

ALUTIIQ MUSEUM & ARCHAEOLOGICAL REPOSITORY STORE POLICY

I. Introduction

A. Purpose

The Alutiiq Heritage Foundation recognizes that a museum store is an integral part of the Alutiiq Museum & Archaeological Repository's public services. As such, the Alutiiq Museum maintains a publicly accessible retail store dedicated to the museum's mission of preserving and sharing Alutiiq heritage, to extend the educational experience of its patrons, to provide opportunities for artists (particularly Alutiiq artists) to market their work, and to promote the continued exploration of Alaskan cultures. Students, teachers, researchers, community residents and tourists can purchase artwork, books, jewelry, stationary, notions, children's products, and logo merchandise to expand their understanding of different cultures and ideas. The store provides an outlet for artwork inspired by museum collections, perpetuating the expression of Alaskan cultures by bringing quality works to market. To guide the learning process and provide support for artists, the Alutiiq Heritage Foundation Board of Directors establishes the following Store Policy.

II. General Provisions

A. Authority

As the policy setting body for the Alutiiq Museum, the Alutiiq Heritage Foundation Board of Directors represents the final authority in all operations of the museum. This fiduciary responsibility includes making decisions regarding the museum store and ensuring public confidence in the museum's purchasing, marketing, and selling practices. The procedures for meeting these responsibilities are outline below.

The AHF entrusts decisions regarding the administration of the museum store – including the establishment of agreements with artists, the selection of merchandise, and the development of museum products, pricing, and promotions to the museum's Executive Director. The Executive Director will direct the museum's staff to maintain the store, develop new merchandise, lead marketing, and determine the type and frequency of promotional events. All of these activities will follow the provision of the museum's Code of Ethics, Personnel Policy, Collection Policy, Exhibits Policy, Technology Policy, and Guidelines for the Spiritual Care of Objects, as well as professional standards for museum store management.

B. Compliance with State and Federal Laws

All museum store merchandise, sales practices, and promotional activities will comply with municipal, state, and federal laws, and any applicable international treaties, that govern antiquities management, wildlife protection, and the treatment of human remains. These include but are not limited to the applicable laws:

- U.S. Antiquities Act of 1906
- National Historic Preservation Act of 1969

- National Environmental Policy Act of 1969
- Archaeological and Historic Preservation Act of 1974
- Archaeological Resources Protections Act of 1979
- Alaska Historic Preservation Act of 1971
- Native American Grave Protection and Repatriation Act of 1990 (NAGPRA)
- Migratory Bird Act of 1918
- Marine Mammal Protection Act of 1970
- Endangered Species Act of 1973
- The Paleontological Resource Preservation Act of 2009
- Internal Revenue Service's statutes for non-profit retail sales.

C. Name

The name of the Alutiiq Museum's retail store shall be the Alutiiq Museum Store.

D. Facilities

The Alutiiq Museum Store shall include a physical store, located in the gallery of the Alutiiq Museum at 215 Mission Road, Suite 101, and a virtual store available on the Internet through the Alutiiq Museum's website at www.alutiiqmuseum.org.

The hours of store operation shall coincide with the Alutiiq Museum's normal public gallery hours. At the discretion of the museum's Executive Director, the museum store may be opened during special events (e.g., evening lecture, an after-hours exhibit opening) or to provide special shopping opportunities (e.g., extended Holiday shopping on a day the museum is not normally open to the public).

To promote the highest standards of museum practice, build respect for antiquities, promote preservation, and avoid any potential confusion between collections and store merchandise among museum patrons, the Alutiiq Museum will maintain a clear demarcation between its museum store and its exhibits galleries. With the exception of special sales events (e.g., book signings, featured artist sales, Alutiiq Arts Bazaar) preapproved on a case-by-case basis by the museum's Executive Director, no museum store merchandise will be displayed in the exhibit gallery.

III. STORE CONTENT

A. Merchandise

The Alutiiq Museum store will purchase and develop only merchandise that is directly related to the museum's collections and its educational mission—preserving and sharing Alutiiq heritage and promoting greater public awareness of the cultural traditions of Alaska's Native people.

To meet these requirements, the Alutiiq Museum Store will primarily sell materials reflecting the prehistoric, historic, and contemporary culture, language, and history of the Alutiiq people. To promote understanding of Alutiiq heritage through comparison, merchandise may also focus on the heritage of related or neighboring cultural groups, and the natural history of northern

environments as reflected in the museum's collections. The Alutiiq Museum Store will be Alutiiq in theme but will not be limited to Native Alutiiq works.

1. **Standards of Merchandise**—The store will feature artwork and products directly related to the museum's collections and educational mission. Items will be chosen for sale or consignment based on the following criteria:

Craftsmanship – demonstrates the following:

- Finished with fine craftsmanship.
- Made of high quality, natural materials appropriate for the composition.
- Uses durable findings and enclosures (clasps, hooks), and contains no noticeably glued attachments.

Material Use – demonstrates the following:

- Use of animal products (i.e. ivory, feathers, fur) is permitted in accordance with Section II. B. The Alutiiq Museum prohibits the purchase, trade, transport or sale of artwork including paleontological remains.
- Use of antique beads is accepted, so long as these materials were not obtained from an archaeological context. The Alutiiq Museum views the sale of any antiquities as unethical and likely to promote the vandalism of archaeological sites.

Expression – as demonstrated by one of more of the following:

- The artwork supports the educational mission of the museum by reflecting the perpetuation and/or evolution of Alutiiq traditions.
- The artwork reflects the museum's collections.
- The artwork reflects or interprets the natural history or worldview of the Alutiiq.

Artist's Expertise – as demonstrated by one or more of the following:

- The artist demonstrates knowledge of his or her medium – a history of producing art in that medium and I or of teaching others to work in that medium.
- The artist's work has been recognized by others – has sold similar works of art, or shared similar works in exhibits, shows, demonstrations or publications.
- The artist devotes a significant amount of time to creating art – either professionally or privately.

2. **Artist Background**—Artwork will be clearly labeled to identify the heritage and/or origins of the artist- e.g., Alutiiq, Alaska Native, Native American, Alaskan, Kodiak Islander. To aid in identifying Native-made and Alaskan-made merchandise, the museum store will use the Silver Hand, Made-in-Kodiak, Made-in-Alaska logos and promote the use of these designations with contributing and consigning artists. Sellers in the Museum store do not need to be Alutiiq or Alaska Native. Artists are encouraged to interpret their merchandise, contributing to label content. All labels must be factual and grammatically correct. The museum reserves the right to edit or reproduce any label.

- 3. Documentation** – As works cannot violate copyright laws, artists must submit the names of all artists involved in the production of any retail item. As artwork must comply with laws (see Section B), artists must submit a list of all materials used in each piece of artwork.
- 4. Conflict of Interest** – To avoid conflicts of interest and even the appearance of impropriety, no board member or staff member may sell objects through the museum store. Any potential conflict of interest should be brought to the attention of the museum's Executive Director for review.

5. Consignment Policy

Every artist wishing to consign with the museum store will be given a copy of this museum store consignment policy before signing a consignment agreement. Copies of this policy will also be made available on the museum store page of the Alutiiq Museum's website. Items left at the museum longer than 6 months with no contact from the artist to the museum become the property of the Alutiiq Museum and may be disposed of as seen fit by museum management. The Alutiiq Museum will pay consignees for sold items by check within 30 days of the sale. It is the consignee's responsibility to ensure that the Alutiiq Museum Store has their current contact information.

6. Pricing

Artists shall price like works of art for sale online and elsewhere in the Kodiak community at the same retail price established for the Alutiiq Museum Store. The Museum will receive 25% of the retail price on consignment merchandise. Work purchased outright from artists will be marked up a standard 40% or less.

7. Shipping and Handling

Consigning artists shall pay shipping costs from the artist to the Alutiiq Museum Store. For items purchased directly at wholesale, artists should use reasonable shipping methods whenever possible, not via express mail. All artists are responsible for securing insurance to protect against an item's damage. If item is damaged in shipping to the museum, it is the artists responsibility to recoup insurance claims. The Alutiiq Museum will pay shipping and insurance costs from the store to the artist in the event of a return.

8. Selling Exhibited Works

Contemporary works of art displayed in a temporary exhibit may be sold to museum patrons. No price tags may be placed on displayed works in the exhibit gallery, although the museum will alert viewers to the possibility of purchasing contemporary artwork in discretely placed exhibit signage. Artists who wish to sell exhibited works will provide the Store Manager with contact information and a price list to share with interested patrons. Artists are expected to contribute a 25% sales commission to the Alutiiq Museum for works sold through a temporary exhibit.

9. Product Development

The Alutiiq Museum staff will work to develop unique products for the store that showcase the collections and support our mission. Such products may include but are not limited to logo

merchandise, books, stationary, clothing, and educational resources. To uphold the museum's reputation, all products will be of high-quality materials, professionally designed and crafted, and where appropriate, reflect the highest standards of scholarship.

IV. STORE OPERATION & SALES

A. Proceeds

Store sales will be used to support the general operations of the museum. At the discretion of the museum's Executive Director, however, products may be developed, marketed, and sold to support specific museum programs or endeavors -- e.g., Alutiiq language education.

B. Accounting

To accurately track store finances, daily accounting of store transactions shall be on a point of sale basis. To facilitate annual accounting, the museum staff shall provide a summary of store sales to its professional accountant at the end of each month. A report on store sales shall be include in bi-monthly financial statements to the Alutiiq Heritage Foundation Board of Directors.

At the end of the museum's fiscal year, an inventory of all store merchandise shall be completed and compared with annual merchandise expenditures and revenues to generate an accounting of annual sales. A copy of the inventory shall be filed with the museum's professional accountant.

C. Customer Sales

Customer Accounts – As a general rule, merchandise will be sold on a cash basis, including in-state personal checks, traveler's checks, and credit cards. Organizations that do regular business with the museum may establish accounts with the Director of Operations so that they may purchase merchandise through purchase orders or by invoice.

Gift Certificates – The museum store may issue gift certificates. To aid in tracking gift certificates, each certificate will be dated, individually numbered, and logged in a gift certificate inventory. All gift certificates will be valid for one year from the date of issue.

No Check Cashing – The museum store does not provide check-cashing services. The Museum Store will only accept checks for the payment of merchandise, museum memberships, and donations.

D. Returns

To promote a customer friendly atmosphere, the Alutiiq Museum Store will permit customers to return merchandise for store credit within 7 days of purchase if accompanied by a receipt. Shipping for returned items is non-refundable. The merchandise must be returned in the condition it was sold. Exceptions to the return policy will include all consignment merchandise. Consignment merchandise may not be returned.

The museum store's return policy will be clearly stated and prominently displayed to assist store patrons.

E. Shipping & Handling to Customers

The museum store will offer shipping to patrons of both its gallery and website stores. Shipping will be by U.S. Priority Mail, unless otherwise negotiated. Patrons may request additional mailing services, including package tracking, insurance, and expedited delivery. All shipping costs will be paid by the patron. Shipping is nonrefundable.

All domestic orders are processed and mailed within 5 business days, with receipt dependent on shipping method and destination.

At the discretion of the Executive Director, the museum store may establish handling fees to cover the reasonable costs of staff time and packaging materials to ship store merchandise to patrons. To aid patrons, handling fees will be clearly posted.

F. Sales Tax

The Alutiiq Museum Store will collect sales tax on all merchandise sold as dictated by the laws of the City of Kodiak and the State of Alaska.

G. Marketing

The Alutiiq Museum staff will promote the store, its merchandise, and its contributing and consigning artists through press releases, media interviews, newsletter articles, website features, and special events as deemed appropriate by the museum's Executive Director or his/her designee. Discounts cannot be combined in order to receive a higher discount. For example, if a permanent staff member (20%) is also a member of the Alaska Army National Guard (10%) and a member of the Alutiiq Museum (10%) they do not receive a 40% discount.

Discounts on merchandise may be offered at special events and as promotions at the discretion of the museum's Executive Director. Standard discounts will include:

- All Permanent staff of the Alutiiq Museum will receive a 20% discount on all merchandise in the store.
- All Temporary staff and volunteers of the Alutiiq Museum will receive a 10% discount on all logo merchandise. Temporary staff and volunteers must be active in order to receive the discount.
- All Military personnel with identification will receive a 10% discount on all logo merchandise.
- All paying members of the Alutiiq Museum will receive a 10% discount on all logo merchandise as a benefit of membership. Member discounts cannot be applied to membership renewal, gift cards, limited editions, or donations. All members of the Alutiiq Museum receive free admission to the museum's gallery for the duration of their membership.

Museum products may be sold wholesale to book distributors, museum stores, and other retailers to promote knowledge of the Alutiiq people and their heritage, and to assist the Alutiiq Museum Store in selling merchandise.

H. Charitable Contributions

The Executive Director may provide gifts of museum store merchandise to museum supporters, program collaborators, professional organizations, community non---profits, local fundraising events, etc. All such contributions will be promptly and accurately logged to facilitate accurate accounting.

The Executive Director may provide examination copies of museum publications to marketers, retailers and educators. All such contributions will be promptly and accurately logged to facilitate accurate accounting.

I. Photography

To protect artists whose works are represented in the Alutiiq Museum Store and uphold copyright laws, museum patrons will not be permitted to photograph store displays or merchandise. Museum staff will make their best effort and take reasonable precautions to limit photography by patrons. However, the Alutiiq Museum staff may photograph store displays and store merchandise for use in educational and promotional projects, and for use on the online store. Works on consignment with the Alutiiq Museum Store may be photographed for the online store only with permission from the artist. Professional or commercial photography and video queries should be directed to the Executive Director.

V. REVIEWING AND AMENDING THE MUSEUM STORE POLICY

Formal review of this museum store policy will take place at least once every five years from the date of last review. Proposed changes or amendments to this policy shall be brought to the attention of the Alutiiq Heritage Foundation's Board of Directors by the museum's Executive Director. The AHF Board shall review the proposed changes and enact any revisions they believe to be necessary.

This policy was first adopted by the Alutiiq Heritage Foundation Board of Director on November 19th, 2007. The AHF Board adopted this revised policy on June 30, 2014, replacing both the former Store Policy and separate Consignment Policy, now integrated into this revised policy. The policy was updated again on February 27, 2019.