



# Nicola Valley Community Arts Council Annual General Meeting

November 7, 2021

## Artisan Shop Program Report to the AGM

### Artisan Shop

**Chair: Jennifer Artibise**

The NVCAC Artisan Shop functions, in the main, to fulfill the following articles from the NVCAC Mission Statement:

*“2.1 To increase and broaden the opportunities for residents of the Nicola Valley to participate in cultural activities.*

*2.2 To develop and expand arts resources activities in this community.*

*2.3 To make cultural activities available to all segments of this community.*

*2.4 To assist in coordinating the work of artists and cultural associations in the area.”*

### Artisan Gift Shop’s Focus for the 2020-21 year:

- Build positive relations & increase communication with our Artisan, Artists, Volunteers, and our community.
  - Held 2nd annual artisan assembly arts centre program room at 10:00 a.m. on Sunday 12 September, 2021 where many new ideas gained from this meeting have been or will be implemented. Examples are:
    - Volunteers agreed to new hours which we are open to the public:
      - Wednesday to Saturday 10 AM to 5 PM
      - Sunday Noon to 4 PM
    - Creation of the new commission structure
  - Square provides free advertising for our Artisans if they add to their Square Description a small biography, including their social media contacts. This becomes a Note on the receipt sent to the customer.
  - We have 4 clear card racks at the cash desk for Artisan business cards and volunteers on cash are asked to put the artisan’s business card in the bag with the customer’s purchase.
  - Provided Monthly Artisan Shop Newsletter to communicate NVCAC happenings.
  - Provided a “Square School” YouTube channel with short “How to ..” videos to promote continued education on our Square System.
- Recommended for Board approval of Artisan Shop policies:
  - Restructure our commission/monthly artisan shop fee to show value of our artisans’ volunteer time and energy, as well as, to provide opportunities to support as many artisans in our Nicola Valley Community, including those who are unable to provide volunteer time due to working, busy with families, struggling with health issues, and/or busy with their own business making volunteer time not possible. A Commissions and Monthly Artisan Fee survey was sent on August 11, 2021 to:
    - 1) current Artisans who volunteer their time and/or sell their wares through our Gift Shop Program;
    - 2) former Artisans who volunteered their time and/or sold their wares through our Gift Shop Program; and,
    - 3) artisans who had expressed interest in selling their wares through our Gift Shop Program but were unable to provide volunteer time.
 The following commission structure was recommended to and approved by the board of directors, after a discussion and vote with our Shop Artisans at our 2nd Annual Artisan Assembly:
 

# of shifts	% Commission	Artisan Fee/Month
3 or more days	0	\$10
2	10	\$10
1	15	\$10
0	30	\$10
  - Redefined Artisan Shop Duties as follows:
    - 1) Artisans who volunteer their time in and have items for sale in the Artisan Gift Shop at a commission of 0-20%. Their duties include, but may not be limited to:
      - attending a 2 hour Arts Centre orientation and Square Point of Sale/Inventory training session.



## Nicola Valley Community Arts Council Annual General Meeting

November 7, 2021

### Artisan Shop Program Report to the AGM

- volunteering in the Nicola Valley Arts Gallery & Artisan Gift Shop, which encompasses the general running of the Nicola Valley Arts Gallery & Artisan Gift Shop, daily light cleaning, providing information to visitors about our Gallery Show and our Gift Shop, and managing Square point of sales (includes, but are not limited to, memberships, artisan wares, gallery exhibit items, and programs);
- promoting their own items, as well as, the Artisan Gift Shop on their social media and feel welcome to promote others' work as well. If you do not participate in social media, then actively invite friends to visit or send photos of our Gift Shop;
- keeping their Square inventory up to date and items may only be displayed in the Artisan Gift Shop if they are in the Square Inventory;
- placing stickers on their items with the code (following a format) and price which corresponds to the code and price in their Square Inventory;
- checking their inventory weekly on Square to see if new items are required to replace sold items and delete sold items from their Square inventory;
- following a daily routine schedule provided by the Gallery Curator and Sales Manager;
- helping to arrange with set up and dismantling of art exhibits and work alongside the Gallery Curator;
- before displaying their wares make sure it is ready to hang on the wall, framed appropriately, packaged appropriately, and/or clothing hung on wooden hangers, as well as, has professional looking tags with code and price.

2) Artisans who have items for sale in the Artisan Gift Shop at a commission of 30%. Their duties include, but may not be limited to:

- attending a 1 hour Arts Centre orientation and Square Inventory training session.
- promoting their own items, as well as, the Artisan Gift Shop on their social media and feel welcome to promote others' work as well. If you do not participate in social media, then actively invite friends to visit or send photos and hours of our Gift Shop;
- keeping their Square inventory up to date and items may only be displayed in the Artisan Gift Shop if they are in the Square Inventory;
- placing stickers on their items with the code (following a format) and price which corresponds to the code and price in their Square Inventory;
- before displaying their wares make sure it is ready to hang on the wall, framed appropriately, packaged appropriately, and/or clothing hung on wooden hangers, as well as, has professional looking tags with code and price;
- checking their inventory weekly on Square to see if new items are required to replace sold items and delete sold items from their Square inventory.

- To implement an Arts Gallery & Artisan Gift Shop Logistics Manager to keep track of supplies required for the shop. Volunteer position filled by Tracy Coombes.
- To implement an Arts Gallery & Artisan Gift Shop Display Manager to keep display of artisan wares fresh and clean in the shop. Volunteer position filled by Herta Klassen and Mischelle Pierce.
- To send out automatic monthly Artisan Shop Fee invoices through Square at \$10 to each artisan starting Nov. 2021

- Provide Sales and inventory training for participating artisans.

- Started to hold monthly training & orientation sessions for new artisans on the 4th Sunday of every month from 11 AM to 1PM, which is also provides an opportunity for current artisans to increase their learning of the Square system and for the Artisan Shop Manager to hear ideas and suggestions from Artists, Artisans, and volunteers.

- Maintain and produce monthly records of sales and NVCAC memberships through the Artisan Shop.

- The Nicola Valley Artisan Shop program returned \$38 000 in Artisan Shop Program sales back to our Artisans; thus, significantly contributing to the economic well-being of our Nicola Valley Artisan Community.
- Created defined program categories:
  - AC Arts Centre Programs Room
  - AG Arts Gallery Program (30% Commission)
  - AGP Indigenous Arts Gallery Program
    - 30 % Commission
    - No Volunteer time
    - Square Inventory Maintained by Jano
    - 4 Artisans
  - AGP Cards, Literacy & Music Arts Gallery Programs
    - 20% Commission for most
    - No Volunteer Time



## Nicola Valley Community Arts Council Annual General Meeting

November 7, 2021

### Artisan Shop Program Report to the AGM

#### Exception:

- 0% Commission for Socks for Literacy
- 0% Commission for Children's Author Jeff Bloom who volunteers for 2 shifts & donates \$1 from every sale to Literacy

- Square Inventory Maintained by Jano Howarth
- 19 Artisans

#### ■ GS Artisan Shop Program

- Commission see above
- Volunteer commitment see above
- Square Inventory Maintained by Shop Artisans
- 15 Artisans

#### ■ NVCAC Membership & Donations

- Worked with Susan Parkinson and Kathy Kanda to utilize the Square system to create digital purchase links for NVCAC Arts Centre Programs and Membership & Donations *online* sales.
- Using Square, tracked and provided NVCAC Gift Card sales which was implemented this year.

#### ● Recruit and maintain a roster of active local artisans to participate in the NVCAC Artisan Shop.

- Currently 15 Artists/Artisans belong to our Gift Shop Program which creates diversity of items and choice for our visitors.
- All Volunteers trained on Square who have access to our customer information signed the Privacy Protection Act Form.
- New Artisans who joined our Gift Shop team in 2020-21 include:
  1. Herta Klassen Art - Herta Klassen (Acrylic and watercolor paintings)
  2. Sage Hills Herbals and Soul Circle Mandalas - Kathleen Kinasewich
  3. Lakeshore Creations - Jill Fitzer & Lori Desy
  4. Ki for Life - Sandy Labermeyer
  5. The Bunny Lady - Tracy Coombes
  6. Kari-Anne Kroeker (Student Worker)
  7. Glass Creations by Ellen - Ellen Miller
  8. Knitting and Granola - Sarah Molnar
- The Arts Gallery & Artisan Shop Annual Winter Artisan show (November 13 to December 24, 2021) will bring in many new and returning artists/artisans for a limited time, including:
  1. Soul Knots - Megan Paquette
  2. Earth and Soul Collection - Brooke Rankin & Scotty Lesage
  3. Tracy's Winter Hats - Tracy Cornies
  4. Pauline G. Ouellet Fine Art Studio - Pauline Ouellet
  5. Mixed Media Quilt Artist - Joan L. Jennings
  6. Over Flowww Clay Earrings - Trish Davey
  7. Unique Wooden Bowls - Pat Tombe
  8. Quilts & Stockings - Barb Sayles
  9. Inspired Horsemanship Calendars - Jordan Hunt
  10. Art by Kari Kroeker
  11. Pine Needle Baskets - Donna Bent



## Nicola Valley Community Arts Council Annual General Meeting

November 7, 2021

### Artisan Shop Program Report to the AGM

#### **Gift Shop's Focus for the 2020-21 year:**

##### **Continue building positive relations & increasing communication**

- Increasing the number of Artisan get togethers to:
  - Ask your questions & Provide feedback to council directors
  - Feature Artisan of each month -
    - shares their skills & inspirations
    - gives a tour of their creative space (Photos, Video, Zoom)
    - provides insight into their creative process

##### **Continue building our diversity of Artisan/Artist wares**

- Uphold the Gift Shop Committee belief in supporting as many local artisans as possible to aid in the NVCAC belief of “Building Community Through the Arts”.
- Artisans scheduled to join & train for the Artisan Shop program in January 2022
  - Elissa Jane Designs jewelry - Elissa Barron
  - Soul Knots - Megan Paquette
  - Earth and Soul Collection - Brooke Rankin & Scotty Lesage
- Continue to provide training and orientation sessions on a monthly basis throughout the year
- Create an Artisan Shop mentorship program
- Providing a “How to use Square” Manual for Artisan Shop Volunteers

##### **Continue working with Square features to strengthen our organizational infrastructure**

- Create Digital Agreements to create efficiency in signing and easily create digital copies to store in our Team Google Workspace. Includes: Artisan Shop Agreement, Privacy Protection Action Agreement, Winter Artisan Show Agreement, etc.
- Complete implementation of Online Program Registration to reduce operations required by Artisans volunteering in the Artisan Gift Shop