

January 4, 2021

*We have a lot to communicate and a lot to do in January. So we are going to “take it in stages.” There will be **two** Members Updates this month. Please read them!*

***First (this email):** overview of the new and revised membership levels, plus committee positions and volunteer opportunities. Three Board members (Linda Renaud, Marc Jones and Gordon Middleton) will follow up with phone calls to every member. This will be the Q and A time. We want to answer any questions you have and address any concerns.*

***Second:** (sent on January 22.) The main purpose of this email will be to give members the links to Sign Up Genius – for committee sign up and for choosing your short term volunteer service. The email will also report on the Members meeting on January 21st (the agenda will be the committee and volunteer expectations and sign ups.) Also included will be a projected calendar of 2021 events, and information about the calls for entry for upcoming shows and Art in the Park.*

Membership Levels

New member categories added; membership levels revised

The Thompson Valley Art League Board of Directors has announced the membership levels for 2021. They are as follows:

- **TVAL Member (basic) \$45/year**

Benefits:

- 10% discount on all TVAL sponsored classes
- Monthly League newsletter
- Voting privileges at members meeting
- Participation in Annual Members Show
- discount on Art Critiques
- Member discount to all TVAL sponsored events and shows

Volunteer requirements: optional

▪ **Student Member (High School, Trade School or College) Free**

Benefits:

- Juried in by Gallery Director
- One time per year featured show that coincides with a Night on the Town
- may apply to the annual member show

▪ **Exhibiting Member \$300/year**

Juried in by the Board of Directors

Benefits:

- all basic membership benefits
- opportunity to display on a monthly basis at Lincoln Gallery
- Artist tab on the Lincoln Gallery Website (Artist Bio and 4-6 images)
- Opportunity to be a featured artist on all TVAL Social Media platforms

Volunteer requirements:

- Serve on at least one committee (Exhibition, Marketing, Membership, Education, or Sponsorship)
- 3 short-term volunteer responsibilities (NOTT, Studio tour, Shows, etc)
- volunteer at Art in the Park

▪ **Silver Member \$500/year**

Juried in by the Board of Directors

Benefits:

- all basic membership benefits
- opportunity to display on a monthly basis at Lincoln Gallery
- Artist tab on the Lincoln Gallery Website (Artist Bio and 4-6 images)
- Opportunity to be a featured artist on all TVAL Social Media platforms

Volunteer requirements: optional

▪ **Patron Member \$500+/year**

Benefits:

- monthly member update newsletter
- support of the mission of the Thompson Valley Art League

Volunteer requirements: optional

The Board recognizes that members may have questions about these revised membership levels. Board members Linda Renaud, Marc Jones and Gordon Middleton will be calling every member between January 5 and January 13. Please review the above information and have your questions or comments ready for their phone call.

Two documents are separately available on the Lincoln Gallery website: 2021 TVAL Standing Committees and TVAL Short Term Volunteer Opportunities.

NEW benefits in 2021:

Our **online presence** has magnified our visibility in the community. Even with Covid restrictions our sales are up. We are growing our audience – which benefits every exhibiting member in the Gallery.

Every member will have their **artworks shown** on our Lincoln Gallery website. We will feature every exhibiting member's artwork on social media. This helps members increase their personal audience and the awareness of their work.

We are **adding shows** to our exhibition lineup – *without decreasing the time that members can exhibit their own artwork in the Gallery*. For example, the Northern Colorado Regional Photography Show will only display the award-winning photographs. All other accepted entries will be online. This preserves the opportunity for members to continue to show their work in the Gallery while the photography show is underway. Photography is now *not* a category in the National or Regional Fine Art Shows. The large mixed media/acrylic category will be separated into two categories which makes more sense for those media. Photography will have two independent shows.

There will be a **new Members Show**. All TVAL members will be eligible to exhibit artwork in this show. This will not be a juried show. Stay tuned for more information.

Education! We are making a point to increase our workshop and class offerings. Diane Edwards will be chairing a new Education Committee and bringing energy and organization to our efforts in this area. Covid continues to be a challenge to in-person learning, but we will work within the health department guidelines to begin classes as soon as possible.

And finally, a point of pride. With the addition of a student membership the Art League will be **encouraging up-and-coming artists**. Student members will have the opportunity to show a few of their artworks during one Night on the Town each year. This will bring added excitement and awareness to Lincoln Gallery and our NOTT events as well as offer encouragement to artists of the future.

Members Meeting: Thursday, Jan. 19, 6:30 pm. This meeting will be via ZOOM.



Online success!

December 2020 Gallery sales were FIVE TIMES greater than sales in 2019!! This is being driven by our presence online. Every week there were several videos on Facebook. Each one had over 1500 views. The Facebook videos were complemented by Facebook and Instagram posts as well as a slideshow on our website of art works in the Gallery. All of this online presence drew buyers to the Gallery. Contactless transactions, curbside pickup, viewings by private appointment and local deliveries sealed the deal for many who were shopping locally this holiday season.