	Dismantling of Artwork .....	10
8.5	Insurance .....	11
8.6	Sale of Artwork .....	11
8.7	The Curating Process .....	11
<b>9</b>	<b>GALLERY EXHIBITING STANDARDS .....</b>	<b>12</b>
9.1	Originality .....	12
9.2	Materials.....	12
9.3	Workmanship.....	12
9.4	Presentation.....	13
<b>10</b>	<b>COMMUNICATIONS.....</b>	<b>13</b>
10.1	Within OWAA .....	13
10.2	External Communications.....	13
<b>11</b>	<b>EXHIBITIONS AWAY FROM THE OWAA GALLERY.....</b>	<b>13</b>
<b>12</b>	<b>SALES PROCEDURE .....</b>	<b>14</b>
12.1	General.....	14
12.2	Receipts.....	14
12.4	Cash Sales .....	15
12.5	e-Transfer Sales .....	15
12.6	After Sales Procedure .....	15
<b>13</b>	<b>OWAA GALLERY .....</b>	<b>15</b>
13.1	Location.....	15
13.2	OWAA Owned Equipment.....	16
13.3	Donations and Loans .....	16



# 1 OWAA MISSION AND GOALS

## 1.1 *Mission Statement*

The mission of the OWAA and the **owaa gallery** is to increase the awareness, appreciation and promotion of the visual arts in the community by providing a valuable and rewarding experience for artists/artisans, art patrons and the general public.

## 1.2 *Long-Term Goals*

The long-term goals of the OWAA and the **owaa gallery** are to provide opportunities for the youth and adult community and local artists/artisans; to hold workshops and classes for further development; and to establish a recognized stand-alone gallery to serve the Ottawa west area.

## 1.3 *OWAA Historical Notes*

The Stittsville Steering Committee (SSC) was formed in November 2007. The founding members of this committee were Sue Perley-Robertson, John Madden, Louise Barker, Beverly Ashford, and Gerald Smith. During November 2007, Terry Sametz was invited to join the SSC as a Consultant. The Stittsville Steering Committee's name was changed in December 2007 to Goulburn Complex (GRC) Gallery X Steering Committee consisting of the same members. This Committee presented a proposal to Councillor Qadri, Ward 6, Tessie Boretos, Portfolio Manager, Visual and Creative Arts Program, City of Ottawa, and the Stittsville Village Association (SVA).

With the support of Councillor Qadri, Tessie Boretos and the SVA, the Goulburn Gallery X Steering Committee along with a group of local artists and volunteer residents proceeded to form the Ottawa West Arts Association (hereinafter called the OWAA) in May 2008. The Executive then began formulating plans to develop an exhibition space in the Phase II Expansion.

The **owaa gallery** was officially opened on 1 November 2008.

The OWAA logo, designed by OWAA member Anna Funnekotter, was voted for and adopted by the membership in July of 2008. The exhibition spaces were named the **owaa gallery** by a vote of the OWAA membership. The original OWAA website design and format was created by Ralph Nevins.

## **2 OWAA EXECUTIVE**

### **2.1 Chairperson**

The Chairperson develops long term goals and vision for the OWAA, and the **owaa gallery** and its membership. Lobbies and liaises with the municipality, art groups, outside agencies and the general public. Responsible for handling the OWAA correspondence and contracts. Prepares the agenda and chairs all OWAA meetings and reports to the OWAA Board of Directors.

### **2.2 1<sup>st</sup> and 2<sup>nd</sup> Co-Chairs**

The 1<sup>st</sup> and 2<sup>nd</sup> Co-Chairs assume the duties of the Chairperson in the event of their absence and help develop vision and goals for the OWAA and the **owaa gallery**. They assist the Chairperson as necessary and help co-ordinate the Annual General Meeting.

### **2.3 Treasurer**

The Treasurer is responsible for financial records, including banking transactions, budgeting, forecasting and accounting for the OWAA and the **owaa gallery**.

The Treasurer:

- Collects funds received through fees, sales and/or fundraising
- Is responsible for payment of OWAA expenses incurred through daily operations
- Is responsible for emailing the annual financial statement to the OWAA membership for review and acceptance prior to the AGM (this will be considered as the Annual Audit)
- Prepares **owaa gallery** sales lists and forwards the updates to the Chair
- Will endeavor to have all payment cheques as soon as possible

### **2.4 Membership Coordinator**

The Membership Coordinator is responsible for the administration related to memberships, including:

- Receives and records membership applications and waiver forms
- ensures membership fees have been paid
- Issues membership cards
- Issues receipts for membership dues
- Provides all membership information and statistics to the Executive

- Informs Website Coordinator of new members so their profile can be set up on the OWAA website.

## **2.5 Gallery Coordinator**

The Gallery Coordinator is responsible for all aspects of operating the **owaa gallery** under the direction of the Executive. This includes long-term theme planning, recruiting Exhibition Coordinators, communicating with the members, and ensuring that the **owaa gallery** presents members' artwork in a professional manner.

## **3 OWAA BOARD OF DIRECTORS**

The OWAA Board of Directors consists of art patrons and business people, as well as the following OWAA members:

- Chair
- 1st Co-Chair
- Treasurer
- Membership Coordinator
- Gallery Coordinator
- Members at Large

The Board shall meet annually to observe and discuss pertinent developments and goals of the OWAA the **owaa gallery**. The OWAA Executive may seek the advice of the Board of Directors at their discretion. The OWAA Board members are not required to adhere to Members Mandatory Coordinators Roles (MMCR) but may volunteer at any time in any capacity if they so choose to participate in the OWAA and/or the **owaa gallery**.

## **4 MEMBERSHIPS**

### **4.1 Membership Requirements**

Membership shall be open to all adults 18 years of age and older living within a 150-kilometre radius of Ottawa. To become a member, the member must:

- Pay membership dues on time
- Serve as a volunteer in accordance with the Members Mandatory Coordinators Roles (MMCR) as per Bylaws para. 3.2

- Consent to the terms of the Membership Application & Waiver Form
- Follow all rules governing the OWAA

The membership year runs from August 1 to July 31. Members may join the OWAA at any time during the year.

#### **4.2 Exhibiting Members**

Exhibiting Members may participate in all OWAA exhibitions provided they have met all the requirements stated in para. 4.1, above. Having consented to the terms of the Membership & Waiver Form, they agree to release the City of Ottawa, the OWAA, **owaa gallery**, the Board of Directors, and the OWAA Executive from all responsibilities regarding fire, damage, theft or loss to submitted artwork. Members are free to enter external exhibitions with other art clubs and galleries.

All membership inquiries shall be referred to the Executive (see Member Inquiries in Article 3.9 of the By-laws). All external affairs will be handled by the Executive.

#### **4.3 Non-Exhibiting Members**

A person who does not wish to exhibit nor participate in Mandatory Membership Coordinator Roles (MMCR), may join the OWAA as a Non-Exhibiting Member upon payment of the annual fee. Non-Exhibiting members may approach the Executive if they wish to be involved in volunteering in any manner within the association or the **owaa gallery**. Non-exhibiting members will have no voting privileges, and their member information will not be placed on the website.

#### **4.4 Membership Fee**

The membership fee is set annually by the OWAA Executive. The membership fee is due and payable before August 1, prior to the first exhibition for the new membership year. The fee is recommended by a majority vote of the Executive and ratified by the membership at the Annual General Meeting, or a Special General Meeting called for that purpose.

#### **4.5 Members Mandatory Coordinator Roles (MMCR)**

All OWAA members are required to participate in the operation of OWAA and the **owaa gallery**, and/or be on the Executive, with the exception of Non-Exhibiting Members.

Members are encouraged to volunteer for jobs that they would like to perform, however, in the absence of a volunteer, the Executive may find it necessary to assign a member to the job.

The job descriptions for the MMCRs are listed in the MMCR Descriptions (Section 5 below).

## **5 MMCR DESCRIPTIONS**

One or more members may be assigned to administer one of the duties included in any of the following portfolios:

### **5.2 *Publicity Coordinator***

The Publicity Coordinator is responsible for advertising, media releases, and the overall promotion of the OWAA and the **owaa gallery**. The Publicity Coordinator will ensure a consistent look and feel for the association and **owaa gallery** through logo placement on posters, signage, invitations, advertising, etc.

All publicity and advertising materials must contain the OWAA logo. The logo and typeface must adhere to the design requirements set out in the OWAA Bylaws Article 1.2 and be approved by the Executive.

Specifically, the Publicity Coordinator will:

- Prepare press releases for selected newspapers, other media outlets, social media before the exhibition changeovers with Executive approval
- Update the City of Ottawa online Spotlight Calendar of Events before Exhibitions changeover
- Update the Ottawa Community Calendar before upcoming exhibition changeover
- Prepare emails for publicity purposes at the request of the Executive
- Research new publicity avenues and discuss with the Executive for approval before pursuing
- Follow up on avenues that have not responded to requests for listing exhibitions

### **5.3 *Special Events Coordinator***

The Special Events Coordinator is responsible for planning and organizing special OWAA sales and social events (e.g., the annual OWAA Anniversary Art Sale and Exhibition, receptions, and vernissages).

The Special Events Coordinator may ask other members for assistance in all aspects of the planning and organizing.

## **5.4 Peoples' Choice Box Coordinator**

The People's Choice Box Coordinator is responsible for the maintenance and improvement of the People's Choice balloting. The specific duties include:

- Maintain a stock of blank ballots at the owaa gallery
- Empty the ballot box periodically, and especially on the morning of the Exhibition Changeover
  - Record the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners, with members' names, work titles and total votes
  - Staple and place all the individual member ballots together and place them on the members' works for collection by the members on the changeover day
- Prepare a card with the 1st Place, 2nd Place and 3rd Place winners name and title of their works and place it in the plastic holder attached to the front of the box
- Send an email to all members announcing the winners and the names of their artworks
- Send an email to the Website Coordinator listing the 1st, 2nd and 3rd Place winners so that he/she may post the names on the website

## **5.5 Website Coordinator**

The Website Coordinator is responsible for ensuring the completeness and correctness of the information on the website. The Website Coordinator coordinates changes to the OWAA Website including routine updates to reflect the new artworks being displayed in the **owaa gallery** and posting People's Choice winners. The Website Coordinator may propose website improvements to the Executive.

## **5.6 Curator**

The Curator is responsible for coordinating the hanging of artworks on Changeover Day. The Curator will decide where each piece will hang based on a number of factors (see Section 8.7 The Curating Process for details). Any disagreements among the members hanging the pieces will be settled by the Curator. The Curator may ask the Gallery Coordinator to render a final decision on unresolved disagreements.

## **5.7 Artists' Catalogue Coordinator**

The Artists' Catalogues are binders containing the OWAA Members' artist profiles. The Catalogues need to be kept up to date reflecting the current membership and the most current artist profiles. The coordinator will maintain the Catalogues by

routinely inspecting them for damage, dust, and missing pages. He/she will take action to add or update pages with the input of artists and to make the Catalogues an attractive, professional addition to the **owaa gallery**.

### **5.8 Arts Community Liaison**

This person keeps informed of news and opportunities that may be of interest to OWAA members. Forwards emails from the City of Ottawa Art Department, the AOE Arts Council, and Call to Artists opportunities.

### **5.9 Other MMCR Positions**

The Executive may, at its discretion, establish other MMCR roles at any time in order to facilitate the OWAA administration and to provide volunteering opportunities to more members. Members are encouraged to volunteer to assist in any of the established roles. In this way, they will be able to take over that role in the future and also will fulfill their obligations to the OWAA.

## **6 COORDINATOR ROLES NOT INCLUDED IN MMCR**

### **6.1 Graphic Designer**

The Graphic Designer position is assigned periodically on an as-required basis. In the past a Graphic Designer was tasked to design the OWAA logo. In the future, a graphic designer may be tasked to design improvements to the OWAA website, for example.

## **7 RESPONSIBILITIES AND OPPORTUNITIES**

### **7.1 OWAA Responsibilities to Members**

The OWAA will provide the marketing and promotion for all member exhibits, including the submission of notices to local and regional papers, exhibition announcements and media releases.

The OWAA will manage the **owaa gallery** to provide hanging space and the assignment of this space to members. A membership card will be provided, which may provide eligibility for retail discounts in selected businesses.

The OWAA will use the **owaa gallery** Artists Catalogues and OWAA Website to promote its artists/artisans for marketing, sponsorship, off-site exhibitions and media opportunities.

## **7.2 Member Responsibilities to OWAA**

Members must abide by the OWAA By-Laws, and all the stipulations set out in the OWAA Members' Handbook.

Members' artwork should meet OWAA framing standards (see Article 9 Gallery Exhibiting Standards). Information, including member's name, title of artwork, medium and price must be on the back of all artworks.

Information requests about an artist by potential customers should be referred to the Artists Catalogues in the **owaa gallery** or the OWAA Website, where the potential client can locate the name and phone number of the artist whose work interests them.

## **7.3 Opportunities**

### 7.3.1 Regular Exhibitions

There will be at least six (6) exhibitions every calendar year, with changeovers scheduled on Saturday mornings. Each Exhibiting Member may submit one large piece (no larger than 40" x 36"; outside dimensions) for hanging in the **owaa gallery** for each exhibition.

Exhibiting Members may also submit one small piece (no larger than 14"x14"; outside dimensions) for display in the vertical glass cabinet. As there is room for only six (6) pieces in this cabinet, acceptance will be on a first-come-first-served basis.

### 7.3.2 Special Exhibitions

Subject to the availability of volunteers, the OWAA may organize special exhibitions. For example, the OWAA has presented an annual OWAA Anniversary exhibition in the October-November timeframe, at which Members may rent exhibition space to display their artworks.

### 7.3.3 Artists Catalogues

Members may submit an Artist Profile, which may include member information and any photos of their work. This statement is to be printed on an 8-1/2" x 11" two-sided white stock.. The Artist Profiles will be placed alphabetically in the **owaa gallery** Artists Catalogues at the CARDELREC. This catalogue will be used for promoting OWAA artists.

### 7.3.4 OWAA Website

The OWAA Website provides space for members to exhibit their artworks online. All Members have personal gallery space in the OWAA Website and may upload their

artworks to their galleries at any time. To register for the regular exhibitions, Members upload JPEG images of their artworks to the website.

The OWAA Website address is **owaa.ca**

### 7.3.5 Workshop/Speakers

Members are encouraged to arrange informative events including speakers, classes, workshops, and demonstrations. All suggestions should be submitted to the Executive.

### 7.3.6 Leadership

Members are encouraged to take leadership roles in the OWAA according to their interest and abilities. For example, interest has been expressed in the past for establishing a stand-alone gallery. This would be one example where a member might help with a major initiative.

### 7.3.7 Fundraising / Sponsorship

Members are encouraged to take a leadership role in fundraising and/or finding major sponsors in support of possible future major initiatives.

## 8 EXHIBITION INFORMATION

### 8.1 *Gallery Etiquette*

When in the public gallery area, members should maintain a positive, accepting attitude toward fellow members' artwork. Inappropriate critiquing may be overheard by a potential purchaser who may be influenced by derogatory comments.

Members are encouraged to be supportive of their fellow artists and quick to compliment the works that they admire. They can do this either directly to the artist, by email, by phone or by placing their vote in the Peoples' Choice Ballot Box.

The **owaa gallery** is a City of Ottawa exhibition space. As such, members should consider it a privilege to exhibit their artworks in the **owaa gallery**.

### 8.2 *Artwork*

The size of artworks submitted for hanging must be no larger than 40" x 36". The size of small pieces submitted for display in the glass cabinet must be no larger than 14" x 14".

Three-dimensional works (e.g., sculptures) which may contain more than one component, are limited by the size and space available within a display case or stand. Triptychs (or similar) must be attached together to hang as a single piece and the overall outside dimensions must not be greater than 40" x 36".

All artwork submitted on gallery canvases (1 ½" or deeper) do not require a frame and the edges must be painted. If submitted on smaller depth of canvas, work must be properly framed and ready for exhibit (refer to Article 9 Gallery Exhibiting Standards). All artwork must be hung with "D" Links to work with the owaa hanging system. Members must identify their works on the back of each piece with the following information: Artist's name, title, medium and price.

The Gallery Coordinator will place a Gallery Card next to each exhibited work.

In accordance with the OWAA Partnership Agreement with the City of Ottawa, artwork exhibited in the **owaa gallery** may not be removed until the exhibition is over. All Artists will receive a QR code, which will be linked to their personal gallery on the owaa gallery website.

### **8.3 Installation of Artwork**

The installation of new exhibitions takes place on Changeover Day according to a published schedule. Changeover Day is normally a Saturday and commences at 8:00 am.

Members must deliver their new artworks to the **owaa gallery** on Changeover Day before 9:00 a.m., or risk having it rejected. If unable to deliver their artworks themselves, members are responsible for alternate arrangements. Late pieces will not be accepted. Members are required to "sign-in" their artworks.

### **8.4 Dismantling of Artwork**

Prior to the installation of the new exhibition, the old exhibition must be dismantled. The old exhibition is dismantled on Changeover Day between 8:00 and 9:00 a.m. Members who had artworks in the old exhibition are responsible for collecting their artworks and removing them from the **owaa gallery**. Members are required to "sign-out" their artworks.

Members unable to collect their artworks in person should ask another responsible adult to pick up their artworks at the designated time and place.

The OWAA does not have any storage facilities in the **owaa gallery** and so abandoned artworks must be taken away by other members. The abandoning of artworks displays a lack of respect for fellow members, and so members that fail to

pick up their artworks on Changeover Day will not be permitted to enter the next exhibition.

### **8.5 Insurance**

The OWAA, the City of Ottawa, or its agents will not be responsible for the insurance of artworks while on exhibit or in transit to or from the **owaa gallery**. All members of OWAA must sign a waiver at the beginning of each membership year. Refer to Article 3.8 of the By-laws.

### **8.6 Sale of Artwork**

As stipulated by the City of Ottawa, the OWAA will take a commission on sales at a rate of 15%. Artists will receive payment for sales less commission within two weeks of the close of the exhibition.

All sales will be processed by the Treasurer and the artist will be notified of the sale. The Treasurer is the initial contact for the **owaa gallery** and will let the artist know if the buyer wishes to contact the artist directly. The sold artwork will be marked with a red dot on the card below the work. The artwork must remain hanging on the gallery wall until the end of the exhibition, in accordance with the City of Ottawa policy.

Sales of artworks made within two weeks of the close of an exhibition, and as a direct result of contact with or promotion by the OWAA or the **owaa gallery** should be processed through the OWAA and the 15% commission applied. Any sales resulting from advertising placed by the OWAA in magazines, newspapers, other media will be subject to 15% commission paid to the OWAA.

### **8.7 The Curating Process**

The **owaa gallery** has two large, neutral-coloured walls and one glass display cabinet.

It is the OWAA Curator's responsibility to design, organize the placement, and hang all artworks on Changeover Day. The Curator uses the following criteria in deciding where each piece will be placed:

- Size (small pieces may be placed in the glass cabinet or hung higher to deter theft)
- Colour (in relation to adjacent pieces)
- Content (in relation to adjacent pieces)
- Spacing (to allow for "white space" between pieces)
- Height (to achieve visual balance)
- Overall esthetic

We strive to make the curating process entirely fair and democratic. The Curator will ask for members' input during the hanging of artworks and will weigh all the inputs before making a final decision.

There are no preferential spaces, nor do artists get a reserved spot. Artworks have been sold high, low, off the pillars, and from the showcases. We have discovered from our Peoples' Choice Award that the public notices a work and votes regardless of size or placement in the gallery. We have had winners from every gallery placement, and we strive to ensure **owaa gallery** exhibitions have a professional look.

## **9 GALLERY EXHIBITING STANDARDS**

### **9.1 Originality**

All work must be original, created by the artist, and suitable for public viewing. Members may not display any artwork more than once in the **owaa gallery** in a twelve-month period.

### **9.2 Materials**

It is highly recommended that any work which may be permanently damaged by touch should be covered by glass. Framing should be of high quality. All pieces must have firmly secured D-rings, or equivalent, to enable hanging.

Unframed artworks (gallery canvases 1 ½" or deeper, must have painted or finished edges (unless the edge treatment is specifically part of the design. All artwork on regular depth canvases must be properly framed.

### **9.3 Workmanship**

Three-dimensional works should have no chips or cracks unless inherent in the material. The base of sculptures or pottery should be level. Frames should be as new with no nicks or scratches unless inherent to the nature of the frame. Corners of the frames should meet tightly. Glass should be square, straight edges, no chips. Artwork should be secured in the frame. Artwork in wooden frames should be protected at the back with brown paper or equivalent.

All artworks must be ready for hanging. Wire ends are to be covered with masking tape. All pieces must have D-rings, or equivalent. D-ring attachments should be approximately one-third of the way down from the top of the frame.

## **9.4 Presentation**

All work should be clean and dry. Any work with tears, glue or dirt showing on the support (paper, canvas, Masonite, etc.), backing, mat or frame will not be accepted. The back of canvases should be as neat and tidy as possible. Indicate if Plexiglas is used, as it requires special care in handling. All artworks should be labeled on a card with artist's name, title, price and medium on the back, and sculptures and other hanging items should be labeled on the bottom, or wherever suitable.

## **10 COMMUNICATIONS**

### **10.1 Within OWAA**

The Membership Coordinator will provide all members with a confidential Contact List. The Contact List will provide the names of all members, their OWAA roles, their telephone numbers, and their email addresses.

Members may contact any other member using this list.

General communications within the OWAA (e.g., announcing an exhibition) must be sent to all members. Specific organizational communications (e.g., planning the AGM) must be copied to all members of the Executive and the appropriate Coordinators/Volunteers.

### **10.2 External Communications**

Any communications from the OWAA to external organizations must be approved by the Executive. Once approved, all external communications from the OWAA must be copied to all members of the Executive.

## **11 EXHIBITIONS AWAY FROM THE OWAA GALLERY**

The OWAA Executive may, from time to time, organize an "away" event. This would entail the use of a gallery, or hall, for the purposes of an OWAA exhibition.

Generally, the OWAA Special Events Coordinator will be responsible for all planning and organizing, with the plan subject to approval by the Executive.

The details of such planning will depend on the specific event and will not be described here. However, the following general considerations are pertinent:

- Approval by the Executive
- Contract for the facility

- Contract for rented equipment
- OWAA signage complying with the OWAA guidelines
- Sales rules and procedures (if different)
- Special publicity
- Special procedures for registration, sign-in/out
- Directions regarding "gallery sitting"
- Request for volunteers
- Consider the need for addition insurance

## **12 SALES PROCEDURE**

### **12.1 General**

When approached by a Buyer to sell artwork, the Member must contact the OWAA Treasurer. If the Treasurer or Deputy Treasurer are not available, contact a member of the OWAA Executive.

Explain to the Buyer that the item will remain in the **owaa gallery** until the end of the exhibition. Work will be identified as sold with a red dot on the card below the work. At the end of the exhibition the artwork be delivered to the buyer.

The Treasurer will accept payment from the buyer, issue a receipt. Arrangement will be made between buyer and Treasurer, Deputy Treasurer or member of the Executive to transfer work to the Buyer. This will take place at the end of the exhibition.

The payment due is the full amount on the gallery card, or a price negotiated between the Member (Artist) and Buyer. Payment will be made to the Treasurer in the form of e-transfer, cash or cheque (made out to OWAA). The Treasurer will issue a receipt to the Buyer and an e-transfer sent to the artist, (less the 15% commission).

### **12.2 Receipts**

The Treasurer (or D/Treasurer) will issue receipts for all sales. The receipt will contain the following information:

- Buyer's name, email, address, telephone number
- Date of sale
- Artist's name
- Title of work
- Sale price
- Treasurer's signature

## **12.4 Cash Sales**

The process for cash sales is:

- Receive cash from the Buyer
- Give the artwork to the Buyer and provide a copy of the receipt (directly, by mail, or by email) if requested

## **12.5 e-Transfer Sales**

The process for e-Transfer sales is:

- Ask the Buyer to transfer the money to the Treasurer's email address and confirm the transaction. The Treasurer will process the e-transfer and deposit the amount in the OWAA bank account
- Give the artwork to the Buyer and provide a copy of the receipt (directly, by mail, or by email) if requested

## **12.6 After Sales Procedure**

The Treasurer will undertake the following after-sales steps:

- The artist's gallery card will be marked as sold with a red dot.
- Provide payment to the artists by e-transfer for the value of the artwork minus the 15% commission
- Announce the sale to the OWAA members by email

# **13 OWAA GALLERY**

## **13.1 Location**

The **owaa gallery** consists of two walls in the CARDELREC, located at 1500 Shea Road, Ottawa, Ontario, K2S 1B9. See Figure 1 on next page.

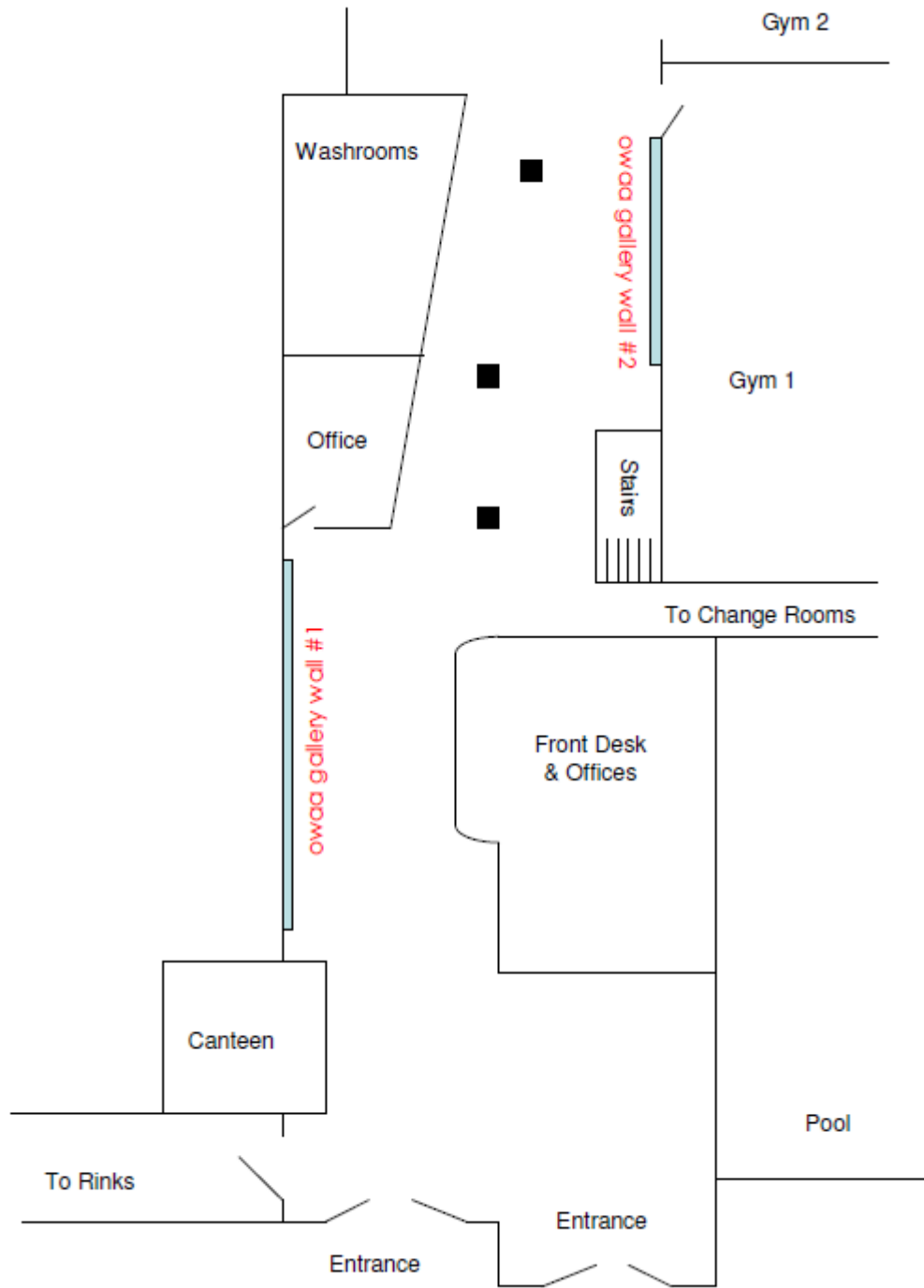
- First wall space is 10 meters (32.8 ft.) long
- Second wall space is 6 meters (19.6 ft.) long
- Café style seating available in the foyer of the GRC
- A hanging system for paintings and gallery signs has been installed by the City of Ottawa
- 1 large sign has been painted onto the first gallery wall by the City of Ottawa
- 2 **owaa gallery** signs have been provided by the city
- 1 Plexiglas installation has been provided by the City of Ottawa

### **13.2 OWAA Owned Equipment**

- An additional 4'4" tracking system was purchased and added by OWAA to the first wall starting from the **owaa gallery** sign to the end of the first wall
- The additional tracking system includes: 1 Clip rail (white 300cm), 9 brass mounting clips, 2 end caps, 9 screws, 9 plugs. 4 zipper hooks, 4 Perlon cords w/Cobra 100cm
- Two (2) OWAA Banners

### **13.3 Donations and Loans**

- One (1) glass cabinet on the first wall space donated to OWAA by Seabrooke Florists. The Artists Catalogue is placed on this cabinet.



**Figure 1 - owa gallery Layout at CARDELREC Recreation Complex (Goulbourn)**