

Minutes of February 21, 2018 SSIA Board Meeting

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

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

Quorum: Yes

- 1) Meeting was called to order at 8:03 P.M.
- 2) Minutes from January 17, 2018 meeting were approved unanimously.
- 3) **President's Report-** Sandra reported that Birkenstock will not be renewing as a supplier member.
- 4) **Vice-President's Report-** Jim reported that he was interviewed by Popular Mechanics Magazine. Their article on our industry should appear in the May issue (available late April). He hopes it's a good piece since they interviewed him one hour each on 3 separate occasions.
- 5) **Treasurer's Report-** John reported that we have roughly \$95,000 in bank - \$15,000 more than last year at this time.
- 6) **Under Old Business**
 - a) Queen Mary is still saying we owe them \$8,800. John will speak to Don about this and report back at March meeting.
 - b) Mitch gave an update on our room block for 2018 Convention in Baltimore. To date we have 169 room nights filled.
 - c) Mitch will schedule site visits in Orlando in mid-March for our 2019 Convention.
 - d) SSIA Plastic bags were already ordered; should have delivery by end of March. We charge \$28/box of bags and they cost us \$28/box. All the money we make on them comes from advertising we sell on bags. Phil will work with Mitch to get a better price on shipping he bags from our supplier.
- 7) **Under New Business**
 - a) Mitch will send out final 2018 renewal notices in early March. So far, 4 wholesalers, 14 suppliers and roughly 125 shoe repair shops have yet to renew.
 - b) Shannon gave a Membership Committee report. She was contacted by a gentleman who poses as "Columbo" and produces short videos that promote various organizations. The committee liked his idea but not his price (roughly \$3000). The committee will explore other similar options and John agreed to find out who does videos for Vibram.
- 8) **Under Open Discussion** – Shannon told story of a shoe repair in Puerto Rico that was aided by the 210 Foundation. She's collected shoes to send to Puerto Rico and asked the Board to pay the cost of shipping. Pat made a motion to have SSIA pay shipping costs, Jesse seconded, and the Board approved unanimously.
- 9) Meeting adjourned at 9:40 PM.