

Sanford Seminole Art Association

The Mission...The Vision...The Actions 2025-2026

2025-2026 SSAA Board of Directors

President, Paul Bruno

Vice President, Jill Cross

Secretary, Beverly Deich

Treasurer, Becky Woodward

Members At Large:

Evelyn Johnny Blunt

James Castro

Carla Chesser

Helen Yue

Georgia Hershisier

Vision-Action Plan 2025-2026

Creating a Vibrant Membership: We offer opportunities for our members to grow and develop their skills through assorted media demonstrations, training and workshops; and provide venues to share their experience, celebrate their talent and showcase their talent in art exhibitions throughout Central Florida.

Opportunities for Our Artists/Artisans to Connect; to Develop their talents; and To Exhibit their Work:

The 2025-2026 Meeting and Exhibit Schedule:

- There are 9 scheduled all-member meetings from September 2025 through May 2026.
- October 2025-November 2025: The 3rd. Annual “itty bitty “Art Expo at The Historic Sanford Welcome Center
- November 2025: The Annual Fall Art Exhibit at the Casselberry Art House
- December 2025: The Annual Holiday Luncheon and Competitive In-House Art Show
- January 2026–February 2026: Bringing in the New Year Exhibit at the Maitland Library
- April 25 and April 26, 2026: Create an exhibit and participate in The Saint John’s River Fest
- May 2026-June 2026 The Sunshine Gallery Spring Show at the Casselberry Library
- July 2026-August 2026: The Summer Fun Exhibit at the Sanford Welcome Center
- Other Potential Exhibit Venues Include: The Hollerback Art Gallery, The Ritz Theater
- In 2025-2026, the new Plein Air painting will expand the venues and opportunities to paint outdoors for interested members.
- In 2025-2026, SSAA will introduce the “Make and Take Exhibit’ to the Earth Fest Saturday hosted by the City of Casselberry.
- In 2025-2026, a team of technology and social media “savvy” members will develop and present a workshop for our members who are interested in the “business side” of exhibiting and selling their work. The workshop will focus on integrating their own websites to recommended social media platforms. This workshop will be presented at one of our monthly meetings.

Building-Strengthening Member Relationships: SSAA begins the business portion of each monthly meeting by formally welcoming our new members and guests. In 2025-2026, we are adding caring moments to the agenda by announcing the names of members who are experiencing a life challenge, who would welcome the support of their association friends.

Vision-Action Plan 2025-2026

Establishing Community Partnerships: We develop relationships with local businesses and other resources to access funding, create awareness, and contribute to the expansion of our organization, making a positive difference in the lives of emerging and professional artists, as well as those of our patrons.

Strengthening Our Connections: Partnerships are Two-way Streets

The following organizations have supported SSAA by providing our association with exhibits and funding opportunities.

- The Maitland Library
- The Casselberry Library
- The Ritz Theater
- The Historic Sanford Welcome/Information Center
- The Casselberry Art House
- Hollerbach's Restaurant
- Seminole County Arts Council
- Echo ED Corp – Generous Donation

We realize that a partnership is a 2-way street. To that end, Paul Bruno, President of the Sanford Seminole Art Association, will reach out to the leaders of the above organizations and inquire about how SSAA can support these organizations in achieving their performance goals for 2025-2026. The contacts will be made in September, October, and November 2025.

Applying for Grants: Securing the Funds that Enable SSAA to Accomplish its Mission and Vision

In 2025-2026, SSAA will apply for 2 grants. These funds will be applied to general meeting presenters, to special meeting venues, to “community partnerships,” and “pay it Forward” initiatives outlined in the vision statements for 2025-2026.

Note: One grant application is in process with the Seminole County Arts Council. SSAA will be looking for an additional grant in the upcoming year.

SSAA's 1st Annual Fund Raiser:

In 2025-2026, SSAA will convert the 4th. Annual “itty bitty” Art Expo into the association's first annual fundraiser. In the upcoming year, a special “fundraiser team” will determine the ground rules, pricing, communication, and sales and marketing procedures for this new event.

The exhibit will kick-off the SSAA's new year in October–November 2026.

Hollerbach's Bingo Nights Fundraisers: Carla Chesser will be approaching Linda Hollerbach (Owner) about multiple nights for our organization to hold multiple evenings in 2025-2026.

Vision-Action Plan 2025-2026

Creating Opportunities to Pay It Forward: Not only do we teach classes and donate works of art to various community organizations, but we also offer associate membership opportunities, mentorship, and scholarships to high school and college students who wish to pursue their passion in art.

Reaching Out...Adopting a Seminole County High School in 2025-2026

- Working with the school's administrators and teachers, SSAA volunteers will offer teaching and mentorship opportunities to the art students.
- The art students and staff will be invited to our general meetings so that they can participate in the instructional presentations of our guest artists.
- The students and staff will be invited to join our members at our plein air outings.
- At year's end, our members will coordinate a juried art exhibit.
- Working with the school's staff, the association will award 3 \$500 scholarships to graduating seniors.

Make and Take Art Exhibit for 2026's Earthfest on Saturday, hosted by the City of Casselberry: Our members will set up a venue that includes three tents, work tables and chairs, grid walls, and art and craft supplies. We will invite visitors to participate in the creation of a work of art, which will be displayed immediately at the venue over the course of the weekend. What a fun way to spread our association's story and make new friends within our community.

SSAA's first Annual Holiday Gift Away! During this year's Holiday Season, SSAA's artists, gourd/artisans, sculptors, candle makers, and artisans who create stained glass originals will donate a piece of art that will be given as gifts to a designated organization inside Seminole County. Carla Chesser (Board Member) and James Chonody (Member) will coordinate the creation of this new annual Holiday tradition for our association.