

## Minutes of December 21, 2017 SSIA Board Meeting

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

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

**Absent: John McLoughlin, Eddie Gitlin and Mitch Lebovic**

**Quorum: Yes**

- 1) Meeting was called to order at 8:10 P.M. and the minutes from November 29<sup>th</sup> meeting were approved unanimously.
- 2) No officer reports from President, Vice-President and Treasurer.
- 3) **Old Business**
  - a) Don is still negotiating with Queen Mary representatives about the disputed \$8,800 bill; nothing further to report
  - b) We still have roughly 260 cases of SSIA plastic bags; so we can wait till spring before needing to print more. Also, three advertising spots remain on the bags.
  - c) The Winter Newsletter is still \$3,000 short of normal ad levels. Sandra will make calls to advertisers and we'll delay the print deadline for two weeks to accommodate the late addition of ads.
  - d) The membership subcommittee will meet in January and divide up the list to call shoe repair shops that have let membership lapse the past couple of years.
- 4) **New Business**
  - a) Phil reported that 75% of suppliers that responded to an e-mail about SSIA Conventions want them every other year instead of annually. After some discussion the Board decided to keep annual conventions through 2019 and let next year's Board decide the fate of a 2020 convention.
  - b) After discussing the venue for 2019 convention Phil motioned to hold the gathering in Orlando. Jim seconded and the Board approved unanimously.
  - c) KIIX asked Sandra to advertise in our Newsletter; she'll ask them to first join the SSIA.
  - d) Sandra suggested we sell our T-shirts on the Teespring website. She'll e-mail Board Members more information on this before our January meeting.
  - e) As Sandra will be leaving the Board this summer she reminded us that someone else from the Board needs to manage the SSIA Facebook page and the consumer page on our website.
- 5) Our next meeting will be January 17, 2018.
- 6) Meeting adjourned at 9:25 PM.