

SSIA Board Meeting April 30 2011

Blaise states that we need a 3-month lead time to reorder bags.

Don will check inventory of the bags.

We talked about redesigning the bags.

Make the SSIA logo smaller and put more ads on the bags.

The SSIA has a Face book page with 143 members.

Pilot coop ad program. http://www.youtube.com/my_videos?feature=mhee is link to crude video I shot of billboard.

This is a large video billboard on a very high traffic corner in Chicago.

Cost is 1200 per month with a 3-month minimum. Also there is a 300 set up fee.

The board has voted to pay 1/3 of the cost of this. If successful it may be run in other markets.

We need a press release to help promote shoe repair.

This might include the history of shoe repair and the history of the SSIA.

Other topics could be that shoe repair is very green. It goes beyond recycling to reusing. Also it's a way to "shop local" Both concepts are very important with our youngest customer. People in there twenties just entering the work force.

The SSIA web site is in need of a refresh.

Is Mitch a value at 650 per month?

A commitie was formed to address the web site issues with Raul as chairman. He will present a his ideas at the board meeting in July at the convention.

Can we hire a collage student to help with web design?

Also we might consider buying some traffic on the web and directing it to member stores.

The board should have better access to the membership database.

What are the comities and who are the members. Do we have any record of them?

A motion was voted on and passed to procure 500 t-shirts for the 2011 convention one side and the more than you think slogan on the other.

A question that was raised.

If the North American Shoe Repair Association a positive or a negative?