

## Minutes of October 25, 2017 SSIA Board Meeting

*Free Conference number is 712-432-6100 and enter code 15151347#*

**Attendance:** Sandra VerBruggen, Jim McFarland, Phil Wadzinski, Pat McCabe, Eddie Gitlin, Jesse Pasternak, Shannon Embry, Laurie McPherson and Mitch Lebovic

**Absent:** John McLoughlin,

**Quorum:** Yes

- 1) **Vote on Adoption of old minutes from September 20th meeting** – Phil motioned to accept the minutes and Laurie seconded. All approved.
- 2) **Treasurers Report** – Sandra reported for John, that we have \$87,000 in the bank roughly \$12,000 more than last year at this time.
- 3) **Old Business**
  - a) Queen Mary – The hotel apparently changed their copy of our contract without our permission. The contract Mitch and Paul have shows a guarantee of \$68,000; their copy says \$90,000. Paul Angelos joined our phone call to report that he never authorized verbally this higher amount. Sandra & Mitch will contact the hotel, again the first week of November to resolve this issue. Right now the hotel says we owe about \$15,000-half payable now and half payable at a later date or with future bookings.
  - b) Discussion of SSIA plastic bags was tabled until our next meeting.
  - c) Jesse gave Membership subcommittee report as follows:

*This committee, composed of Jesse, Pat and Shannon, met twice since our last Board meeting. The committee reviewed lists of shoe repairers that attended our last four annual conventions and determined that roughly 300 shops have let their membership lapse. That number is almost as large as our current roster of 324 shoe repair member.*

*The committee believes that many of these shops would renew their SSIA membership if, Board Members simply contacted them personally by phone and gave them a concise pitch on the main benefits of joining our organization.*

*A sample pitch would include these facts:*

1. ***Our websites shop locator lists SSIA members first when a consumer searches for a shoe repairer.***

- 2. First access to current newsletter as well as access to all previous newsletters.**
- 3. Promotional materials that can be used on social media and/or in shop displays.**
- 4. Annual convention to see first-hand new products and learn what other shops are doing new and different to expand their business.**

*The committee is asking other Board members to consider making recruitment phone calls during the months of December and January to coincide with our annual renewal of memberships.*

- d) The Board discussed our Facebook group and the 5 simple rules we ask participants to follow:
  - 1) No personal attacks.
  - 2) No commercial messages.
  - 3) No discussion of prices.
  - 4) No abusive, profane, threatening, offensive or illegal material.
  - 5) No copyrighted materials.

**4) New Business**

- a) On the subject of conventions beyond 2018 supplier board members will poll other suppliers about annual shows before our next meeting.
- b) Both Jim and Mitch gave the Board their strong reasons for continuing annual conventions. Jim pointed out that shows are generating a growing number of shoe repair shops and Mitch pointed out that the annual show is still the only event where suppliers can meet 15 to 20 wholesalers and 150 to 200 shoe repairers in one weekend.
- c) Shannon brought up and the Board discussed having presence at wholesaler open houses-which essentially are regional shows.

**5) Meeting adjourned at 9:40 PM.**