

## SSIA BOARD MEETING FRIDAY JULY 19, 2014

**Attendance: Sandra, Jonathon, Rick, Steve, Paul, Bob, Jim, Marcello. Notes: Gina absent Don**

### **Old business**

Adoption of old minutes: Voting on adoption of last meetings minutes. Bob motions to adopt the July 1<sup>st</sup> minutes Jonathon seconds. All approved.

### **Advisory committee heads: Report:**

Paul-suppliers Suppliers are happy that there will be a meeting after Saturdays convention.

Steve-wholesalers Not sure of what they are going to talk about but will bring up a list of rules everyone should adhere too.

Jim or Sandra or Marcello- repairers Might want to get together and discuss some things

**Treasurer Report: Bob Bank Statement was 82,000 after the show it will be around 55,000**

**Show Committee (Bob, Rick, Steve) Show: Show problems and last minute items:**

From Sandra:

We have 265 shoe repairers (people) pre registered from 122 shoe repair shops!

We have 74 wholesalers (people) pre registered from 18 different wholesalers.

We have 114 suppliers (people) registered from 36 different suppliers.

Total of 453 people so far to attend the shoe convention.

We also had some new shoe repair members that joined these past weeks.

We have a total of 303 SSIA shoe repair shops now. That is an average around \$ 13,545 a year revenue (if they paid a min of one year membership at \$45.00)

I also noticed this year that we have shoe repairers world wide coming!

Pre registered shoe repairers from USA, Canada, Dubai, Nigeria, Puerto Rico, Turkey, Great Britain and the Netherlands!

I know we have Alain Davis coming from Great Britain due to our SSIA FACEBOOK GROUP PAGE! I wanted to share this great info with you guys

Rick- There was an unwritten rule that wholesalers didn't have events during the show. In the future there should be no wholesaler/supplier sponsored events from noon Friday to show close Sunday.

Rick motioned that we not allow any supplier/wholesaler to have anything from Friday at Noon to the end of the show. Jonathan seconded. All approved. No nays

It was discussed that \$45 isn't a lot and SSIA loses \$70 by doing 3 years. Since we are now giving members more so we should eliminate the 3 year rules.

Marcelo motioned that in 2015 the motion is \$45 a year and stop the \$100 3 year for their renewal time. Steve seconded. All approved. No nays

**Newsletter;** (Mitch) Next issue need articles other than just show. Show pictures. Articles for the following issue too. All items need to be in to Mitch by August 15<sup>th</sup>.

In the Newsletter there needs to be something that the shoe repairers can just take to their newsletter. In the newsletter put an announcement about the article to print that is on the SSIA website.

Develop something for the website with instructions on how to: either hand deliver to the paper Or email or mail. If you hand deliver its more effective.

Mitch put on FB site that you can go to the website to print out a road map on advertising for "Shoe Repair" awareness month.

Add classifieds to the magazine and charge for the Ad. ( Like when people want to sell machines or shops.)nott just on the Website. Have announcement in the newsletter we are accepting them. Prices for Ads (Jim said Mitch said \$25 for classifieds small)

### **Shoe Repair Month**

Jim

Use Karen for website and media PR work on October shoe repair awareness. If we get her ready for the Movie and ride the wave of Media and news. If you win Silver Cup award let the local newspaper know, the media will grap the HEROs of green and renew of shoes and the local cobbler.

Using the SSIA branded behind it do a co-op with small shops in small towns that won't benefit from the Movie or the big city bill boards and news.

Paul- try and get 5 shops together for the local city news.

Rick- we need a permanent coop advertising budget

There has to be a way to contribute to the local guys advertising.

Marcello- there has to be a guideline or map on "how to promote your shop"

Basic road map of advertising for the shop.

Paul- Mitch should be able to submit the Silver Cup winner to all the Media people.

Jim- we've never taken advantage of shoe repair month. Key thing is the AP wire.

Jim- put a press release in the next newsletter that the local guy can bring to the local paper or news.

Jim- target green. The young guys are all over green industry.

The best bang for the buck is the "Stories" using the newspaper and then the TV stations get ahold of it for the morning shows.

Advertising should be marketed by age. Different magazines or newspapers by demographics of age.

There needs to be set in stone a way to follow up on this. Have Mitch pull the green article every September 15<sup>th</sup> and remind the News about "Shoe Repair Month" and give them the article.

**Bylaw Committee (Don, Mitch,)** Tomorrow

**Movie Committee - "The Cobbler" (Jim, Dana, Gina)**

Contact Kevin from Souls4Soles and have him talk to the board on a conference about his ideas.

Jim- ride the wave of the Shoe Repair month to Movie.

**PR campaign** \_\_\_\_\_ **Karen is 3 hours late. Meeting at 7:30 Saturday morning instead.**

## New Business

Make a list of what we need to do for the next two months to follow up on.

Rick- Partner with the suppliers on their ads example: (have SSIA and Vibram ad that repairers can download.)

For co-op advertising someone has to approve. This way the suppliers ads are approved by them first and the SSIA logo larger than it is to print.

Separate list of what needs to be done

- 1) Map of how to advertise and "set up ads" on the website and the announcement of it in the newsletter
- 2) Accepting classifieds for newsletter
- 3) Co-op advertising

Karen to talk tomorrow at 7:30am to board.

Paul motioned to ajourn. Bob seconded. All approve.