

HERSHEY AREA ART ASSOCIATION  
Status of the Organization - 2018

Accomplishments of 2018

- \* Updated financial procedures for processing class payments
- \* Design and development of new website [hersheyart.org](http://hersheyart.org)
- \* Joined the Pennsylvania Association of Non-profit Organizations (PANO)
- \* Sponsored 15 art shows and exhibits, 40 members participated
- \* Membership at end of year was 150, average meeting attendance 42
- \* Increase in membership fees, sales commissions effective 2019
- \* Provided donations to Hershey Derry Township Historical Society and Hershey Partnership

Goals for 2019

- \* Enhance advertising, signage, and promotion of HAAA
- \* Development of 3D policy and guidelines
- \* Revision of bylaws - a six month project by the Board and PANO
- \* Development of a HAAA Proposal Document for possible grant applications
- \* Planning for HAAA 25th Anniversary (2020)
- \* Development of a contingency plan for another meeting/class location
- \* Continue to develop new ways to show and sell member work

Report presented to membership at monthly membership meeting on  
January 8, 2019

Respectfully submitted

Kathleen Grim  
President