

Proposal for an Arts Cooperative in DeRidder, Louisiana

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Proposal: an arts cooperative in DeRidder, Louisiana

updated: May 4, 2009

Name: **RealArt DeRidder Arts Cooperative (RAD)**

Website: <http://realartderidder.org>

Membership: open to all artists doing original work

Organization: organized as an arts cooperative with local artist management

Focus/mission: Visual arts will be the primary focus but will also provide space for other artistic disciplines when possible. Preference will be given to artists from Beauregard Parish and southwest Louisiana.

Summary: Investing in a public, artist-managed creative space will not only support local artists but will also boost tourism, enrich local culture and will benefit the entire community.

Initial Organizational Structure

Artists Board: composed of all gallery artists

Board of Directors: 5 members (4 selected from gallery membership and one member to be appointed by a representative from the City of DeRidder, Louisiana)

Gallery Coordinator: appointed by the Artists Board

Area Coordinators: volunteers from the Artists Board to coordinate specific areas of interest

Artists Board

As an arts cooperative, the heart and soul of **RealArt DeRidder (RAD)** will be the Artists Board. Each artist will have an equal vote on major decisions concerning the gallery. They'll also control the focus and direction of the gallery and will have the responsibility to select 4 of 5 of the members of the Board of Directors and the Gallery Coordinator.

Board of Directors

RAD's Board of Directors will meet on a regular basis to discuss the progress and future needs of RAD.

Gallery Coordinator

The Gallery Coordinator's primary purpose will be to reflect the will of the Artists Board. Additionally, the Gallery Coordinator will be asked to serve as a contact person/spokesperson for the gallery ...and to keep communication flowing freely among everyone involved with the gallery.

Area Coordinators

Volunteers will be needed to coordinate specific areas such as marketing, organizing gallery sitters, fundraising projects, etc...

addendum: defining an arts cooperative

An arts cooperative uses a horizontal management strategy. It's not the conventional "top-down" management structure that you commonly see in business, government or the military. There will be coordinators who make decisions in their respective areas but every artist has an equal voice in the process. This has enormous benefits and can create a more vibrant and energetic group of creative people. If everyone feels that their point of view is being heard, everyone feels more invested in the process ...and there will almost always be a more positive end result.

Results from RAD's Organizing Committee meeting: April 21, 2009

Four of five members of the initial Board of Directors selected:

Lydia DeRouen	(DeRidder artist)
Joey Governale	(DeRidder artist)
Margo Roll	(DeRidder artist)
Dannah Hayes MacArthur	(Dry Creek artist)
_____	(one member to be appointed by a representative of the City of DeRidder)

Initial Gallery Coordinator selected:

David Labby (DeRidder artist)
Gallery Coordinator and Board of Directors to be voted on and approved by the Artists Board on a regular basis

Operating principles established:

Funding:

Resources will be needed to cover operating costs. Funding will come from artist membership fees, patronage fees (non-exhibiting members) and corporate sponsorship.

Artist Membership fees:

Artists will be asked to pay a yearly fee at 2 different levels, from \$60 (minimum) to \$100. A \$100 annual membership will allow an artist to have a solo exhibition. We will also ask member artists to contribute 10% of their sales of artwork sold through the gallery.

Patronage (non-exhibiting) fees:

The community can also support the gallery by becoming members at a variety of levels beginning at around \$50 a year to full patronage: \$500/\$1000/\$1500 levels ...with differing benefits at each level.

Corporate Sponsorship:

Amounts will vary but can be linked to banner advertising on our website, free rental of the gallery for company functions, etc.

Gallery Space:

In general, bigger is better. If the space is large enough, we could establish two exhibition areas. One area could be used for a permanent exhibition of all the gallery artists and the second area could be used for monthly, rotating exhibitions. If there's an outdoor space near the gallery, it would be ideal for use as a sculpture garden/performance space.

Website:

RAD will establish and maintain a website as a contact point for our cooperative and to advertise upcoming events. Additionally, each artist member will be provided their own online webpage to display and market their work.

Sale of art: The sale of artwork will be between the individual artist and the purchaser. It will be the responsibility of the artist (not RAD) to collect sales tax, etc...

Contact Information:

RAD Gallery Coordinator

David Labby

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<http://diversearts.com>

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RAD Organizing Committee Chairman

Matt Young

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current RAD Board of Directors:

Lydia DeRouen leederouen@suddenlink.net

Joey Governale govsigns@bellsouth.net

Dannah Hayes MacArthur dhm@dannahbeth.com

Margo Roll margosstudio@bellsouth.net

_____ (open)

RealArt DeRidder website:

<http://realartderidder.org>