

# GALLERY DOCENT GUIDE CAMBRIA CENTER FOR THE ARTS

AS OF January 1, 2024

First and foremost, please accept our deepest appreciation for volunteering to serve as a Gallery Docent at the Cambria Center for the Arts (CCA). Your care and concern for our valuable community gallery are so appreciated!!!

This Docent Guide is a simple tutorial designed to aid you in mastering the three fundamental issues involved with the Gallery; (1) how to safely and efficiently open the Gallery, (2) how to close the Gallery, and (3) if necessary, how to conduct business at the Gallery. Please know that **this document is designed to compliment your face-to-face training with Hank Friedman or Sheri Parisian.**

As an aside, please know that if you should get anxious, momentarily forget any aspect of the listed procedures, or just want to hear a friendly voice, you can always call any of the following people for assistance:

<b>Docent Procedures:</b>	<b>Hank Friedman</b>	<b>(805) 203-5395</b>
<b>Technology (TV monitors, Codes, &amp; “Square”):</b>	<b>Helmut Kuhn</b>	<b>(805) 203-3123</b>
<b>Docent Scheduling Issues: (Please text)</b>	<b>Sheri Parisian</b>	<b>(805) 434-7060</b>

## OPENING PROCEDURES

A few logistical issues:

1 – Plan to arrive 20 minutes before your “shift”. Since we’re currently open from 12:00 noon to 4:00 PM on Fridays, Saturdays, and Sundays, it’s suggested you arrive at 11:40 AM, and **BRING THIS DOCENT GUIDE WITH YOU...JUST IN CASE!!!**

2 – Park your car in the 3<sup>rd</sup> diagonal parking space east of our street-side sign, so that you might easily see your car while sitting behind the Welcome Desk in the Gallery Foyer.

3 – Bring a friend or a book, just in case it’s a “slow day” or there’s a lull in the action. Why not enjoy the day, regardless?

4 – Bring a snack. While we encourage you to keep food out of sight for the Visitors, you never know when you’ll have an attack of the “munchies”.

5 – If the telephone in the kitchen rings, please answer it. The caller will undoubtedly be asking about the location or address (1350 Main St.) of the Gallery, its days of operation, or its hours. Messages can also be left for other branches by writing it down and placing it into the branch folder in the Studio Office.

Having gotten the logistics out of the way, the best way to view the opening of the gallery is to view it as if you were returning home after a long vacation. What would you do? Simply put, you’d unlock the door, turn on the lights, and return your home to the warm functional place it was before you left. So let’s do exactly that!

- A few weeks before your scheduled Docent assignment, Sheri Parisian will email you the current set of 9-digit access codes, one for each of the 3 days we're open. Be sure to jot down the access code(s) that correspond to your day(s), and bring it with you.
- Go to the side door located about 50 feet to the right of the front doors of the Gallery, locate the lockbox to your left, tap it firmly, and enter your 9-digit access code. When it lights up, push the lock icon, and pull down the face of the keypad.
- Remove the key, unlock the door to your right turning the key counter-clockwise. Open the door, turn the key clockwise to re-lock the mechanism, return the key to the lockbox, close the cover, push the re-lock icon, and close the cover.
- Enter the room, being sure to securely close the door behind you, and walk to the "Secret Key Location" in the kitchen area. Hank Friedman showed you the exact "Secret Key Location" during your training, but if you've forgotten, please call him at (805) 203-5395.
- Take the "Secret Key" with you, and enter the Gallery, being sure to prop open the kitchen door for later access. Then turn on the manual and motion-detection lights, now if you want to, at each of the 4 corners of the Gallery Foyer, and take a seat at the Welcome Desk.
- Using the "Secret Key", unlock the Welcome Desk (upper right-hand corner), open the 2<sup>nd</sup> drawer, and remove the 3-ring binder titled "DAILY CHECKLIST". Open the binder. There you'll find 3 sets of keys, and several blank and completed "Daily Sheets". Move one of the blank sheets to the front of the binder, and fill out the top section.
- Now, all you have to do is follow the rest of the "Check List" shaded in yellow to complete the Opening Procedures...just check 'em off as you go. They're quite simple and direct. However, if you do get confused, call Hank at (805) 203-5395.
- If you'd like to enjoy some music during your time as a Docent, please feel free to activate the Alexa unit you'll find above the lighted cabinet on the left.
- If the room temperature is a bit too cool for you, there's an individual electric heating unit behind the Welcome Desk that can be set for whatever temperature makes you comfortable. Just be sure to turn it off when you leave.
- **CONGRATS...the Gallery is open, the lights are on, the "Square" iPad has been activated, and you're open for business!!!**

## **CLOSING PROCEDURES**

This is the easy part. Beginning at 3:45 PM, just reverse the process; (1) return the flags and the sandwich board to the service closet, (2) lock the studio, (3) turn-off the lights in the 2 cabinets and re-lock the small locks, (4) if you made a cash sale, recount the cash in the Cash Box and note the revised numbers in the appropriate spaces on the back of your "Daily Sheet", (5) make sure that all the keys you found in the "DAILY SHEET" binder are back in that binder, and that the binder has been returned to the second drawer, (6) re-lock the Welcome Desk with the "Secret Key", (7) turn-out the manual lights, (8) return the "Secret Key" to the "Secret Key location", and (9) walk out and securely close the same side door you entered at 11:40 AM. **DONE!!!**

One final note regarding the Closing Procedures...**DO NOT TRY TO TURN-OFF OR UNPLUG ANY OF THE TV MONITORS OR THE “SQUARE” COMPUTER!!!** They are either on timing devices, or, in the case of “Square”, they’ll automatically “time out”.

## **BUSINESS PROCEDURES**

The goods (the art, the cards, and the blank canvases) and services (membership and donations) of the Gallery can be purchased by any Visitor with the means to do so. In fact, any and all such transactions provide our Gallery with much of its needed funding. Simply put, these transactions can be made in cash, by check, or by use a credit card, and lastly, the Patron must be made comfortable leaving the premises with their purchase(s). OK, let’s take them one at a time.

### **CASH**

Once you have determined the price prominently displayed on or near the item that the Visitor wishes to purchase, the membership wishes to be purchased, or the donation the Visitor wishes to make, simply (1) accept the cash offered, (2) use the Triplicate receipt box located at the Welcome Desk, prepare a receipt listing the property or services purchased, the item’s price, the required 7.25% tax. The tax amount can be obtained from the square tabulation of the sale as well. Then place the total price, your name (at the bottom), and the date, (3) have them write their name and contact info at the top of the receipt, and (4) provide the Patron with the proper change, a sincere “thank you”, an offer to wrap the item using the materials provided (below the lighted cabinets or in the back room,) and the **yellow copy** of the receipt. After the Patron leaves, attach the **cash received to the white copy**, of the receipt, place them in the lower section of the Cash Box, note the transaction in “Square” using the appropriate category, and record the sale on the back of the “Daily Sheet” you filled-out earlier. The **pink copy goes into the Show Notebook** under the “Pink Slips” section, or attached to the art not going home today. If the item purchased is a piece of art, we ask that the Docent inform the artist of the sale and our interest in having them replace the sold item with another of their pieces. This is when you should make a notation by the artist listed in the Show Binder, by the piece thumbnail, with patron name and date of sale. Regardless, you must place a red **“SOLD” sticker** on the wall at the site of the sold piece of art. The label will be reused, so please leave it on the wall. Those red stickers can be found in the 3-ring binder titled “DAILY SHEET” located in the second drawer of the Welcome Desk along with a Roster of Artists that includes their telephone numbers.

### **CHECK**

The process is the same as a cash transaction, except that there is no “change” to be made. No, we do not ask for ID verification. To date, we have not been defrauded by anyone using a fraudulent bank account or a bogus check. Of course, that might change in the future. This way of payment can be found under alternate payment methods.

### **CREDIT CARD**

Although more intimidating for some Docents, the transaction using a credit card is far simpler than either a cash or check transaction, because there’s no need to calculate sales tax or produce a receipt...” Square” does it all for you. Simply (1) access the “Square” device by tapping on the screen, (2) scroll down the list of services and artists in “Square” until you come to the appropriate artist and art, (3) use the on-screen keypad to indicate the price, (4)

repeat the procedure if more than one item is being purchased, (5) slide the Visitor's credit card into the slot to the right of the screen, or simply touch the screen with the card, (6) ask the Visitor if he/she wishes to have the receipt emailed to his account, which they will need to enter and (7) consummate the transaction, withdraw the card, and return it to the Patron. 3

### **DELIVERY OF THE PURCHASE**

In 95% of the cases, when a Patron purchases goods or services, they simply leave the premises with those purchase(s). However, in the case of a "featured artist", the immediate removal of one piece of that artist's show may do irreparable harm to the show as a whole. In such an instance, we ask that the Docent attempt to contact the "featured artist" by telephone and give that artist the choice of one of the following; (a) purchase the piece of art today and make arrangements for its "pick-up" after the show, (b) purchase the piece of art today and take it immediately, or (c) refuse the sale altogether. That's a mutual decision to be made by the "featured artist" and the potential Patron. The telephone number for the "featured artist" can be found in the 3-ring binder titled "CURRENT SHOW". However, if the Docent can't reach the "featured artist", it is the Docent's responsibility to act in place of that artist. We ask that our Docent offer the potential Patron only options (a) and (b). If the potential Patron balks at option (a), just complete the sale using option (b). Frankly, to refuse a sale if the potential Patron is unwilling or unable to return to Cambria from a distant location at a later date would be foolish. It is generally agreed that all parties are best served when a sale is consummated.

### **IN CONCLUSION**

Once again, thank you so much for being a Docent. Frankly, we couldn't possibly provide our community and visitors from other communities with the art, goods, and services provided by the CCA Gallery without you.

Remember, if you **EVER** get anxious, nervous about a specific issue, or just want the support of a friendly colleague, please feel free to call one of the following:

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