



CITY OF MOUNTAIN VIEW

**VISUAL ARTS COMMITTEE**

## **AGENDA**

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### **NOTICE AND AGENDA**

SPECIAL MEETING - MONDAY, JUNE 30, 2014  
ATRIUM CONFERENCE ROOM AT CITY HALL - 500 CASTRO STREET  
6:00 P.M.

1. **CALL TO ORDER**

2. **ROLL CALL** – Committee members Dina Cheyette, Jesse Cupp, Melanie Demers, Carol Mellberg, Janis Zinn, Vice Chair Nili Helman-Caspi, and Chair Donald Whitebread.

3. **MINUTES APPROVAL**

Minutes for the April 9, 2014 meeting have been delivered to Committee members and copies posted on the City Hall bulletin board. If there are no corrections or additions, a motion is in order to approve these minutes.

4. **ORAL COMMUNICATIONS FROM THE PUBLIC**

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the agenda. Speakers are limited to three minutes. State law prohibits the Committee from acting on nonagenda items.

5. **UNFINISHED BUSINESS** – None.

6. **NEW BUSINESS**

6.1 **CIP PROJECTS AND POSSIBLE VAC SUPPORT**

Staff will present on upcoming CIP projects that would require Visual Arts Committee (VAC) support.

**6.2 CALL FOR ARTIST**

Committee will review/vote on CaFE (Call for Entry) as a new administrative process for the Call for Artist (CFA) program.

**6.3 MOUNTAIN VIEW VETERANS MEMORIAL**

Staff will present an overview of the Mountain View Veterans Memorial project.

**7. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS**

No action will be taken on any questions raised by the Committee at this time.

**8. ADJOURNMENT**

Adjourn to the meeting of Wednesday, August 13, 2014, in the Atrium Conference Room, 500 Castro Street.

JF/9/CDD  
813-06-30-14A

## AGENDAS FOR BOARDS, COMMISSIONS, AND COMMITTEES

- The specific location of each meeting is noted on the notice and agenda for each meeting which is posted at least 72 hours in advance of the meeting. Special meetings may be called as necessary by the Committee Chair and noticed at least 24 hours in advance of the meeting.
- Questions and comments regarding the agenda may be directed to the Community Development Department at (650) 903-6306.
- **SPECIAL NOTICE – Reference: Americans with Disabilities Act, 1990**  
Anyone who is planning to attend a meeting who is visually or hearing-impaired or has any disability that needs special assistance should call the Community Development Department at (650) 903-6379 48 hours in advance of the meeting to arrange for assistance. Upon request by a person with a disability, agendas and writings distributed during the meeting that are public records will be made available in the appropriate alternative format.
- The Board, Commission, or Committee may take action on any matter noticed herein in any manner deemed appropriate by the Board, Commission, or Committee. Their consideration of the matters noticed herein is not limited by the recommendations indicated herein.
- **SPECIAL NOTICE –**Any writings or documents provided to a majority of the Visual Arts Committee regarding any item on this agenda will be made available for public inspection in the Community Development Department, located at 500 Castro Street, during normal business hours and at the meeting location noted on the agenda during the meeting.

## ADDRESSING THE BOARD, COMMISSION, OR COMMITTEE

- Interested persons are entitled to speak on any item on the agenda and should make their interest known to the Chair.
- Anyone wishing to address the Board, Commission, or Committee on a nonagenda item may do so during the “Oral Communications” part of the agenda. Speakers are allowed to speak one time on any number of topics for up to three minutes.



## MINUTES

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REGULAR MEETING - WEDNESDAY, APRIL 9, 2014  
ATRIUM CONFERENCE ROOM AT CITY HALL - 500 CASTRO STREET  
6:00 P.M.

1. **CALL TO ORDER**

Chair Donald Whitebread called the meeting to order at 6:07 p.m.

2. **ROLL CALL**

**Present:** Committee members Dina Cheyette, Melanie Demers, Janis Zinn, and Chair Donald Whitebread.

**Absent (Excused):** Committee members Jesse Cupp, Carol Mellberg, and Vice Chair Nili Helman-Caspi.

**Staff Present:** Alex Andrade, Economic Development Manager; and Greg Stemel, Administrative Aide.

3. **MINUTES APPROVAL**

The minutes of November 13, 2013 and February 12, 2014 were distributed prior to the meeting and approved as distributed.

4. **ORAL COMMUNICATIONS FROM THE PUBLIC** – None.

5. **UNFINISHED BUSINESS** – None.

6. **NEW BUSINESS**

6.1 **COUNCIL MAJOR GOALS: MEMO TO ADVISORY BODIES**

Review of ongoing work plan items. No action taken.

## 6.2 FISCAL YEAR 2014-15 ADVISORY BODY WORK PLANS

**Motion** – M/S Whitebread/Zinn – Carried 4-0-3; Cupp, Helman-Caspi, Mellberg absent – Approve VAC Work Plan to include Call for Artist 2015-16 artists; updating the Public Art Map online; sponsor art programs; support CIP projects, i.e.: Teen Center, New Rengstorff Community Center, and Veterans Memorial relocation.

## 6.3 PUBLIC ART MAPPING UPDATE

Staff gave update. No action taken.

## 7. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

None.

## 8. ADJOURNMENT

**Motion** – M/S Whitebread/Cheyette – Carried 4-0-3; Cupp, Helman-Caspi, Mellberg absent – The meeting was adjourned at 8:00 p.m.

JF/3/CDD  
813-04-09-14mn-E



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## WHAT IS CaFÉ™?

CallForEntry.org™, also known as CaFÉ™, is an online application and adjudication management tool that allows organizations and administrators to easily and cost-effectively manage calls for entry. CaFÉ™ is especially designed for public art projects, artist fellowships, juried visual art competitions, and many other types of calls for entry. CaFÉ™ provides artists with an easy-to-use system that allows them to enter contact information, upload digital images, audio, and video files of their artwork, and enter a number of open calls at one time—saving valuable time and eliminating the cost of duplicating slides and mailing individual application packets for each call for entry. Organizations that use CaFÉ™ save considerable time, energy, and money with the elimination of printing, data-entry, mailing, and many other associated costs. CaFÉ™ also aids call administrators by streamlining the jury process and communications with applicants.

### In a nutshell:

- CaFÉ™ is a web-based service, meaning you can avoid the technical headaches of installing and maintaining standard out-of-the-box software.
- CaFÉ™ allows organizations and administrators to easily and cost-effectively manage the application and jury processes related to calls for entry.
- CaFÉ™ is online, meaning administrators can access their call in the CaFÉ™ system from any location or computer with an Internet connection.
- CaFÉ™'s robust management system is customizable to most different call-for-entry processes of each organization.
- CaFÉ™ facilitates communication among organizations and artists, so administrators no longer spend time and money on printing and mailing.
- CaFÉ™ allows your organization to phase out slides, carousels, and PowerPoint and replaces them with an online scorecard for the jury process. As a result, application, administration, and jury processes become more streamlined and efficient.
- CaFÉ™ provides artists with a user-friendly system that allows them to enter contact information, upload digital images, audio, and video of their artwork, and enter several open calls at one time—eliminating the cost of preparing paper applications, CDs of images, or numerous sets of slides to include with application packets.

## BENEFITS OF USING CaFÉ™

Using CaFÉ™ means that your organization will have access to a robust application and image management system that conforms to your organization's needs—from the application process to the

jury process. Communicating with your artist applicants is easy and automated with CaFÉ™. With CaFÉ™, call for entry administrators no longer waste valuable time and money printing and mailing applications and notification letters. Instead of relying on traditional slides and carousels and creating PowerPoint presentations, CaFÉ™ simplifies the jury process by making online juries available. CaFÉ™ makes the application, administration, and jurying processes easy and efficient.

**Not convinced? Here are some additional benefits of using CaFÉ™:**

- Minimal data entry, fill-in form templates, and the ability to create custom questions.
- Environmentally friendly—no more paper applications!
- Jurors view high-quality artwork samples with an easy-to-use online form for scoring.
- Finalist lists can be built quickly and easily following the jury elimination process.
- CaFÉ™ offers excellent technical support by telephone and email.

**Artists also benefit when an organization chooses CaFÉ™ because:**

- CaFÉ™ is FREE for artists to register and create an account.
- Artists no longer have to submit paper applications.
- Artists may submit with high-quality digital images, as well as audio and video files.
- Artists can manage multiple applications at once using CaFÉ™.
- Artists only have to enter contact information into CaFÉ™ once.
- Artists can select which artwork samples to submit for each different call for entry.
- Artists can access their CaFÉ™ accounts online anytime, from anywhere.
- Artists' artwork samples and personal information are kept secure and confidential.

**FREQUENTLY ASKED QUESTIONS - BY ADMINISTRATORS**

**How many artists use the CaFÉ™ system?**

Thousands of artists use CaFÉ™. Since 2005 CaFÉ™ has registered over 130,000 artists, and everyday new artists are discovering CaFÉ™.

**Do artists need any special software to format images to submit to my call?**

No special software is required, but many artists already use Photoshop or a comparable image editor to resize and clean up their digital images for many other uses. CaFÉ™ accepts JPEG files with minimum dimensions of 1920 pixels on the longest edge and a maximum 3.0 MB for the file size.

**Does CaFÉ™ allow me to accept audio and video work samples for my call for entry?**

Yes. CaFÉ™ is used primarily for visual arts calls for entry in which artwork samples (image, video, audio) are most appropriate for submission. Please contact us so we can learn more about your project if you wish to use CaFÉ™ for a non-visual art or multi-disciplinary projects.

**Can I manage my own call for entry application and process?**

Certainly. Each call-for-entry administrator is assigned a login and retains complete control over the management of applications, jurors, and artists.

**Can I customize my application form?**

Yes. CaFÉ™ allows administrators to perform some tailoring of their application form using CaFÉ™'s custom question editor.

### **How can I post an announcement about my call for entry on CaFÉ™?**

Announcing your call on CaFÉ™ is reserved for licensed administrative clients. Once you have set up and opened your call on CaFÉ™, your call will be promoted on CaFÉ™ under CaFE Listings.

### **How are artists notified of open calls for entry?**

Artists can visit CallforEntry.org anytime to view open call for entry [listings](#). CaFÉ™ also sends regularly scheduled notifications to artists approximately twice a month that lists upcoming deadlines. We encourage organizations to advertise and send out their own announcements via mailing lists, e-newsletters, brochures, social networks, and other websites.

### **How do jurors score applications?**

You give each juror permission to an online score card that can be accessed from any computer or laptop with an Internet connection. Jurors view artwork samples online of each artist's work and score each applicant on the online score sheet. Jurors review one image at a time or may view a body of work, depending on the configuration.

### **How much does it cost for an organization to use CaFÉ™?**

CaFÉ™ has several pricing plans and one is available to meet your organization's needs. Contact us to learn more about CaFÉ™ pricing.

### **Is there an annual license fee?**

No. CaFÉ™ requires a one-time setup fee and application (call) jury module fee, plus applicable related software fees. You pay only when you use it. See the pricing plan page for more information.

### **Do I need special equipment to use CaFÉ™ and/or the CaFÉ™ jury?**

No. CaFÉ™ is web-based, and all users, including jurors, only need a computer with Internet access.

### **Do I need to involve my IT department?**

No. That is what's so great about the CaFÉ™ system. No installation of software is required; no network access is required. You can access CaFÉ™ from any computer with an Internet connection.

### **Do jurors need special viewing equipment?**

No. For the purpose of reviewing applications in CaFÉ™, jurors do not need special equipment. A computer with high-speed Internet access is all that is necessary to review the submitted entries.

### **Can artists upload video and audio?**

YES! Ask us about the file specs or visit the CaFÉ™ [Media Prep](#) webpage for more detail.

### **Will I receive the artists' email addresses, or do I have to go through CaFÉ™ to communicate with artists who have applied to my call for entry?**

CaFÉ™ captures the artist's profile information upon registration. So you will receive the applicant's email, phone number, and mailing address. Additionally, CaFÉ™ offers a communication feature that

allows the administrator to send email through the system to applicants. CaFÉ™ also allows the administrator to download applicant contact information directly into a spreadsheet for mail merges and/or use in updating a database.

**Is technical assistance provided to administrators and artists? If so, who provides it?**

Administrators receive training and guidance with a CaFÉ™ team member throughout their active role. Artists may contact CaFÉ™ tech support for technical assistance. In the event that major technical assistance is required, CaFÉ™ technical support is available Monday through Friday, 8:30 a.m. to 5 p.m., MST, by calling 303.629.1166 or via email at [cafe@westaf.org](mailto:cafe@westaf.org).

**My agency needs to retain an archive of all application submissions. Does CaFÉ™ offer this service?**

Yes. Administrators can request a download images submitted by applicants. Further, CaFÉ™ allows an administrator to download application information for all applicants.

**FREQUENTLY ASKED QUESTIONS - BY ARTISTS**

**Is there a fee for artists to use CaFÉ™?**

CaFÉ™ is FREE for artists to register and create an account. Some organizations hosting a call for entry may decide to collect entry fees or application fees, but CaFÉ™ itself is free for artists to use.

**How do I add an artist's statement or resume to a CaFÉ™ application?**

When requested by a call for entry administrator, additional material such as an artist's statement or resume will be added to the specific call for entry form.

**How does a group of artists apply as a team?**

We recommend that artists carefully read each call for entry's eligibility and submission guidelines regarding team applications in case there are specific instructions. Otherwise, a team can choose a lead artist to handle the application process via CaFÉ™.

**What types of artwork samples can I upload to my portfolio and apply with?**

CaFÉ™ accepts images, audio, and video files. Each organization chooses which types to accept and how many. Media format specifications are found online at CaFÉ™ [Media Prep](#).

**Can I upload JPEG files?**

Yes. CaFÉ™ accepts JPEG files with minimum dimensions of 1920 pixels on the longest edge and a maximum 3.0 MB for the file size. Checkout the CaFÉ™ [Media Prep](#) for more.

**What is the status of my application?**

Artists can login to CaFÉ™ at any time to manage and check the status of submitted applications. To do so, artists should access the CaFÉ™ system at [www.callforentry.org](http://www.callforentry.org) and log in to the system to review application status.

**Is CaFÉ™ public or is membership required?**

CaFÉ™ is not a public gallery or portfolio-viewing site. CaFÉ™ is used by artists to manage their call for entry applications via a free and secure login. Artists seeking an online gallery or portfolio web site may be interested in [www.artistsregister.com](http://www.artistsregister.com).

### **Who can I call if I need help?**

If you have questions about the call itself, please contact the sponsoring organization. If you experience any issues with the CaFÉ™ system, the CaFÉ™ team offers technical support Monday through Friday, 8:30 a.m. - 5:00 p.m. MT and may be reached at [cafe@westaf.org](mailto:cafe@westaf.org).

## **HOW TO GET STARTED**

### **1) SCHEDULE A DEMO**

Take CaFÉ™ for a test drive. Taking part in a complimentary online CaFÉ™ demonstration is the best way to become familiar with how CaFÉ™ functions and how the system can best serve the needs of your call for entry. An online demonstration will give you an opportunity to ask questions about how CaFÉ™ can help you administer your specific call for entry. A complete demonstration of both the applicant side and the administrative side of the CaFÉ™ system takes a little over one hour. An hour allows enough time for you to learn about CaFÉ™'s tools and how your organization will benefit from using CaFÉ™. To participate in a demonstration, all you need is a computer with an Internet connection and access to a telephone.

Email the CaFÉ™ team or call us today at 303.629.1166 to schedule your demo. Demos are available during normal business hours and take a little over one hour to complete.

#### **CaFÉ™ Sales Consultant**

Kat Stephenson

**email:** [kat.stephenson@westaf.org](mailto:kat.stephenson@westaf.org)

#### **CaFÉ™ Manager of Client Services**

Raquel Vasquez

**email:** [raquel.vasquez@westaf.org](mailto:raquel.vasquez@westaf.org)

### **2) LICENSE CaFÉ™**

After the demo and upon your decision to license CaFÉ™, we will email you the software license agreement and initiate the contract phase.

### **3) SETUP AND POST YOUR CALL**

Upon receipt and processing of a signed contract, you will be able to start setting up your call.

#### **Technical Support**

CaFÉ™ staff supports the sponsoring entity from the set-up of the call through the artists' notification and data-archiving segments of the project.

The agencies hosting or sponsoring the call serve as the first line of support for applicants, as most questions are related to call requirements. CaFÉ™ staff will provide back-up technical support to artists experiencing technical problems in accessing or using the system.

## **SUGGESTED TIMELINE FOR NEW CaFÉ™ CLIENTS**

As your organization considers using CaFÉ™, please note the following suggested timeline for your transition to this new digital process. While we can work with you to launch your call for entry application in CaFÉ™ in as little as a week upon contract signing and payment, we suggest that you begin the process of licensing and opening your call in the CaFÉ™ system at minimum one month before your anticipated call for entry is scheduled to open. Note, government agencies and colleges & universities may need two months lead time (or more) to get purchase approval from their procurement services and route contract for review and signature. Any requests for changes in the agreement may result in delays.

### **This one-to-two month lead time allows you and your staff enough time to:**

1. Schedule and participate in a full demonstration of the CaFÉ™ system
2. Review, sign, and return the licensing agreement and initial payment\*
3. Process and set up your account with a CaFÉ™ team member
4. Schedule and receive training on using the CaFÉ™ system
5. Set up, build, and preview your call for entry application in CaFÉ™ prior to launch

While calls for entry can be managed successfully with less lead time, following this suggested timeline will ensure the best possible outcome for your call for entry. If this recommended timeline is not feasible, please contact a CaFÉ™ team member to discuss other recommendations and steps that can be taken so that your call for entry successfully transitions to the CaFÉ™ system.

## **IS IT AFFORDABLE?**

CaFÉ™ offers several price points to fit your needs. Depending on your call type, number of applicants, and submission requirements, there are several CaFÉ™ pricing options right for you. For a limited time, we are offering special pricing for new small organizations/calls with less than 150 applicants, as well as special pricing for public art programs new to CaFÉ™. Please contact our sales representative to learn more about the specifics of our special pricing terms and if your organization/call qualifies, or see page 11-12 for more details.

### **Ask about these current pricing plans:**

- **Micropricing**—Expecting less than 149 applicants? This might be right for you.
- **Public Art Pricing**—Are you a public art agency new to CaFÉ™? This might be right for you.
- **Standard Pricing**—Do your call for entries responses exceed your expectations? This might be right for you.

## **MARKETING YOUR CALL FOR ENTRY ON CaFÉ™**

Please note that while using CaFÉ™ can significantly increase exposure for your call for entry, you should not expect it to serve as the sole means through which you advertise and promote your call for entry. In order to ensure a strong response from artists and other users of the site, we suggest you continue using traditional marketing approaches in tandem with CaFÉ™.

## **EXTRA EXTRA! WHAT ARTISTS AND ADMINISTRATORS SAY ABOUT CaFÉ™**

"I'm an artist and this past month I sent out three responses to public art RFQs. The first had ridiculous requirements, but since I thought my work was eminently suitable I spent the many hours required on it. The second was reasonable, except that they wanted 10 copies each of everything—which cost time, ink, and FedEx fees for the extra weight. The third was through CaFÉ™. It was sheer heaven. Thank you so much for creating CaFÉ™—you can't imagine how much easier it makes life for us!"

*--C.S., Brooklyn, NY, via email*

". . . I promote CaFÉ™ to every public art organization I come in contact with so that we can move from slides into the 21st century. It saves me loads of time and money when your service is used."

*--Anonymous Artist, from CaFÉ™ web survey*

"I wish all public art buyers used CaFÉ™ to accept applications—it is much easier, cheaper, and faster than getting all the slides and notes together every time and it frees me up to do actual creative work. I'm never worried about the package arriving safely and on time. Please get more municipalities to use this service!"

*--Anonymous Artist, from CaFÉ™ web survey*

"The CaFÉ™ system is a winner for the public art field. Artists appreciate CaFÉ™'s efficient application system and how well their work is presented. As a public art consultant, I also value the clarity of presentation and the streamlined review process now possible with CaFÉ™."

*--Barbara Neal, Public Art Consultant for Stapleton, Denver, CO*

"Many thanks for making the instructions for CaFÉ™ clear and I appreciate your prompt response and clarity. Generally I love the CaFÉ™ system—it saves me HUGE amounts of time in administration! And in regard to staff support, you have ALL been great and I really do thank you for shepherding us through the hard spots as we moved our system online."

*--D.F., via email*

## CaFE™ PRICING AND FEATURES

### MICROPRICING (limited time)

FEATURES AND SERVICES	COST	QUANTITY	DESCRIPTION
One-time Setup	<b>\$150.00</b>	1	base fee
Application and Jury Module	<b>\$300.00</b>	1	base fee
Per artist	<b>\$2.00</b>	1 - 149	for each applicant, and for over 149
Per image	<b>\$0.00</b>	20 per applicant	max. allowed
Per audio and video	<b>\$3.00</b>	6 per applicant	max. allowed
Financial Transaction Assistance*	<b>3.25%</b>	for all	Visa/MC process fee

*\*Applies only for organizations that charge an entry fee and collect payment via Visa/MC. Payments are processed by WESTAF.*

Designed especially for organizations with a small number of applicants expected (less than 150) and limited budgets - developed to meet this need. This limited time offer will allow a number of pilot organizations not currently using CaFE™ (or ZAPP®) to take advantage of the new micropricing cost on a first-come, first-served basis. Agencies who wish to administer public art programs on CaFE™, please see our Public Art Pricing plan. The CaFE™ team will help you to determine whether your organization will be accepted as a participant in the micropricing pilot program based on number of anticipated applicants per call. Additional terms and conditions may apply.

### Public Art Pricing (limited time)

FEATURES AND SERVICES	COST	QUANTITY	DESCRIPTION
One-time Setup	<b>\$250.00</b>	1	base fee
Application and Jury Module	<b>\$450.00</b>	1	base fee
Per artist	<b>\$4.00</b>	over 500	for each applicant
Per image	<b>\$0.00/\$100.00</b>	6 per applicant/over 6	for each image
Per audio and video	<b>\$3.00</b>	6 per applicant	max. allowed
Sites/Opportunities	<b>\$100.00</b>	unlimited	for multiple opportunities within one RFQ/RFP
Financial Transaction Assistance*	<b>3.25%</b>	for all	Visa/MC process fee

*\*Applies only for organizations that charge an entry fee and collect payment via Visa/MC. Payments are processed by WESTAF.*

Designed especially for public art agencies and public art programs not currently using CaFE™. We recognize the need for all public art administrators to have access to an online application-management and adjudication system, the CaFE™ team developed this special, limited time offer pricing plan to meet that need. Additional terms and conditions may apply.

**CaFE™ PRICING AND FEATURES cont.**

**STANDARD PRICING**

FEATURES AND SERVICES	COST	QUANTITY	DESCRIPTION
One-time Setup	<b>\$750.00</b>	1	base fee
Application and Jury Module	<b>\$450.00</b>	1	base fee
Per artist	<b>\$3.00</b>	150 - 2000	for each applicant
Per image	<b>\$0.14</b>	20 per applicant	max. allowed/for each image
Per audio and video	<b>\$3.00</b>	6 per applicant	max. allowed
Financial Transaction Assistance*	<b>3.25%</b>	for all	Visa/MC process fees

*\*Applies only for organizations that charge an entry fee and collect payment via Visa/MC. Payments are processed by WESTAF.*

Designed especially for organizations that administer well received call for entries, whether for visual arts, fellowships, individual artist grants, photography competitions, large public art commissions, international call for artists, video and new media festivals, residencies, and other popular and well recognized call for entries.

**STANDARD and PUBLIC ART PRICING BUNDLES PACKAGE**

APPLICATION AND JURY MODULES	COST	DESCRIPTION
3 calls	\$1,200.00	savings of \$150.00
6 calls	\$2,300.00	savings of \$400.00
10 calls	\$3,750.00	savings of \$750.00
need more calls?	contact us	contact us

*Micropricing bundles are available at the Micropricing application module cost of \$300.00 each.*