

SSIA Conference Call Minutes

Tuesday Dec 16, 2014 8pm (EST)

Attendance: Paul Angelus, Don Rinaldi, Sandra Vanbruggen, Holly Huneycut Mafoze, Bob Berman,

Jonathan Shaffer, Steve Sachs, Marcello Coronell, Mitch Lebovic Minutes: Gina Berman

Quorum: Yes

Vote on adoption of old Minutes: Postponed until next meeting

Treasurer Report: As of November 30, 2014 there was \$53,472.36 in the account.

7 checks were written since then totaling around \$7483.38 and a \$250 wire transfer for a balance of \$46,238.98.

Suppliers Report: Dues raise created a lot of discussion. Most repairers said they wouldn't join.

Wholesalers Report: None

Repairers Report: None

OLD BUSINESS

2016 Convention site information from Mitch and discussion and possible vote for location. Ran into a problem with Midwest cities. Paul bought up Kansas City that was well attended. Mitch prepared 4 cities: Indianapolis, Kansas City,

SSIA should not have a show in a city with no wholesale member or support. Don said that the only good locations for show support is the Philly/DC/ Chicago area. Those cities have good pull. Does SSIA want to go to areas that are smaller but it's a chance for those areas to have one.

Don motioned to have the show in Overland Park, Kansas, Bob seconded. All approved.

Raising of Repairer dues- Sandra put a poll up on FB about dues being raised and there were some complaints. Bob said his customers said they won't pay. There are 378 members.

Jonathan suggested going back to them and say that we listened about dues but we will have to charge for breakfast.

Jonathan motions that the dues be reduced to \$ 65 from \$100. Sandra seconded. Vote was taken. All approved.

Convention Entrance for Breakfast or Dinner- Do we charge instead of raising rates? Discussion of entrance for breakfast voting over next two weeks.

Mitch- financial cost and work if any that has been done for PR work

Mitch said that each PR piece and project will be around \$500

Newsletter

All repairers get and rough cost is \$8000 with \$4000 in revenue. If its cut 4 pages and raise Ad prices then it will work better. The name of the Newsletter will be Shoe Service from now on.

Paul made the motion to raise the Ad prices to \$500 and \$250 Steve Seconded. All approved.

Bags

SSIA is out of the plastic bags. They need to be reordered. Mitch will go out and solicit sponsors for them. It will take a few weeks.

For the reusable bags, Marcello has samples to send to Sandra and Holly for review. Bags need to be presentable and exciting. The bags can be sold in the shops for \$1 to \$2

Board Vacancy

There is going to be a board vacancy because Rick Meyer is resigning. Debbie from DC Leather is a possibility. Paul will send out an email asking for volunteers.

NEW BUSINESS

Mission of the SSIA- Lets stay focused this year and work on the Shoe Repair Awareness Week, bags, Poster and the convention.

Silver Cup

How much is spent on the Silver Cup? Judging, awards, hotels, airfare Some people complained about expenses of the people during judging. Jeff Lipson posed the question of FB and now a few people want to know. From now on the SSIA questions need to be answered. Silver Cup ended up costing about \$3000. (\$13000 total, \$8500 sponsors, \$1500 entry fee.) Any person that wants to know can call or put in a request.

FB

In the future all money questions and sensitive issues are to be only posted on our website and not on FB. Members can log in get those questions answered. Questions end up on FB and all non-members. Don will send an email out as to how to respond.

Supplier Criteria – the answer is in the bylaws and selling direct

Cost for tables at the show? Tables should stay at last years price. Wall space will not be more, but it's a premium and will go to the first few people to request them.

Meeting Adjourned at 9:30

