WALK IN ART CENTER

ARTIST COLLECTIVE

2023-2024 NEW MEMBER HANDBOOK

WALK IN ART CENTER
220 PARKWAY. SCHUYLKILL HAVEN 17972

WALKINARTCENTER.ORG
570.732.3728

The Walk In Art Center Artist Collective welcomes you!

We hope that you will find your place here and that you are inspired by this unique artist community. We hope this handbook will help answer any general questions you may have about our organization. If you have any other concerns or questions, feel free to reach out to one of the Artist Collective officers or members for help. We are so happy to have you!

Benefits of a WIAC Artist Collective Member

- An opportunity to share work and updates of shows, awards & special projects
- Networking and professional development
- Inclusion in marketing and publicity
- Community outreach projects and events
- Pathway toward a WIAC Studio Artist position
- Art showings at off premise venues
- Participation in WIAC Artist of the Month exhibit during a scheduled First Friday Studio Walk
- Educational opportunities:
    - Instruct and/or host a WIAC class or workshop (stipend offered)
    - Take part in educational opportunities at the WIAC
- Invitation to select Artists-Only-After-Hours Events and bus trips
- Mentoring by WIAC Studio and/or Alumni Artists
- Frame Shop – at Walk In Art Center—Discounted rates on framing in house
- Vendor Opportunities: Holiday Market, SOUPer Bowl–Folk Art, Small Business Saturday. Free registration for WIAC Artists.
- Artist in Education & Artist in Residence Program
- Access to workspaces at the WIAC: classroom, spray booth, etc.
- Camaraderie with local artists
- Associate artists can exhibit their work monthly in Associate Artist Gallery

Current Board Members & Affiliations

Board Member	Company
Dan Doyle	Evans Delivery
Brian Calderone	Retired Teacher, community organizer
Albert L Evans Jr., *Chairman of the Board*	Evans Delivery
Albert J. Evans, *Treasurer*	Fanelli, Evans and Patel Law Firm
Josette Evans	Retired, Evans Delivery
Lorraine Felker	WIAC Community Organizer
Gary Hess	Hess Catering/Schuylkill County Commissioner
Sandy Hess	Hess Catering
Kim Lorimer, *president*	Evans Delivery
Pam Klahr, *Secretary*	Consultant
Sandy Schwenk	Retired Art Teacher
Debbie Gilbert	Personal Touch by Debbie Gilbert
Ceil Michalik	Michalik Consulting LLC
Joan Guers	Retired
Dr. Tiffany Cresswell-Yeager	Gwynedd Mercy University
Samantha Bates	Retired, Evans Delivery
Cynthia Mensch, *Vice President*	Director, Alvernia University Pottsville
Jennifer Walton	Realtor, Berkshire Hathaway

A Brief History of the Walk In Art Center

The renovated Walkin Shoe Factory became the home of the Walk In Art Center in 2011, and sprang from the need to revitalize the Borough of Schuylkill Haven. *The mission of the WIAC is to inspire, equip, & celebrate the cultural and creative talent of Schuylkill County.* The facility houses 16 artist studios, a Main Gallery/event space, a large classroom, the Folk Art Gallery of Berks, Schuylkill, & Lancaster counties. Its Artist Collective is a combination of studio artists and community artists who wish to collaborate and promote the arts wherever and whenever possible.

MESSAGE FROM THE FOUNDER

The goal in establishing the Walk In Art Center was to bring people to the town from outside the area so the town and surrounding area might revitalize. At that time the town, like many in our area had been hit hard by the building of the malls and many of the local shops had closed, so a trip to the town found empty buildings with For Sale signs in the windows and boarded up store fronts.

The art center became a catalyst and the local Penn State campus became involved along with a revitalization of the local business organization. Now the town is vibrant and totally different from the other towns in the area. All the stores are filled, businesses and professional offices have established locations in the town; it's become a model for the area to follow.

First, we wanted to give back to a great community, one that had a very positive effect on our family and our company. The way we chose to do this was to establish an attraction that would draw people from other areas, so they could experience the warmth and hospitality of Schuylkill Haven. In the process we believe they will support other businesses in the area and help our county revitalize.

Second, we wanted to create an awareness of the importance of creative expression by showcasing top artists from the region, along with other collections from other areas and countries.

Lastly, we wanted to teach and assist all who visit the center so that they may appreciate and understand how art can enrich their lives.

Albert L. Evans, Jr.
August 7, 2012

Requirements of a WIAC Artist

- Must be a creative individual seeking artistic growth in fine arts and fine crafts including mediums such as ceramics, textiles, jewelry, all kinds of sculpture, glass, photography, video and others.
- Submit portfolio to jury committee for review – three (3) to five (5) pieces
- $30 membership fee per year (Opportunities for needs-based sponsorships are available). Due July 1st yearly.
- All WIAC Artist Collective members must participate in at least three (3) First Friday Studio Walks.
- All WIAC Artists must significantly contribute to at least one WIAC event or project annually

What happens during a First Friday Studio Walk?

First Friday Studio Walk happens the first Friday of every month from 6pm to 9pm. It is free to the public and all studios are open along with all the galleries. The only month we do not is July – we are closed for 4th of July week.

Studio artists are required to attend and have their store fronts open. We encourage studio artists to work on art while the public is here. This will increase the interest in the artist and of the art piece.

The Artist Collective has a meeting at least quarterly and perhaps more often during busy times and events.

If you do not have a studio, we encourage you to stay for some of the time, talking to other artists and the public about your art. Getting to know each other and learning about each other's art coincides with the reason why we open our doors, to be an incubator for artists and help them grow.

WIAC Commissions & Sales

Each artist is their own company, so to speak. Artists are encouraged to be their own salesperson and market their work as much as they can personally. The WIAC takes a 30% commission on art sales that require the intercession by the WIAC staff, so for events that the WIAC organizes (i.e. gallery events, exhibitions, festivals, Art Shoppe, etc.) the commission is 30%. Otherwise, buyers are to contact the artist directly if they wish to purchase a piece and the artist keeps 100% of the sale.

So what does it mean to "significantly contribute to at least one project annually"?

The Walk In Art Center strives to be a community—people living and working together to create a better place. In order to have a place to do that, the WIAC holds several fundraising events throughout the year which are fun and almost always have an important art component. This may include set-up or tear-down of an event, decorating, "working" the event in some capacity, and/or contributing or displaying your artwork. It might also include helping with other non-WIAC events by encouraging and directing visitors to visit the Artist Studios, giving quick tours, and answering questions.

In the 2022-23 season, special events include:

- Folk Art Festival—a chance to sell your wares. Set up and tear down help needed.
- Festival of Trees—20 or more area businesses will "adopt" a tree and may need help decorating and set up. Event will be open to the public with a visit from Santa!
- Jingle Mingle—Big holiday party with auction items, etc.
- Holiday Artisan Market—a chance to sell your wares! Set up and tear down help needed.
- SOUPer Bowl—Lunchtime fundraiser with bowls created by WIAC ceramics society and friends.
- Artful EGG-stravagana—Easter Egg Designing event for families
- Glaze a Pot for Mom—Flower pots for mom
- Summer Art Camp for kids in Pre-K to 8th grade
- Summer Concert Series Set Up and tear down, sales of water and other beverages and ticket sellers also needed.

The WIAC asks that each Artist Collective member chooses one or more events in which to take a significant role. We appreciate when you share your artistic skills, but in truth, sometimes basic help is just as important.

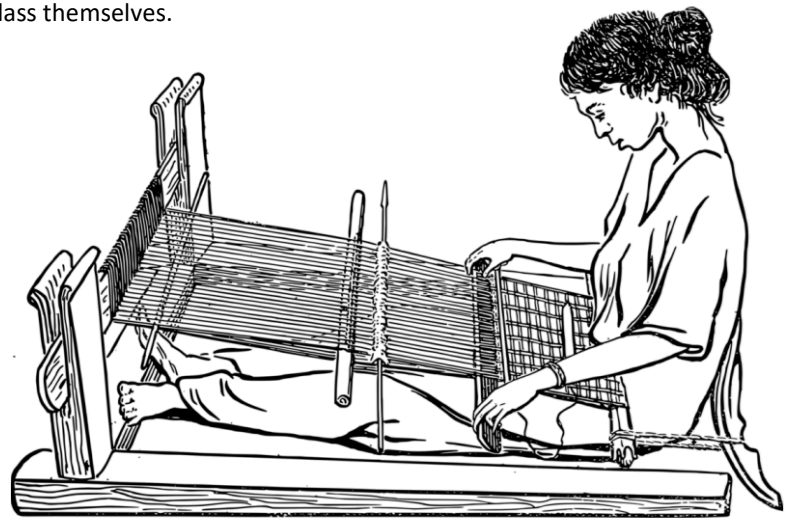
Teaching Opportunities

WIAC "Curriculum" classes

WIAC artists have an opportunity to teach classes each season. The current education plan includes four, 2-week class sessions each season (fall, spring, & summer). Interested artists will be asked to create a class and define their 2-week curriculum. They and the staff will conjure up a catchy title and it will be promoted as part of our arts education program. Each class is generally 1 hour a week for which the instructor will be paid for 1.5 hours of time at $30 per hour. A typical 2-week class will pay a total of $90. Some classes may require more than an hour each week and the time and cost of the class will be adjusted accordingly. Instructors will be paid $30 per hour for classes with up to 10 students. The salary increases to $50 per hour for classes with more than 10 students. The WIAC promotes and markets the class and pays for the supplies needed. Occasionally an artist may have a specific idea for a one-night class, perhaps for an upcoming holiday or special event. If the artist wishes the class to be promoted along with the curriculum classes, the same rates apply. The WIAC is in the process of developing a homeschool art program which would occur during the school hours and may be of interest to those wishing to teach.

Other class opportunities

Studio and associate artists can opt to rent the Main Gallery or Classroom for an evening (schedule permitting) at a rate of $100 and $50, respectively, to hold classes of their own. This might be a "Paint and Sip" or maybe a special ceramics class, etc. The artist will then market and promote the class themselves, purchase their own supplies, manage their own class registrations, and keep 100% of the proceeds from the class themselves.



Walk In Art Center Initiatives

Artist Collective

Mission: As Walk In Art Center Juried Artists, our goal is to grow and develop as artists both individually and collectively. We will strive to achieve this shared commitment through the use of our creativity and imagination as artists to stimulate, educate, illuminate, provoke thought, and entertain. You are automatically part of the Artist Collective once you have been accepted as a WIAC artist.

Fiber Arts Guild

Mission: The Mission of the WIAC's Fiber Arts Guild is to invite discovery, creativity and learning through education, support and community engagement.

Mural Arts 4 U

Mission: It is our goal at the Walk In Art Center to inspire art, lacing our communities together. Introducing murals, bringing all ages together, from inception to completion.

Folk Art Alliance

Mission: To document, demonstrate, and celebrate folk and traditional arts through education and service. We are the Folk Art Alliance for Berks, Lancaster, and Schuylkill Counties.

Teen Art Creative

Mission: To provide an environment for young artists through which they can improve and showcase their techniques through education and fellowship.

Clay Haven

Mission: To foster interest in the ages old art of creating an object from a lump of clay that is functional or a beautiful piece of art.

Schuylkill Shutter Society

Mission: To provide an environment for photo enthusiasts through which they can improve their photographic techniques through education and fellowship.

Since the Walk In Art Center artists have ongoing and significant interaction with children, all artists are required to complete the clearances listed here:

Renewal every 5 years as long as you are in the same position for a continuous five years. Volunteer background checks are free of charge.

Follow these links:

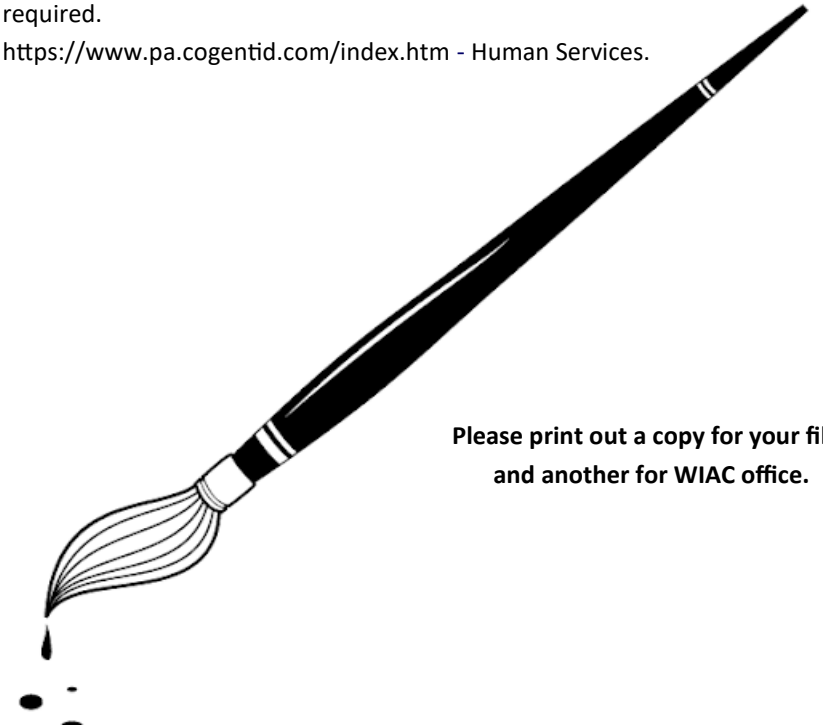
- State Police – Click on **New Record Check (Volunteers Only)**

  Criminal History Background Check (pa.gov)

- Child Abuse **– Volunteer needs to create an Individual Account**

  PA Child Abuse History Clearance

- For those that lived out of PA in the last 10 years, fingerprinting is required.
  https://www.pa.cogentid.com/index.htm - Human Services.



Please print out a copy for your files and another for WIAC office.

WIAC Artist Collective Officer Duties

The WIAC Artist Collective is self-governed and organized. The AC works closely with the WIAC Executive Director and staff, but decides independently what activities will be undertaken by the group.

All officers should:

- Encourage and promote the growth of AC in accordance with AC's Mission Statement
- Attend all meetings (unless there are extenuating circumstances)
- Help oversee the growth of WIAC Associate Artists through networking and professional development
- Work closely with artists and other officers

President:

- Responsible for running all Artist Collective meetings
- In conjunction with the secretary, generate meeting agendas prior to Artist Collective meetings
- Attends all WIAC board of director's meetings as the Artist Association's representative, presenting reports and other information as appropriate.
- Represents the Artist Collective in matters with the WIAC board of directors and administration.
- Responsible for holding all officers and artists accountable, when applicable

Vice President:

- Takes over the role of the president when needed
- Chairs Mentorship Program
- In conjunction with the treasurer, oversees membership information including: keeping the member roster updated, tracking paid and unpaid dues/renewals, communication with new members and with members who don't renew.

Treasurer:

- Financial liaison between the Artist Collective and WIAC administration
- Prepares yearly budget as proposed by officers
- Presents quarterly and yearly P&Ls
- Prepares requests for release of Artist Collective's funds from WIAC administration
- Oversees event budgets
- Records all funds raised through Artist Collective events

Secretary:

- In conjunction with the president, generate meeting agendas prior to Artist Collective meetings
- Records attendance and minutes of all Artist Collective meetings
- Posts minutes, meeting agendas, and fiscal reports on WIAC Artist Collective Facebook page and email to all members prior to the next meeting (so attendees have opportunity to read them)
- Meeting notes to be reviewed by an officer before posting on AC page, and emailing to AC.
- Review minutes from last meeting
- Provide hard copies of agenda, documents and reports as appropriate at all Artist Collective meetings

Media Officer:

- Assist in social media connection in multiple platforms
- Share upcoming exhibitions and opportunities on WIAC Meet the Artist FB page
- Administrator of Meet The Artist FB page

2023-2024 Officers

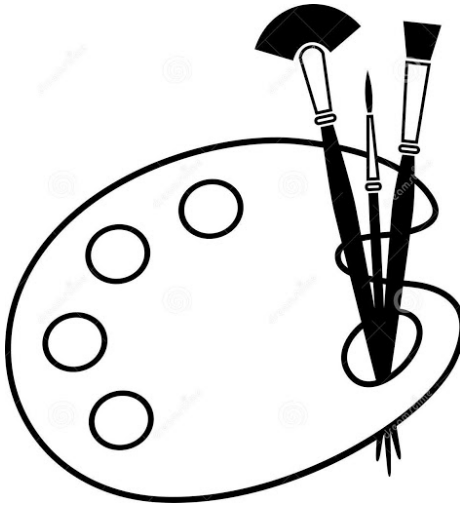
President: Debbie Gilbert

Vice-President: Ray Dorian

Treasurer: Lorraine Felker

Secretary: Rebecca Donohue

Media Officer: Lori Remmel



WIAC Staff

Executive Director: Jacqueline Engel

Bookkeeper/Rental Manager/Education Coordinator: Heather Butler

Community Organizer: Lorraine Felker