



Lincoln Gallery

THOMPSON VALLEY ART LEAGUE

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December 2018 Newsletter

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- Next Members' Meeting – January 17 @6:30pm at the Gallery

Message from the President

What a **successful year** we've had at the Thompson Valley Art League and Lincoln Gallery!

- We **hired a new Director** who has led our administrative, sponsorship, downtown presence and overall Gallery image. Lenina has been a much needed change for us.
- We **re-joined the Loveland Chamber of Commerce**. Why? The result has been that other Loveland businesses have become re-acquainted with our gallery and have held after-hours events in our building. So?? Well, these business people have become customers! They have been impressed!
- We had a *very* **successful National Fine Art Show** in May – netting over \$5000 for our organization and greatly increasing our art reputation locally and beyond.
- We successfully participated in Pastels on 5th by having our **Starving Artists Sale** – resulting in wonderful summer sales for the Gallery.
- **Art in the Park** was again a premier event. But, we could have done better – more on the changes we've made for next year later in this Newsletter.
- We were primary participants in the **Loveland Art Studio Tour** – our gallery was in a prime spot for traffic and attention. Our artists did demos and we sold a good amount of our art.
- Our **Regional Fine Art Show** was a mixed bag. We netted under \$2000 – but the attention and praise we received and the outstanding success of our opening brought us extraordinarily positive comments with several participating artists wanting to join our gallery and be a part of our organization.
- Now in December we have **newly hung Members Art** in the Gallery -- we actually had several sales before the art was hung on the walls! Customers are coming in to browse our under-\$100 holiday Sale but they are buying our Member Art!
- **We got our finances in good shape!** Last year we exited the year financially with a negative \$700. This year we will go into next year with over \$6,000 in our bank account. This gives us some relief on paying some of our lingering obligations and still start next year in good shape!
- Additionally, we have **revised our Membership Levels and Application form and updated our By-Laws and Policies, Procedures and Guidelines** to all be aligned.
- We have several **excellent artists waiting to become juried members**.

Thanks to all of you who have helped make this year so very successful for the Gallery! It is because of each of you that our organization not only continues to grow but has become a very respected and recognized member and leader of the Loveland art community. TVAL/Lincoln is an exciting organization to be a part of. I look forward to your joining all of us for an exciting and progressive 2019!

Bonnie Stählin, 2018/2019 TVAL President

New Membership Levels

As discussed in several of the recent Members' Meetings, we need to increase the number of artists in our organization so that we can continually offer a diverse collection of art in our gallery and increase the involvement by our membership to support our shows and other activities.

In order to accomplish these goals we have defined several membership levels. These levels are described in detail on the 2019 Membership Application which is downloadable from our website. The direct link to this document is: <http://lincolngallery.com/2019-tval-membership-app/>

In summary, the levels include:

- **Sustaining Member** (\$500)
This level is for members who want to pay to hang additional pieces of art, chose not to fulfill some of their volunteer requirements and want an option to be Artist of the Month*
- **Exhibiting Member** (\$400)
This level is for members who chose not to fulfill some of their volunteer requirements
- **Active Member** (\$200 2018 Members; \$240 New Members)
This level is like our past membership level -- the number of pieces shown per month is 1-2. This membership level will increase to \$240 for all members in 2020.
- **Aspiring Artist** (\$50)
This level is by invitation only and is designed to provide an opportunity for promising beginner artists to show their work
- **Art Enthusiast** (\$50)
This level provides membership for those who do not wish to display art or be a voting member. These members may actively volunteer in the organization and receive discounts.

*Artists who are not Sustaining Members may pay an additional \$100 to participate as an Artist of the Month

Membership Renewals Due

Membership renewals are due now and can be submitted through January. Each member is required to:

- Submit a new Membership form
downloadable on our website at: <http://lincolngallery.com/2019-tval-membership-app/>
- Submit payment via cash or check to the Thompson Valley Art League
- Read the updated By-Laws
downloadable on our website at: <http://lincolngallery.com/by-laws-2018>
- Read the updated Policies, Procedures and Guidelines
downloadable on our website at: <http://lincolngallery.com/policies-procedures-guidelines-2018>

Sheryl our bookkeeper will be invoicing each of the eligible members to that our Quickbook records will be complete. If the membership level you decide is different from the invoice, please just adjust it and Sheryl will fix it in Quickbooks. Also, if you have already submitted your membership form and payment, Sheryl will automatically record the invoice number with your payment.

New Art in the Park Management

For those of you who have been in our organization for many years, you know that in the past, our Art in the Park event was managed internally by our Gallery Director and our Membership.

A few years ago, the management of this event was contracted out to an outside contractor. This model served us well for a few years. But, even though this past year's event was successful, we see that the event coordination objective is no longer focused on optimizing the income to the organization. We simply can no longer afford the evolving high cost of an outside contractor.

For 2019, we will bring the management and coordination of the Art in the Park event back in-house. We will have a committee to head up this event with the volunteer involvement of the complete organization. We are fortunate to have some wonderful expertise in our organization for managing this event for the coming year and have had individuals with needed talents come forward to work on the Art in the Park committee.

Jill Atchison joined our organization in November as a new Ceramic Artist -- you can see her wonderful vessels on display in the Gallery.

In addition to being a ceramist, Jill has valuable event management experience – most recently as the coordinator for the Loveland Studio Tour and Event Manager at Sylvan Dale Guest Ranch. Jill also had a past active role in one of our past Art in the Park events. When we were discussing the possibility of bringing Art in the Park back in-house, Jill came forward to join the core committee, offering her experience to help coordinate the event.

In addition to Jill's coordination, Sheryl Jones – TVAL/Lincoln Bookkeeper will handle our Financials, Lenina Olivas will head up getting our Sponsors and Bonnie Stählin will update the Art in the Park Website.

Art in the Park applications open in January. Jill will give you all an update at our January Meeting.

What's coming in 2019

We are now poised to begin some exciting new initiatives. In 2019

- George Coll is leading up an effort to have TVAL/Lincoln offer art workshops and classes – George will update us as plans come together.
- Nina Breuer will be organizing vendor pop-ups during some of the traditionally slow weekend times this winter
- For the 2019 National Fine Art Show, Kayo Peeler and Clare DiBella are co-chairs. They will meet in January and get their committee formed and active. Gordon Middleton has helped get this event on Café
- More Starving artist events are planned to coincide with other downtown events
- Pints for People will be back in June.
- Lenina is looking at bringing back the Barnes and Nobel fundraiser

Other News

- Jimmy Magourik was named 2018 Volunteer of the Year at our December PotLuck.
- Jim Digby was honored as our organization's First Photographer Member and given a 2019 Art Enthusiast Membership.

January Members' Meeting

The next TVAL *Members' Meeting* will be on *Thursday, January 17th at 6:30pm at our Lincoln Gallery*. After a short business meeting, Leslie Botha will be doing a presentation on The Importance of Social Media for Business.

2019 TVAL/Lincoln Gallery Board of Directors:

- × Bonnie Stählin, President/Co-Treasurer
- × George Coll, Vice President/Co-Treasurer
- × Kathi Kline, Secretary
- × Clare DiBella, Community Member at Large
- × Kayo Peeler, Member at Large
- × Nina Breuer, Member at Large
- × Lenina Olivas, Gallery Director